



Conference 2018 Communication at a Crossroads

PROGRAMME

School of Tourism and Hospitality
Bunting Road Campus
University of Johannesburg



Instructions for speakers:

Presentations must not exceed 15 minutes;

If you want to use audio visual support (e.g. PowerPoint), please save on a memory stick;

Speakers should go to the venue to upload their presentation at least 15 minutes before the beginning of the session.

8:30-9:00 Coffee and Tea

Plenary	9:00-9:15 Welcome and Opening Remarks – Conference Room 1 and 2
	9:15-10:45 Opening Plenary – Crossroads in Journalism: Job Losses and New Beats – Conference Room 1 and 2 <ul style="list-style-type: none"> Glenda Daniels (University of the Witwatersrand), Andrew Dodd (University of Melbourne, Australia), Matthew Ricketson (Deakin University, Australia) and Ylva Rodny-Gumede (University of Johannesburg)

10:45-11:15 Coffee and Tea

11:15-12:45 Parallel Sessions	1a) Journalism and Media: Theory and Practice – Conference Room 1 and 2 Chair: Dumisani Moyo (University of Johannesburg) <ul style="list-style-type: none"> Collen Chambwera (University of Johannesburg), Business News Production Practices in Zimbabwe Ruth Teer-Tomaselli and Mpumelelo Dlodla (University of KwaZulu-Natal), Removing the Middleman! An Investigation on Naspers’ Diverse Business Platforms over a Three-year Period as Reportage by South African Financial Newspapers Herman Wasserman (University of Cape Town), Conflict at the Crossroads: Exploring Ethical Frameworks Gerald Kachinbwe Mwale (University of Zambia), The Burst Kariba Dam Theory of New Media Communication Methods and Effects 	1b) Corporate Communication at a Crossroads – City Lodge Syndicate Room 6 Chair: Elnerie (WJ) Greeff (University of South Africa) <ul style="list-style-type: none"> Lida Holtzhausen (North-West University), Non-Profit Organisations Facing a Corporate Communication Crossroads Rifqah Abrahams (Cape Peninsula University of Technology), An Examination of the Efficacy of the CPUT-CTIJF Corporate Social Responsibility Collaboration Metji Makgoba (University of Limpopo), Constructing Black Economic Empowerment in South African Mining: Government vs Corporate Discourse Kehinde Oyesomi (North-West University), Consumers, Recession and Brand Loyalty: Evidence from Nigeria Noodles’ Brand 	1c) Media, Culture, Art and Fandom – City Lodge Syndicate Room 8 Chair: Tando Ntunja (University of Cape Town) <ul style="list-style-type: none"> Mehita Iqani (University of the Witwatersrand), Picturing Luxury, Producing Value: The Cultural Labour of Social Media Brand Influencers in South Africa Ronald Irwin (University of Cape Town), Carling Black Label #NoExcuse Campaign: Corporate Social Responsibility Tackles Women Abuse in the Heart of South African Football Fandom Ntebaleng Mpetsi and Toks Oyedemi (University of Limpopo), Global Hip-Hop Culture and the Visual Pleasure of Scopophilic Spectacle of Women in South African Hip-Hop Videos Johanna Maria Hoess (University of Cape Town), Exploring the Township and Its Infrastructure as a Space for Creative Production: How Do Artists from Marginalized Communities Produce, Distribute and Appreciate Art Using ICTs? 	1d) Students and Social Media – City Lodge Syndicate Room 9 Chair: Sisanda Nkoala (Cape Peninsula University of Technology) <ul style="list-style-type: none"> Elizabeth Titilayo Aduloju (Catholic Institute of West Africa, Nigeria), Undergraduate Students and Time Spent on Social Networking Sites: A Study of the University of Port Harcourt, Nigeria Kingsley Chukwuemeka Izuogu (Abia State University, Nigeria), New Media and Mediatisations: Whither Nigerian Students? Grant O’Beirne (University of Cape Town), Memes as a Medium: Student Perceptions of the Role of University Meme Pages Thabani Lindokuhe Matrose (Nelson Mandela University), An Investigation of <i>The Herald</i> Newspaper Coverage and Social Media Student Communication during the 2015 #FeesMustFall Protest Movement at the Nelson Mandela University
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<p>13:45-15:15 Parallel Sessions</p>	<p>2a) Panel: Listening to the Voices from the Ground: Representation, Listening Journalism and the Framing of Dominant Narratives by the South African Mainstream News Media – Conference Room 1 and 2</p> <ul style="list-style-type: none"> • Bhayiza Miya (Thembelihle Crisis Committee) • Julie Reid (University of South Africa) • Dale McKinley (Independent Scholar/Right2Know Campaign) 	<p>2b) Communication Education and Curriculum Development – City Lodge Syndicate Room 6</p> <p>Chair: Sarah Chiumbu (University of Johannesburg)</p> <ul style="list-style-type: none"> • Shanade Barnabas (University of Johannesburg), Decolonizing Communication Studies: The First Year University Experience • Ylva Rodny-Gumede (University of Johannesburg), The Communications Curriculum: Teaching Philosophies, Transformation and Decolonisation • Caroline Muyaluka Azionya, Anna Oksutyecz and Dalien Rene Benecke (University of Johannesburg), Using Value Based Strategic Communication Education to Instil a Diversity Sensitive and Poly-contextually Responsive Ethical Conscience in Millennial Students • Ayesha