

Editorial

At the Sixth Annual Congress of the Southern African Communication Association in East London a number of academics and experts from the public and private sectors extensively discussed the subject *Communication in Organisations*. Although the papers on the theme reflected a disparate character, the consensus of opinion amongst the speakers was that the "tearful little girl in her party dress in fact knows where to go to".

The main objective of Congress 82 was not primarily a quest for a single theory or perspective which could facilitate an approach to problems on the organisational level. This is the first time in the existence of SACOMM that this subject has served as a congress theme. In contrast with overseas congresses of the same nature no time was wasted on determining the domain of organisational communication. Attention was given to some of the most urgent problems such as the role of labour unions, management and personnel functions and the influence of specific factors on communication in organizations. An attempt was made, from the viewpoint of the different disciplines, to identify problems and offer some solutions to solve these problems.

In this edition of *Communicare* a representative selection of papers delivered at the SACOMM Congress is published.

Redaksioneel

Tydens die Sesde Jaarkongres van die Suider-Afrikaanse Kommunikasievereniging in Oos-Londen is die tema Organisasiekommunikasie indringend deur 'n aantal akademië en kenners uit die openbare en private sektore bespreek. Hoewel die referate oor die tema uiteenlopend van aard was, het daar konsensus geheers dat die "betreunde meisietjie in haar partytjierok tog wel weet waarheen sy moet gaan".

By Kongres 82 het dit nie hoofsaaklik gegaan om die soeke na 'n enkele omvattende teorie of perspektief wat die benadering van probleme op organisasievlak kan vergemaklik nie. Dit is maar die eerste keer in SAKOMM se bestaan dat dié onderwerp 'n kongrestema is. Anders as by soortgelyke oorsese kongresse is geen tyd daaraan bestee om die terrein van organisasiekommunikasie af te baken nie. Aandag is gegee aan sommige van die dringendste probleem-areas, soos die rol van vakbonde, bestuurs- en personeelfunksies en die invloed van bepaalde aspekte op die kommunikasie binne organisasies. Daar is gepoog om uit verskillende vakkundige benaderinge probleme te stel en moontlike oplossings daarvoor aan die hand te doen.

In hierdie uitgawe van *Communicare* verskyn 'n verteenwoordigende seleksie van die referate wat tydens die SAKOMM-kongres gelewer is.