

EDITORIAL

This issue marks three years of *Communicare: Journal for Communication Studies in Africa* publishing in an open-access format under UJ Press. Since 2022, the journal has achieved significant milestones by retaining South Africa's Department of Higher Education accreditation and being added to the Directory of Open Access Journals (DOAJ) in 2024. *Communicare* is a top performing among UJ Press journals with monthly views between 1500 and 3000. These successes are attributed to the contributions of editors, reviewers, authors, readers and the production staff.

It is noteworthy that the journal has expanded its reach across Africa, as evidenced by the increasing number of submissions from the continent. This issue alone features research on communication in Ghana, Nigeria, Tanzania and South Africa.

Reyneke-Geyer and de Beer highlight the importance of measuring employee engagement as a way for organizations to assess commitment and performance. Research shows a strong link between high engagement levels and positive business outcomes. However, employee engagement is low globally and in South Africa, especially among non-managerial staff, leading to financial losses due to untapped potential.

This study by **Adjah, Decardi-Nelson, Ry-Kottoh, Mamah and Sam** examines how fonts from different families are used to test disfluency in reading. A review of 10 articles shows a preference for sans serif fonts in fluent conditions and serifs, scripts, or handwritten fonts in disfluent conditions. The study highlights a significant research gap due to the absence of standardised methods for selecting fonts in disfluency experiments.

Nwankwo-Ojonu, Adzharuddin, Waheed, Khir and Elija's study examines ambiguous arguments in marketing, finding that highly ambiguous advertisements positively influence purchase decisions due to their novelty and complexity. The study supports the elaboration likelihood and strategic ambiguity models and highlights the role of individuals' ability to process cues.

Ishengoma and Mutinta explore Tanzanian journalists' efforts to fight fake news by evaluating their awareness, challenges, and strategies. Data was collected from 306 journalists across radio, television, newspapers, and online media in different regions of Tanzania's mainland.

Mbatha investigates the digital divide as a barrier to technology adoption by small, medium, and micro enterprises (SMMEs) in the agribusiness sector in Tshwane, South Africa. His findings show that the digital divide hinders technology adoption, with high costs, limited funds, and a lack of technical expertise identified as the main obstacles for SMMEs in adopting information and communication technologies.

Fadipe, Salawu and Ogundeyi's research is based on the model of indigenous language for development communication, which emphasizes the link between language and people's understanding of messages. The study used a survey to gather opinions from 191 Nigerian respondents in Lagos and 114 South African respondents in Mafikeng. The survey focused on the dominant indigenous languages used for COVID-19 vaccine messages, respondents' understanding of these messages, and their acceptance or rejection of the vaccine information.

Hlungwani and Tyali examine how the communication strategies of South African political parties impact voters' decision-making. The study aims to understand the effects of political communication on voters' choices. The study focused on Diepsloot, a densely populated township located in the northern part of Johannesburg, Gauteng, South Africa.

Nyarko argues that the circulation of print media in Ghana is unevenly distributed between the capital and rural areas. The study reveals that factors such as ownership, revenue motives, availability of skilled labour, government presence, and urban media credibility contribute to the concentration of newspapers in urban centres.