Toyer (Cape Peninsula University of Technology), The Impact of Culturally Diverse Activities on Academic Success (Sustainability) 	<p>2c) Videogames and Transmedia – City Lodge Syndicate Room 8</p> <p>Chair: François Smit (AFDA)</p> <ul style="list-style-type: none"> • Yulia Gilichinskaya (University of California Santa Cruz, US), Procedural Rhetorics: Video Games and Political Violence • Tristan Jacobs (AFDA), Imagination at Play: Performance Experience in Tabletop Roleplaying Games on the Internet • Warwick Jones (University of KwaZulu-Natal), <i>Skam</i> Goes Global: An Exploration of <i>Skam Austin</i> and Transmedia Narrative • Keli Bell (Varsity College), Transportation Theory and Gaming: Qualitative Participant Observation to Describe the Perceived Narrative Immersion of Durban Gamers in 2018 	<p>2d) Political Communication – City Lodge Syndicate Room 9</p> <p>Chair: Sam Kamau (Aga Khan University, Kenya)</p> <ul style="list-style-type: none"> • Ruth Owino (Daystar University, Kenya) and Murej Mak’Ochieng (Multimedia University of Kenya), An Emerging Tower of Babel: Analysis of Government Communications in Kenya • Marion Olga Alina (University of KwaZulu-Natal), Do Not Block My Post: The Use of Facebook for Political Communication • Fiona Chawana (University of the Witwatersrand), (Re)Engaging the Public in Nation Building: Zimbabwe’s New Dispensation • Caven Masuku (Midlands State University, Zimbabwe), Use of Social Media in Secessionist Dispute by Politicians in Zimbabwe
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15:45-17:15 Parallel Sessions	<p>3a) Media Coverage and Journalism Practice – City Lodge Syndicate Room 6 Chair: Mehita Iqani (University of the Witwatersrand)</p> <ul style="list-style-type: none"> Kevin Onyenankeya (North-West University), <i>On Bended Knees: The Dying Art of Investigative Journalism in Nigeria</i> Janina Wozniak (Nelson Mandela University), <i>Tackling the Prophets: An Analysis of Critical Media Coverage of Evangelists in Rwanda, Zimbabwe and South Africa</i> Martha Evans (University of Cape Town), <i>The Role of the Media in Transitional Justice Procedures: The South African Case</i> Isanda Nkoala (Cape Peninsula University of Technology), <i>A Show-piece or a Crime with Culpability? A Rhetorical Analysis of the SABC’s Coverage of Vehicle Crashes</i> 	<p>3b) Visual Communication – City Lodge Syndicate Room 7 Chair: Antoinette Hoffman (University of Johannesburg)</p> <ul style="list-style-type: none"> Kadiri Kehinde (University of Ilorin, Nigeria) and Job Mwaura (University of the Witwatersrand), <i>Photography at a Crossroads: A Synergy of Social Activism at the Grassroots</i> Hugh Ellis (Namibia University of Science and Technology), <i>The Importance of Photography that Tells the People’s Story: Lessons from Namibia</i> Nomfuneko Mlumiso (Nelson Mandela University), <i>An Analysis of How Visual Rhetoric Creates Brand Personality for Unilever to Support Its Corporate Image through Media Advertisements in South Africa</i> Oluwatoyin Oyekanmi (Tshwane University of Technology), <i>Visibility Zero: The Effect of Mental Blindness</i> 	<p>3c) Communication and Media Theory – City Lodge Syndicate Room 8 Chair: Mvuzo Ponono (University of the Free State)</p> <ul style="list-style-type: none"> Itunu Bodunrin and Jabulani Mnisi (University of Johannesburg), <i>(Post)subcultural Theory: Perspectives from South Africa</i> Lindsay Leslie (University of Johannesburg), <i>Communication, the Birthplace of Ubuntu?</i> Sylvia Nomsa Skhosana (University of South Africa), <i>Problematizing Activism in an Elite Media Landscape</i> Danie du Plessis (University of South Africa), <i>A McLuhanian Appreciation of Live, Interactive Video Streaming</i> 	<p>3d) Communication and Social Change – City Lodge Syndicate Room 9 Chair: Eliza Govender (University of KwaZulu-Natal)</p> <ul style="list-style-type: none"> Muyanga Innocent Ziba (University of Livingstonia, Malawi), <i>A Communication Study of the Impact of Channels of Communication on Subsistence Farming and Prevention of Diseases in Malawi</i> Michelle Anderson (University of Cape Town), <i>Satellite Radio from Abroad: Attempts at Circumventing State Censorship</i> Beauty Makofane (University of Limpopo), <i>Activism as Communication for Transformation and Change: Youth Protest Actions in the Tubatse Municipality, Limpopo</i> Mariekie Burger (University of Johannesburg), <i>iZindaba Zokudla – Conversations about Food – via the Internet</i>
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Evening	<p>17:15 – 18:00: Book Launch – Conference Room 1 and 2</p> <ul style="list-style-type: none"> Herman Wasserman, <i>Media, Geopolitics and Power: A View from the Global South</i> (Cape Town: University of Cape Town Press, 2018) Respondent: Iginio Gagliardone (University of the Witwatersrand) <p>18:30 – Snacks and Drinks – AFDA, 41 Frost Avenue, Auckland Park</p> <p>19:00 Exclusive screening for conference delegates and guests: Rehad Desai (dir.), <i>Everything Must Fall</i> – AFDA (contribution to the film campaign: 50 rands – cash only)</p>
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8:30-9:00 Coffee and Tea

