

## EDITORIAL

A year has passed since the “makeover and repositioning” of *Communicare*. The submission of a wide variety of scholarly work from various fields of knowledge within the wider context of the discipline must surely be indicative of the interest and acceptance of all involved. Opening up in this way once again highlights the benefit of broadening the scholarly and educational landscape to include all who are involved in the discipline. We can but encourage scholars and hope for their continued support. The waiting list of submitted article is growing, but we are attempting to process all submissions with the utmost professionalism.

Looking back also provides us with an opportunity of identifying areas that need to be improved. Critiquing and interrogating opinion and thought, by means of thorough literature review and empirical and methodological engagement remain the most important attributes of scholarly involvement. Many submissions fail in this respect during the refereeing process.

The financial survival and the quality assurance of scholarly journals seem to be two of the most important aspects of journal publication in the South African scholarly landscape. The initiative of the Academy of Science of South Africa (ASSAf) in addressing a wide range of pressing matters should be welcomed in this regard. Particularly important are efforts to rationalise journals, specifically in the communication domain, as these are currently unable to serve academia in a professional and scholarly sound way. The onus of ensuring that “what we publish” is above reproach is in many ways a collective one commencing with the quality of the scholarly input and supported by professional editorial and technical processes and policies. We are firmly committed to all of these.

*Communicare* 26(1) again offers a wide variety of scholarly contributions. Eight papers have been prepared for publication subsequent to an intensive and quality-assurance refereeing process.

In the article by Potgieter on Lacan’s three orders, the *graphie complet* and music in film, the focus is on music and how it contributes to an understanding of the filmic experience, with an emphasis on Lacan’s distinction between three orders, namely the Real, Imaginary and the Symbolic. The vectors of speech and drive also provide meaningful insights into the way in which the three orders

shape filmic musical experiences. The study by Otto et al. deals with the Internet as facilitating public sphere entity. The emphasis is on the roles of the South African and Canadian electoral commissions' websites in establishing a virtual public sphere. The conclusion reached is that the Canadian Electoral Commission's website succeeded better at resembling some of the normative principles of the Habermasian public sphere theory. The study on attitudes towards attractive and credible celebrities in advertisement by Van der Walddt, De Beer and Du Plessis, based on the hypothesis that attractive and credible celebrities could potentially bring a positive influence to bear on the purchasing of such endorsed products, yields interesting findings. The overall conclusion is that attractive celebrities do receive more favourable ratings, whereas the attitude towards the credibility aspect is perceived as neither positive nor negative. Snyman and Penzhorn, in their study on the production of printed health messages, find that very little evidence exists that producers of health communication engage in a sustainable way with target audiences. The article on HIV/Aids reporting in selected South African newspapers by Swanepoel, Fourie and Froneman concludes inter alia, that there is an exaggerated focus on politics and too little focus on scientific and social issues; that the victim image is very prominent; and, that there is a lack of critical in-depth reporting.

This edition of *Communicare* offers a group of interesting articles on radio broadcasting. In their contribution, Berger and Jjuuko stress the dilemma faced by the South African Broadcasting Corporation, viz. the need to be accountable to the public while simultaneously honouring the imperative to be editorially independent. They make the point that the formulation of editorial policies and systems in 2004 had to negotiate these tensions very carefully. In the contribution, by Bosch, on community radio and identity construction post-1994, we are shown how the Independent Broadcasting Authority opened the airwaves to previously disadvantaged voices, thereby creating an opportunity both for viable market conditions and for a diverse and independent broadcasting system. Community broadcasting contributes hugely towards the enhancement of public dialogue and the strengthening of democracy. Banda's article on radio listening clubs in Malawi and Zambia as steps towards facilitating a participatory model of broadcasting inter alia reveals the creation of a platform for dialogue between the rural-based and urban-based policy makers, and a propensity for social mobilisation to be key aspects of the participatory model of broadcasting.

The above overview hints at the rich and varied terrain covered in this edition. I trust that you will find this edition an enriching scholarly experience. The standing invitation is: submit your intellectual work.

Gideon de Wet  
**Editor-in-Chief**