EDITORIAL

Since the repositioning of Communicare in 2005, it has been quite encouraging to notice the increase in the number of articles from such wide paradigmatic spectrum. This is evident in the theoretical and methodological scope and focus of these articles. We should like to encourage this and Communicare 26(2) once again bears testimony to the trend.

In "State-media relations in post-apartheid South Africa: an application of comparative media systems theory", Hadland uses the Hallin and Marconi (2004) models to explore the relationship between the state and the media, with specific reference to print media, and comes to the conclusion that the South African print media system falls largely into the Polarised Pluralist model with strong Liberal model qualities. In their article on the significance of the group chief executive's internal corporate communication programme, Meyer and De Wet argue that the findings indicate a significant link between corporate communication and the way in which middle mangers perceive the reputation of the organisation. In "Postmodernity, globilisation, communication and identity", Olivier explores what it is to live as an "individual" in the postmodern age. In other words, this focuses on someone with a distinct sense of self. One question posed is whether a person has reason to believe that identity has evaporated in the flux of postmodern life, and whether it would it be possible to affirm the continued legitimate discourse on identity today by using a theoretical perspective such as that provided by Suareez-Orozco and Qin-Hillard (2004), Barber (2003), and others, to critique the position.

Durden and Nduhura's article on the role of participatory forum theatre in dealing with HIV/AIDS issues in the workplace, explores the application of participatory theatre in a South African factory environment and comes to the conclusion that forum theatre is indeed an appropriate strategy for raising HIV/AIDS awareness in such an environment. In the fifth article, Ribbens argues that, in the intercultural context, a beckoning gesture commonly used by white people is regarded as offensive by most black people. At the same time many are unaware of non-verbal politeness markers signalled by means of kinetics. These findings highlight the need for the inclusion of intercultural communication in the training of all who are part of a multicultural workforce.

A number of important remarks would be in order at this stage.

This edition of Communicare is the last one to carry the Research Forum. The cost factor makes it very difficult to run a service of this nature. SACOMM will henceforth be running the research forum as a web site service.

It is not uncommon nor is it confined to this publication that feedback on articles submitted to referees often takes an awfully long time to be returned to the Editorial Committee. In some cases no feedback is provided, without any reason being given. Endless follow-ups become a huge frustration. What is more, scientific journals rely very heavily on their community of scholars for quality assurance through masked peer review processes. No reputable publication can survive the test of quality without an active and above-board blind refereeing process. This is cause for serious concern, not only to Communicare, but also to our sister communication publications. Publication of some articles has to be deferred owing to the late submission of referee reports, which in turn has a knock-on effect in that authors need proof of publication for subsidy and promotional purposes. In fact, it could potentially stall the advancement of careers.

In the "Editorial" of Communicare 26(1), the proverbial printer's devil must have been responsible for the following: "The initiative of the Academy of Science of South Africa (ASSAf) in addressing a wide range of pressing matters should be welcomed. Particularly important are the efforts to rationalise journals, especially in the communication domain, as these are currently unable to serve academia in a professional and scholarly sound way". The paragraph should have read: "Of particular concern would be efforts to rationalise journals, and in particular in the communication domain, due to the perceived inability 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 starting with the quality of the scholarly input, and then being furthered supported by professional editorial and technical processes and policies. We are firmly committed to all of these.

Gideon de Wet
Editor-in-Chief