<p>9:00-10:30 Parallel Sessions</p>	<p>4a) Media Development and Activism – Conference Room 1 and 2 Chair: Dumisani Moyo (University of Johannesburg)</p> <ul style="list-style-type: none"> • viola candice milton (University of South Africa) and Winston Mano (University of Westminster, UK), Refocussing Media Development in Africa • Bruce Mutsvairo (University of Technology Sydney, Australia), Towards an Afrocentric Citizen Journalism Theory • Last Alfandika (University of the Witwatersrand), Contesting Hegemony: Media Activism and the Struggle for Media Reform and Democracy in Zimbabwe • Angela Nwammuo (North-West University), Abiodun Salawu (North-West University) and Maureen Nwanolue (Chukwuemeka Odumegwu Ojukwu University, Nigeria), Social Movements via Social Media Are indeed at a Crossroads: The Case of Christian Social Movements of Nigeria and Yet-to-be-Released Boko-Haram Abducted Nigerian School Girl Leah Sharibu 	<p>4b) Social Media and Organisational Communication – City Lodge Syndicate Room 6 Chair: Lida Holtzhausen (North-West University)</p> <ul style="list-style-type: none"> • Charmaine du Plessis (University of South Africa), Social Media Crisis Communication: Facilitating Stakeholder Support and Relationships with Organic Content during and after a Crisis • Rethabile Isaacs (North-West University), The Use of Social Media Marketing in University Recruitment • Abyshey Nhedzi (University of Johannesburg), Are We There Yet? Traditional versus New Media Consumption • Caroline Kiarie (University of KwaZulu-Natal), Networks and Knowledge Sharing: An Analysis of the Influence of Social Networking Sites on Interpersonal Communication at the Workplace in Kenya 	<p>4c) Film and Television Studies – City Lodge Syndicate Room 8 Chair: François Smit (AFDA)</p> <ul style="list-style-type: none"> • Gilbert Motsaathebe (University of Johannesburg), Negotiating Gender and Language in the “Side-Stream” Films of Chico Twala and Senyaka Kekana • Christa Steyn (University of the Free State), Exploration of the Afrikaans Film within the Broader South African Film Industry Value Chain • Ursula Vooght (Durban University of Technology), Gangsta <i>Gatsby</i>: A New Creation or More of the Same? • Sisanda Nkoala (Cape Peninsula University of Technology), How Does the SABC’s Coverage of Its Internal Affairs Fare in Persuading Viewers that Its Version of the News Is Credible? A Rhetorical Analysis of SABC 3’s Flagship Bulletin 	<p>4d) Gender, Race and Media Representation – City Lodge Syndicate Room 9 Chair: Tando Ntunja (University of Cape Town)</p> <ul style="list-style-type: none"> • Ntombikayise Lina Mlageni (Rhodes University), It’s Not about Love It’s All about Money: Ben 10s and the South African Gender Order in the <i>Daily Sun</i>’s Facebook Page • Allen Munoriyarwa and Tsholofelo Kau (University of Johannesburg), “I shall address them as monkeys”: Constructing Race in the Post-Apartheid South African Press • Zimasa Mpemnyama (University of Cape Town), The Alternative Press in Black and White: Analysing the Representation of Black Voices in <i>The Weekly Mail</i>’s Political Reporting • Marchant van der Schyff (Varsity College), An Issue of Social and Political Salience: A Content Analysis of How South African Newspapers Report on “Corrective Rape”
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10:30-11:00 Coffee and Tea

