EDITORIAL

No definition of communication is possible without reference to the message as a key component in the process. Almost all definitions of communication reference the importance of mutual understanding, thereby conceptualising communication as much more than a simple process of exchange or transmission that entails coding and decoding. Communication is therefore conceived as a purposeful human activity that entails sharing, and also involves the forming of communicative intent and interpretation. Since *communicare* means "to share", this is issue of Communicare deals with various aspects of sharing meaning through communication messaging and platforms, such as the measurement of levels of communication satisfaction, and attitudes of consumers towards short messaging services, digital literacy and competencies required to access and process information using digital systems and tools, as well as barriers encountered in communicating preventative health messages in rural settings.

In their article, Woldearegay, Angelopulo & Teketel argue that any understanding of communication satisfaction as simply meeting information needs, disregards the important affective dimension of relational satisfaction. Also, the manner in which relational and informational aspects are conceptualised has been indicated to have cultural dimensions. While a number of communication evaluation scales of Western origin are currently utilised in organisational studies, the relevant aspects of organisational communication scholarship in an African environment would require contextual theorising and development of a measure with culturally relevant constructs. In response to this consideration, this article reports on the development of a hybrid quantitative measure of organisational communication satisfaction for the public service within an African context.

The exponential growth in the use of mobile phones has seen companies investing heavily in mobile marketing in order to exploit the advertising opportunities presented by this medium. Humbani and Jordaan investigate the role that gender, household income and age play with regard to factors contributing to the attitudes of consumers towards SMS advertisements. Factors investigated include aspects such as content appeal, perceived personalisation of messages, interactivity and perceived consumer knowledge and control over this type of messaging. The authors conclude that gender, household income and age all tend to affect consumers' attitudes towards SMS advertisements, with household income emerging as the most significant

differentiator. This finding implies that companies that recognise demographic differences may be better positioned to communicate meaningfully with their target market audiences.

Mbatha notes in his article that as digital technology becomes ubiquitous, workers will increasingly need an appropriate set of digital skills to access and process information, using digital systems and tools. Against this background, Mbatha set out to map and audit the digital literacy levels of civil servants in selected South African government departments in KwaZulu-Natal. His article points to the importance of digital literacy skills and a digitally literate workforce for improving work productivity and creativity in the public sector. The author concludes that if the South African government wishes to reap the benefits of adopting information and communication technologies for the purpose of e-governance in the public sector, there is an urgent need to attend to the ICT training needs of its civil servants.

In the final article in this edition, Dyll-Myklebust and Zwane report on the barriers identified in bilharzia prevention communication in Ugu District, KwaZulu-Natal. The Female Bilharzia (FB) Project sought to raise awareness, treat and ultimately eradicate the FB threat. This article investigates the most appropriate communication tools with which these goals could be achieved. Perceptions of this issue highlighted various socio-cultural, economic and logistical constraints to effective FB communication. The authors find that the FB Project is in dire need of a communication strategy that could penetrate socio-cultural, economic and geographical barriers to trigger positive behavioural changes, and conclude that these challenges can be addressed if more participatory and emancipatory communication is practiced.