

EDITORIAL/REDAKSIONEEL

Dit is werklik met groot trots dat die redaksie van Communicare in hierdie uitgawe hul gelukwensinge wil oordra aan die SAKOMM-bestuur met die groot sukses van die SAKOMM-konferensie oor kommunikasie in die nuwe Suid-Afrika, vroeg in September. Nie net was die program, temas en sprekers in die kol nie (ons publiseer twee van die referate in hierdie uitgawe), maar die kommunikasiekundiges regoor die land wat daar was, het bewys dat hulle besig is om uiters relevant te raak. Die debat was lewendig, die bevrraagtekening skerp en die Interaksie tussen die teorie en die praktyk wedersyds opbouend.

Wat veral opgeval het, was die opkoms van 'n "nuwe geslag" kommunikasiekundiges wat met 'n oop, vars perspektief die aannames onderliggend aan uitgangspunte wat ons oueres (sowel in die akademie as in die bedryf) as gegewes aanvaar, uitdaag. Die Pukke moet ook gelukgewens word met die bywoning en deelname van hul voorgraadse studente aan die verrigtinge. (Die ander universiteite en teknikons kan gerus hul voorbeeld volg). Soos Cliff Richard gesing het: The Young Ones shouldn't be afraid..."

Perhaps one or two caveats of the conference can be identified. Although the speakers seemed to excel at analysis, diagnosis and even prognosis of the problems surrounding communication and the media in a changing South Africa, too few in-depth recommendations as to the cure were made. Media models representative of the interests of all the people in South Africa, the future of the electronic media, freedom of speech and censorship — all these need to be researched in depth by communication scientists or interdisciplinary working groups. They should caucus continuously with colleagues in the industry and representatives from left to right of the political spectrum, and closely monitor social, political and economic developments in the country.

We also beseech opinion leaders in the ANC and its affiliates to provide us with their much needed inputs. One common problem which seems to be currently experienced by organisers of conferences (including the SACOMM conference), research projects etc., is that members of the ANC are found to be rather inaccessible, in the sense that it is very difficult to get hold of them and then also very difficult to get them to participate. We understand many of the reasons for this, of which some reflect on policies and attitudes of the past. But in the name of true communication — we need the free flow of ideas, the open conversation and the honest exchange of viewpoints to achieve mutual understanding, and working solutions, in the new South Africa.

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