11:00-12:30 Parallel Sessions	<p>5a) Communication Studies at a Crossroads: The Challenge of Decolonisation – Conference Room 1 and 2 Chair: Bruce Mutsvairo (University of Technology Sydney, Australia)</p> <ul style="list-style-type: none"> • Sonja Verwey and Clarissa Muir (University of Johannesburg), #PR Curriculums Must Fall. Disciplined Imagination and the Decolonisation of PR Education in South African Higher Education Institutions • Sarah Chiumbu (University of Johannesburg), From Transformation to Decolonisation: Rethinking and Unthinking Print Media Transformation in South Africa • Nyasha Mboti (University of Johannesburg), Communication Studies at a Crossroads: An Apartheid Studies Approach • Khanyile Mlotshwa and Nicola Jones (University of KwaZulu-Natal), Coloniality of the Media in South Africa and the Struggle over the Representation of the Legacy of Heroine Winnie Madikizela Mandela 	<p>5b) Television Studies and Audience Research – City Lodge Syndicate Room 6 Chair: Pier Paolo Frassinelli (University of Johannesburg)</p> <ul style="list-style-type: none"> • Sandra Pitcher (University of KwaZulu-Natal), Here Comes My 600-Pound Family: A Discussion of Reality Television as a Freak Discourse • Linda Zwane (University of Johannesburg), <i>Date My Family</i>, Live-Tweeting and Social Conventions • Luthando Ngema and Melusi Mntungwa (University of KwaZulu-Natal), “He Musn’t Be Too Much” Exploring Notions of Internalised Homophobia in <i>Date My Family</i> • Mary Okocha (University of KwaZulu-Natal/Osun State University, Nigeria), Audience Research at a Crossroads: In Search of the Active Audience 	<p>5c) Journalism Practice – City Lodge Syndicate Room 8 Chair: Nicole Stremlau (University of Johannesburg)</p> <ul style="list-style-type: none"> • Glenda Daniels (University of the Witwatersrand), The Glass Ceiling: Women in the Newsroom • Kimara Singh and Thabiso Muswede (University of Limpopo), Digital News Reporting and the Fate of Professional Journalism Practice: An Analysis of Fake Sport News Websites • Elizabeth F. Hove (Great Zimbabwe University, Zimbabwe), Redefining Journalism: Citizen Journalism a Lifeline for Community Newspapers in Zimbabwe? • David Cheruiyot (Karlstad University, Sweden), Data Journalism at the Periphery of News Media: A Comparative Study of African and European Practices 	<p>5d) Health Communication – City Lodge Syndicate Room 9 Chair: Mariekie Burger (University of Johannesburg)</p> <ul style="list-style-type: none"> • Fred Kakooza (University of KwaZulu-Natal), Ending HIV/AIDS by 2030? Try Facebook in Communicating HIV/AIDS Information among Young People • Eliza Govender (University of KwaZulu-Natal), Breaking Barriers of Behaviour Change: The Key Bridge to HIV Prevention • Mamodupi Lekekela (University of Limpopo), An Evaluation of the Impact of Health Communication Campaign Messages at the University of Limpopo • Brian Pindayi (Rusangu University, Zimbabwe), Social Media and Health Issues: A Twitter Based Comparative Case Study of Reactions to South Africa’s 2017 to 2018 Listeria Outbreak in South Africa, Zambia and Zimbabwe
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12:30-13:30 Lunch

