

EDITORIAL

Welcome to the first edition of *Communicare* 2006. It is a memorable occasion for a number of reasons. From this year *Communicare* is being published under the sole auspices of the Department of Communication at the University of Johannesburg as a South African Department of Education (DoE) accredited scientific journal. It is also *Communicare*'s 25th year of scholarly engagement with the communication discipline. It is indeed an achievement of note and a tradition that serves as an excellent vantage point from which to proceed.

We look forward to publishing a journal that has not only a new contemporary look, but also an editorial policy that can be summarized in one word: neutrality with scholarly integrity. Therefore, this venture provides a very unique opportunity for the publication to provide both paradigmatic and methodological representation, and it reaffirms the journal's ethos. This will be achieved and guaranteed through:

- Adherence to the DoE's accreditation requirements.
- Blind refereeing making use of the scholarly expertise of at least two external referees within the context of paradigmatic acuteness. In this regard, staff in the Department of Communication at the University of Johannesburg may not serve as referees.
- A refereeing mechanism and process that encourage referees to move beyond the narrow confines of methodological and paradigmatic parochialism and focus on the scholarly contribution in the greater context of the study and knowledge production.
- An editorial board with built-in mechanisms for continuous involvement through monitoring, paradigmatic and methodological representation as well as national and international profiling.
- The professional and confidential treatment of all submitted research through built-in editorial processes.
- Publishing the names of all functionaries, including the editorial board, referee panels and editorial committee.
- Inviting scholarly input through assessment mechanisms from time to time.

- Paradigmatic inclusiveness that represents paradigmatic diversity in order to serve as a scholarly platform that caters for the whole array of very complex discipline manifestations and orientations.
- To encourage young researchers to submit their work as they are working towards scholarly status.

It is also an occasion to announce in this edition the names of the newly constituted editorial board that reflects an astute profile of national and international scholars. We are indeed proud to be associated with these academic leaders in their fields and we are looking forward to building *Communicare* into a truly quality scholarly journal.

This edition includes an array of paradigmatic orientations through contributions ranging from a phenomenological exploratory study of senior corporate communication roles, the determinants of Internet usage by applying the Engle Yoo estimation technique, to an analysis of television viewing by children in the age group 7 to 15 of socially unacceptable material to what is called paradigm repair in mainstream reactions to South African tabloid journalism. The question remains whether the widespread criticism of tabloids should be seen as part of the journalistic ritual, or whether these debates on ethical guidelines and the performance of professional guidelines could be regarded as contributing to a meaningful structural critique of the South African media. Indeed, a very engaging set of contributions.

Communicare continues with the *Last Word* as a platform for dialogue and critical engagement. The invitation is an open one to contribute towards discourse issues fundamental to communication as central to our being.

It is important to state and extend the invitation: *Communicare* wishes to reaffirm its position as a facilitating platform for scholarly debate and positioning: fill the space.

Gideon de Wet
Editor-in-Chief