

## EDITORIAL

*Communicare* 25 (2) offers a wide-ranging selection of topics covering deep-rooted conceptual matters on communication as a phenomenon. Areas addressed include communication and revolt; communication and ecstasy; communication and power in organisational contexts; the quantum self and consciousness through communication, and, addressing the chasm between theory and practice. On more applied matters, there is a closer look at the interactive nature of reality television, as well as the ideological underpinnings of *imbizo* as a model for communication.

On communication and revolt, Kristeva has developed the notion of revolt which, on the one hand, may be a communicational prerequisite for contemporary globalised society to break out of the market, and, on the other, a fundamentalist ideological reaction to it. Baudrillard's work on consumption, media and society is reflected on in terms of phases that have shifted from the early Marxist-phenomenological critiques of the modern consumer society to a post-Marxist or postmodern view of society ending with a shift towards fatal theory and its replacement with an extreme, fatal vision of the world.

In the article on power, empowerment and communication the suggestion is made that the application of cybernetics to public relations theory be considered coupled to the role of organisational communication as a process that could lead to greater productive power of employees, as well as to the contribution it could make towards the development of recursive organisational structures.

In the article exploring transcendence of the quantum self and consciousness through communication, the Jungian constructs of archetypal images, symbols, myths and mythologems are considered as derivatives of the subjective inner reality reflected in the text of a narrative and in the dreams of the individual. Bridging the chasm between theory and research / practice in communication poses a series of challenges to higher education curricula and teaching, inter alia to the emphasis on factors such as the role of language, culture, the quest for objectivity, the utility criterion for theory building, dialectical and relativist thinking, as well as skills that learners have to develop to promote creative and critical thinking.

On the communication applied side, the reality television programme, *Project Fame*, is analysed by focusing on the interactive component of reality television with an emphasis on the viewers

as active media consumers. The study concludes that cognitive, affective and personal integrative needs motivate viewers to utilise the various interactive opportunities, and that viewers expect gratification from participating interactively. In the *imbizo* article it is argued that *imbizo* is presented as a communication and governance model to deepen participatory democracy and public participation for especially the poor, with a view to consolidating the ideological positions of the government and the ruling party amongst the masses. Participatory communication practices stand at the heart of the process.

Judging from the feedback received on *Communicare* 25(1) as the first edition of the newly launched *Communicare*, we are proud to say that the reaction has been most encouraging and to some extent even overwhelming. More than thirty new submissions were received for this edition. It is also encouraging to see that a number of new subscriptions have been recorded. *Communicare* is committed to continueing to provide a public platform for scholars to engage in quality scholarly debate.

We trust that you will find among these articles intellectual qualities to reflect on and to deepen the levels of scholarly debate. To all the authors we express our appreciation for submitting your work to this public discussion forum. The standing invitation to all is: Submit your scholarly work. Also take note of the technical requirements which have been changed. Kindly follow the instructions carefully.

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