

The time has come for some reflection on the status and position of independently published accredited scientific journals. I have come to this conclusion after recently attending an Academy of Science of South Africa Regional Workshop on Open Source Publishing. At this workshop, the great difficulties faced by editors of independent journal to sustain their journals within the current policy framework became clear. Around the same time, the SACOMM Publication Committee was in the process of formulating a draft statement for its members on what are deemed to be the perceived limitations of the SAPSE accreditation process (May, 2011).

SAPSE is aimed at encouraging the **process** of research and publication, the financing of research capacity, and the building of a R&D environment. The SAPSE system should be used strategically to build capacity, to enhance productivity and to train new researchers in publication. When one is **only** concerned with the product appearing in an 'accredited' journal, then the researcher may have lost sight of the academic enterprise (production of knowledge).

What is evident from both these discussions is that there is a real need to use the SAPSE system strategically to serve the entire academic enterprise of knowledge production. Since journals provide an important research platform and play a key role in the entire process of scientific knowledge production, this would include financial and other forms of support for the journals that are responsible for the dissemination of academic knowledge. Yet, these independent journals – and by 'independent' I mean those journals, accredited or otherwise, that, in the face of financial pressures have not capitulated by signing commercial publishing contracts with academic publishing houses – are not provided any form of funding or recognition of their contribution in our current policy framework. This comment is not meant to demean those journals that have gone the commercial route, since there are compelling reasons for their doing so. It should rather be viewed as an effort to draw attention to the fact that, while the product (published article) is funded, the policy framework does not acknowledge or provide any direct financial support in acknowledgement of the research contribution (i.e. providing a platform for the dissemination of academic knowledge production) made by these journals and journal editors. Instead, these journals have to rely on the extreme dedication of their editors and a range of creative financial models that all rely heavily on page-fee income generated by the SAPSE system, and varying

levels of ad hoc institutional support. Unfortunately, this approach is simply no longer sustainable. This is why South African Institutions of Higher Education increasingly find themselves paying premium prices to international publishing houses to access South African research outputs.

In this edition of *Communicare*, Verwey and Davis urge South African communication theorists to come to grips with a shift in theoretical paradigms and to grapple with the challenges that an emergent and a co-creational perspective poses for our understanding of the role of communication in the autopoietic reproduction of social systems such as organisations.

Both Barker and Wiggill focus on strategic relationship management, albeit from different perspectives. In her article, Barker explores the management of online crisis-communication response messages to facilitate proactive and positive effects for the continued use of Internet banking by customers despite the risk of fraudulent online banking transactions. She argues for the acceptance of knowledge management as a plausible theoretical framework that can augment online crisis-communication responses during fraudulent online banking transactions.

Wiggill explores librarian-academic collaboration. She contends that, in most instances, academic libraries do not apply strategic communication management to build and maintain relationships with its stakeholders. This results in a number of challenges for librarian-academic collaboration. In her article, she explores how four academic libraries practise communication and relationship management in an effort to enhance librarian-academic collaboration.

In the final article, De Wet retrospectively investigates the depiction of Robert Mugabe's candidature in the 1980 Zimbabwean (common roll) independence election campaign in the *Sunday Times*, which was by far the largest South African newspaper at the time. He reflects on Robert Mugabe's candidature three decades later, at a time when he has acquired a generally accepted international image of being a dictator who has steadily governed the country to ruin.

Sonja Verwey  
**Editor-in-Chief**