

In this issue of *Communicare*, the focus falls on content and how issues regarding content may be addressed. Perhaps this is not surprising – given that brands and companies everywhere are in the midst of an historic transformation – one that centres on content. Content is information and experiences that provide value to an end-user/audience in specific contexts. Corporate communicators are increasingly realising that if business delivers consistent, ongoing and valuable information to buyers, stakeholders will reward them with their support and loyalty. However, this edition of *Communicare* seeks to examine both beneficial and detrimental aspects of content, whether these be in relation to the span of communicated ideas or the absence or prevalence of desired or unsought content.

In their article, Angelopulo, Alpaslan and Schenck examine the span of communicated ideas on corporate social responsibility (CSR) in Peru. They argue that it is now a widely held view that the very success of organisations is dependent on stakeholders' perceptions of their organisations' environmental impact, ethics, stability and transparency. It has been proposed that the Peruvian government should support CSR activity in labour, thereby to alter the perception of CSR in the labour market. However, this study suggests that the government has little to gain by doing so. There appears to be consensus that improved labour conditions are desirable among labour and management, government and a wide array of businesses in Peru. What is further evident is that solutions are not immediately forthcoming if they are proposed from a framework of CSR.

In her article, Malila undertakes an analysis of selected news media and of how young people are represented in reports on the education sector in South Africa. She argues that the news media are failing to enable young people to be active citizens because they fail to provide information that engages the youth in respect of education coverage, and that, moreover, where education is covered, the reports do not feature the voices of young people.

Coetzee, Marais and Van Heerden suggest that the marketing of intangible services, particularly unsought services – such as those of the funeral industry – poses inherently unique challenges to marketers. Given the unsought nature of funeral services, consumers generally avoid the industry – primarily because the services offered by the funeral industry are associated with death and grief. This article reports on some of the selected findings of an evaluation of the effectiveness

of the funeral-home websites of members of the National Funeral Directors Association of South Africa (NFDA). The authors suggest that by pursuing continuous research of the digital marketing of the funeral industry, such research could yield many new and innovative approaches to an industry in which the services are largely unsought.

There has been much debate over whether using social network sites (SNSs) isolates people and truncates their relationships or, alternatively, provides beneficial connections with others. This debate has been framed by a growing body of international literature that explores the triadic relationship between the intensity of use of SNSs, the maintenance of social capital, and the relationship between social capital and well-being/life satisfaction. In their exploratory research findings among students at Rhodes University, a small South African higher education institution, Young and Strelitz argue that the historically shaped race and class cleavages impact on how this triadic relationship plays out. They suggest that it is possible that the effects of Facebook usage are mixed. Some of the benefits enabled through Facebook by the accumulation of weak ties and the maintenance of strong ties are offset – certainly for the more marginalised students – by observing the active and carefully selected representations of other students' social lives. This is the case, particularly when the marginalised students lack either the means or the access to participate in these benefits.