

REDAKSIONEEL

EDITORIAL

THE renewed publication of COMMUNICARE has kicked off on a high note and elicited quite a healthy reaction, both from here and abroad. This came in the form of positive feedback, constructive criticism and quite a large number of new contributions.

It is no simple task though, to evaluate articles for this kind of journal. On the one hand, there are always those articles which are operationally and methodologically beyond anything but the most negligible criticism, but which findings result in somewhat "so what?" answers. On the other hand, there are those which address topical and interesting questions but do not always adhere to all academical and scientific requirements. We will have to take heed of the warning bells which resounded in the previous issue; namely that communication scientists will have to tackle the really crucial communication issues in South Africa and internationally, in a systematic and scientific manner.

Nogtans moet ons nie verval in té eng, rigoristiese afbakenings van die kommunikasiewetenskap, sy beoefening en invloed sfeer nie. Ons hoop dat ons in hierdie uitgawe daarin geslaag het om die balans te bewaar tussen die meer populêr-wetenskaplike bydraes wat die gedagtes prikkel en nuwe hipoteses genereer, en die strenger akademiese bydraes wat die wetenskaplike grondslae uitbou maar steeds belangrike en stimulerende aangeleenthede aanspreek. Ons het ook bydraes uit die privaatsektor en uit ander dissiplines wat ons ook vir

die toekoms sterk wil aanmoedig, aangesien kruisbevrugting noodsaaklik is.

A very strong theme running through most of the articles in this issue is intergroup, intercultural and international communication, with some also pointing a finger to its political dimensions and implications. This is a very encouraging sign, since these issues are extremely salient both in the here-and-now South African situation and worldwide. A colleague from the United States contributes an extremely interesting and well-argued rationale on the much-denounced "imbalance" of international communication. The director of the recent HSRC Investigation into Intergroup Relations also discusses the implications for communication.

Advertering en seker effekte daarvan is 'n ander tema wat in twee bydraes aangeraak word. Hierdie is 'n gebied wat minder aandag gekry het in vorige kommunikasiewetenskaplike bydraes.

In hierdie uitgawe word 'n nuwe rubriek COMMUNICARE-FORUM ingewy. Hierin word gepoog om 'n redelike weerspieëling te bied van kommentaar en reaksies op artikels gepubliseer in die vorige uitgawe. Lesers word aangemoedig om hul kommentaar, of selfs reaksies óp reaksies, op skrif te stel en in te stuur vir moontlike publikasie. Per slot van sake is terugvoering 'n noodsaaklike faset van suksesvolle kommunikasie.

Nina Overton