

Essentially, this volume of *Communicare* reflects on communication in organising and in organisational contexts. The spectrum includes theoretical perspectives ranging from the functionalist, systemic approaches, the rational structural tradition in organisations, to a trend in television advertising where language diversity, translation, and/or re-conceptualisation are circumvented by conceptualising a visual message devoid of voice-over. The contextual manifestation of communication can be found in areas such as stakeholder management with a focus on corporate image and reputation; in the denial of the individual and ethical considerations within a rational structural organisational context; in internal communication and competitive environments, and in visual television messages devoid of voice-over in the context of advertising.

The impact of symbolic corporate identity elements on specific relationship dimensions by Holtzhausen, addresses the research question concerning the relationship between employees' perceptions of symbolic corporate identity elements and employer-employee relationships at a Platinum mine, with a further emphasis on the relationship between employees' perceptions of how effectively the company has reached its objectives.

Chasi and De Wet's article focuses on the rational structure tradition of organisational communication. The MacDonaldised organisation is used to illustrate, not to evidence, one form of organisation that took key aspects of the rational structure tradition to a fatal conclusion. This article attempts to overview this tradition and thereby to contribute an ethics perspective focusing on the issue of denial of the individual.

A trend in television advertising, where language diversity, translation, and/or reconceptualisation are circumvented by conceptualising a visual message devoid of voice-over, is the topic of the article written by Cawood and Du Toit. The purpose is to consider the extent to which this practice undermines or contributes to the perception of a homogeneous marketplace and advertising language / esperanto. Visual texts provide a rich alternative, but carry the inherent burden of the intermingling of text and subtext not conveyed by means of language.

Scheffer explores the importance of an alignment existing between internal organisational values and the external organisational image. As such, to guarantee the promotion of employee satisfaction through an internal organisational alignment strategy, improvement should be made to internal communication strategies. It implements internal branding initiatives so as to align internal stakeholders with the core organisational values and with its external corporate brand image. Based on the research, the data analysis reveals a key contribution to be the conceptualisation of the term 'integrated organisational communication'.

Bechan's article deals with what communication managers in top-listed companies operating in South African consider to be the top determinants of managing corporate reputation in their organisations. The paper draws links between managing organisational reputation and stakeholder management, and provides valuable findings for communication specialists working in positions of management.

Communicare 27 (1 & 2) once again attempts to provide active researchers in the field with a scholarly platform for debate and critique. The journal's existence is wholly dependent on the firm commitment of authors to publish their work. Building reservoirs of knowledge sometimes takes generations - if not lifetimes - of scholars to achieve. In this, Communicare hopes to play a modest role. Obviously, the production of such a journal takes hours and days of commitment by a team of volunteers who spend their precious time on the project with very little recognition and acknowledgment. This being my last Communicare as Editor-in-Chief, I wish to extend my unbounded gratitude to all concerned, and particularly to Elna Rossouw, for dedication and commitment to the project over the past few years. The repositioning and make-over of Communicare has indeed been a very exciting and rewarding process. Publishing Communicare has left on me marks of appreciation and sometimes of bewilderment.

To the scholars who have been publishing their ideas, findings and knowledge in this journal, thank you for your support. Communicare will continue to be a custodian of scholarly engagement.

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