

EDITORIAL/REDAKSIONEEL

“Let us ... build our community on a solid foundation of unity”

With these words of the young black poet, Dennis Nkosi, from the University of Durban-Westville, Dr H C Marais closed the twelfth biannual convention of the World Communication Association, which was co-hosted by the Southern African Communication Association in Pretoria, July 26-30 1993.

In the words of this young poet resounded the theme of the conference – Unity through communication. For five days the delegates to this conference saw the presentation of an impressive, and sometimes not so impressive, analyses of communication in culturally heterogeneous contexts.

The very fact that this convention was taking place in South Africa in 1993 was in itself an act of unity through communication. After years of academic isolation, South African communication scientists were sharing a platform with delegates from as far afield as Finland, Korea and Japan.

Alhoewel die World Communication Association nie dié toonaangewende kommunikasievereniging in die wêreld is nie, dui hierdie klein begin op groter moontlikhede vir toekomstige deelname van SAKOMM as internasionaal erkende vakvereniging.

A spin-off of this conference has already been an opening of communication doors to the rest of Africa. An African conference on Communication Education in Africa, in all probability to be held in South Africa in February of next year, is already in the planning stage. Let us hope that through communication the promise of greater unity with the rest of Africa will also be realized.

Vanweë die belangrikheid van die kongres, maar ook vanweë die belang van die kongrestema, het die redaksie van COMMUNICARE besluit om hierdie uitgawe te wy aan die publikasie van 'n keur van kongresreferate. Die kongrestema het voor- dragte gelewer wat strek vanaf mikro- tot makro-ontledingsvlakke. In hierdie uitgawe van COMMUNICARE word gepoog om die kongrestema vanuit verskeie Suid-Afrikaanse kommunikasiekontekste te belig. Die rede hiervoor is dat toekomstige kommunikasie tegelykertyd 'n noodsaaklike voorwaarde, maar ook 'n maatstaf van suksesvolle transformasie in die Suid-Afrikaanse samelewing sal wees. Kommunikasie maak dus eenheid uit diversiteit moontlik.

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