

Redaksioneel

Reeds van die vroegste eeue af kommunikeer mense oor die grense van kulture heen. Nogtans het interkulturele kommunikasie maar eers gedurende die afgelope dekade begin erkenning en aandag kry as 'n selfstandige studieveld op die terrein van die kommunikasiewetenskap.

Dit was egter eers gedurende die afgelope twee tot drie jaar dat daar beseft is dat kulture nie net op 'n makrovlak met mekaar te doen het nie, maar op velerlei vlakke van die daaglikse lewe. Interkulturele kommunikasie word inderdaad elke dag op die terreine van arbeidsbetrekkinge, die massamedia, reklame, onderwys, politiek, godsdiens, ekonomie en vele ander gemanifesteer. Sodanige differensiasie van interkulturele kommunikasie geld des te meer in die komplekse pluralistiese samelewing van Suider-Afrika.

Teen dié agtergrond moet die komende Vyfde Jaarkongres van die Suider-Afrikaanse Kommunikasievereniging, met die tema *Interkulturele Kommunikasie*, as 'n uitdaging en 'n unieke geleentheid gesien word. Die kongres skep 'n gemeenskaplike ontmoetingsterrein vir kundiges uit verskillende kulture en uit die hele spektrum van die akademie, massamedia, politiek, en die bedryf om oor verskillende aspekte van interkulturele kommunikasie te besin.

Verdere inligting oor die kongres word op bladsy 70 van hierdie uitgawe van *Communicare* gegee.

Editorial

Communication between people from different cultures can probably be traced back to the origins of man. Intercultural communication as a field of study, has, nevertheless, only been given recognition and attention during the past decade.

And it was only in the course of the last two to three years that it was realised that different cultures not only have contact on a macro level, but on all the different levels of everyday life. Intercultural communication is indeed manifested daily in labour relations, the mass media, advertising, education, politics, religion, the economy and in many other fields. Such differentiation of the phenomenon of intercultural communication is particularly salient in the complex and pluralistic society of Southern Africa.

Against the above background the forthcoming Fifth Annual Congress of the Southern African Communication Association must be seen as a challenge and an opportunity. With its focus on *Intercultural Communication*, the congress provides a meeting place for persons from different cultures and from the total spectrum of the academic field, the mass media, politics, and the different industrial sectors to talk about the different manifestations of intercultural communication.

Further information on the congress can be found on page 69 of this edition of *Communicare*.