This edition of Communicare takes a broader view of the discipline and explores the production and consumption of communication content through a diverse range of articles. All of these articles focus on the context within which communication content is consumed or produced.

The development of the craft industry is a key focus area of the South African Government for sustainable development and the creation of employment opportunities. However, craft producers struggle to access the retail market because of their inability to communicate effectively. Understanding craft retailers' buying behaviour, particularly with regard to the communication channels used, could potentially assist craft producers to create better awareness of their crafts. In their article, Makhitha, Wiese and Van Heerden investigate the communication channels used by formal craft retailers, when searching for craft suppliers and craft products. The results revealed that different types of craft retailers differ in their use of promotional channels; while no such differences could be found for internal and personal channels, or for print advertising and types of craft retailers.

While research on mobile phones in developed countries suggest these devices facilitate the creation of a society free from the confines of local geography and community, where the user can craft an individualised networked sociability, this may not be the reality in the global south. In their article Schoon and Strelitz consider the concept of (im)mobility of mobile phones and 'stuckness' in poor neighbourhoods. Findings from their study demonstrate how, in a particular context, mobile phones and the mobile Internet do not necessarily facilitate a mobile world where individual networks allow an escape from local norms and structures, but may instead facilitate communal networks that bind users to the local and the co-present, and so facilitate 'stuckness' – with its concomitant social immobility and the inability to escape disciplinary surveillance.

Wheras the idea of "communal consumption" is not new at all, one of South Africa's most successful recent branding initiatives is the rebranding and repositioning of SABMiller's Castle Lite beer. Irwin's article on the re-positioning of Castle Lite beer examines the means through which Castle Lite consumers were invited to form a unique, imagined community of beer drinkers through a variety of media formats. It offers advertisers, academics and brand managers a concise case

study that illustrates how a failing brand can be relatively quickly repositioned to dramatically increase market penetration, consumer brand knowledge and overall sales.

In the final article, Rodny-Gumede questions what professionalism means in the context of South African journalism, and whether this notion of professionalism deviates from normative liberal frameworks of the news media of how journalists perceive their own role in society and how they define professionalism. Based on in-depth interviews with journalists from a cross-section of the South African news media, findings suggest that South African journalists do not perceive their role as either watchdog or lapdog. Instead the articulation of their role in the South African context is based on competing imperatives in which concerns for the audience, and a broader articulation of the public interest takes precedence over more liberal conceptualisations of the role of journalism in democracy.

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