

EDITORIAL

Just a few days ago, on 22-23 November 2025, South Africa hosted the first G20 Summit on African soil in Johannesburg, under the theme *Solidarity, Equality, and Sustainability*. The summit highlighted the growing role of African countries in a multipolar world. It drew attention to issues disproportionately affecting the Global South, including infrastructure development, food security, disaster resilience, and challenges related to unsustainable debt and a fair allocation of benefits from mining resources.

The G20 declaration (2025) identified key priorities such as inclusive economic growth, industrialisation, employment creation and reducing inequality. It also specifically recognised the potential of Artificial Intelligence, emerging technologies, and innovation to drive sustainable development.

To commemorate the event *Communicare* has issued a call for papers for a special issue examining how human-centered approaches to AI can strengthen communication and drive development across the African continent *The Human Factor in Public Relations, Communication and Development: Africa's G20 Moment*. The full call can be accessed on the website under *Announcements* section.

The articles in this issue highlight the multifaceted role of communication in Africa's development context.

Sutton and le Roux examine the internal communication challenges faced by South African companies in the post-COVID-19 environment. They highlighted various persisting challenges, including the limited access to technology, inadequate communication training, and lack of stakeholder inclusion and identified new emerging challenges such as employee wellbeing and digital inequality. The research offers practical recommendations to address these problems.

Segawa, Willson and Schaling investigate the shifts in communication strategies employed by the South African Reserve Bank since it implemented inflation targeting in February 2000, with a specific focus on new technologies aimed at enhancing transparency and accountability. The findings suggest that clearer central bank communication is linked to lower long-term inflation expectations.

Omojola's study evaluates the effectiveness of Yoruba-language media in motivating rural residents in southwestern Nigeria to register for national identity cards. The findings indicate that although radio, banners, and interpersonal communication had an impact, there were also multiple challenges, such as limited registration centres, inconsistent services, misinformation and corruption.

Ishengoma and Mutinta explore the role of community radio in reducing maternal mortality. The study found that although radio stations run awareness campaigns and integrate maternal health into programming, women face numerous constraints, including media illiteracy, poverty, household duties and patriarchal norms.

Aiseng examines South African Black Twitter, focusing on how Zulu, Venda, and Pedi ethnicities are represented and stereotyped within this digital subculture. Using virtual ethnography to analyse tweets, memes, and GIFs, the study highlights how social media both reflects and perpetuates ethnic stereotypes despite the country's rich cultural diversity.

Phelane and Delpont interviewed 20 public relations officers across 10 ministries in Lesotho. The study identified multiple challenges facing the practitioners, including limited resources, managerial misunderstandings, bureaucracy, political interference and prioritising the routine tasks over strategic roles.

Mnisi and Ngongo explore how reality television has reshaped perceptions of modern life with reality wedding shows claiming to showcase authentic expressions of love. Using a critical discourse analysis of *Our Perfect Wedding* from South Africa, Kenya, and Nigeria, the study argues that these shows are shaped by consumerism and profit motives.

Anna Oksiutycz
Editor-in-Chief

REFERENCES

G20 (2025). G20 South Africa Summit: leaders' declaration. Accessed from: <https://g20.org/wp-content/uploads/2025/11/2025-G20-Summit-Declaration.pdf>