Plenaries	<p>13:30-14:15 Book Launches – Conference Room 1 and 2</p> <ul style="list-style-type: none"> • Keyan Tomaselli (ed.), <i>Making Sense of Research</i> (Pretoria: Van Schaik, 2018) • Pieter Fourie (ed.), <i>Media Studies: Volume 4 – Social (New) Media and Mediated Communication Today</i> (Cape Town: Juta, 2017) <p>14:15-15:30 SACOMM Annual General Meeting – Conference Room 1 and 2</p>
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16:00-17:30 Parallel Sessions	<p>6a) Media, Audiences, Participation and Activism – City Lodge Syndicate Room 6 Chair: Ylva Rodny-Gumede (University of Johannesburg)</p> <ul style="list-style-type: none"> Dumisani Moyo and Sarah Chiumbu (University of Johannesburg), Talk Radio and the Mediation of Discourses on the 2015 Xenophobic Violence in South Africa Emily Comfort Maractho (Uganda Christian University), Who Listens to Mama FM?: The Paradox of Participation in the Women’s Radio in Uganda Priscilla Boshoff (Rhodes University) Platforms at a Crossroad: Letter Writers to the <i>Daily Sun</i> and the Challenges of Facebook Lara Caitlin Moyles (University of Cape Town), The Rise of Sacred News: An Analysis of the Perceptions of a Select Group of Christian South African Young Adults of New Organisations Covering News from a Christian-Slant 	<p>6b) Communication, Scholarship and the Academia – City Lodge Syndicate Room 7 Chair: Collen Chambwera (University of Johannesburg)</p> <ul style="list-style-type: none"> Agnes Lucy Lando and Miriam Kwena Ayieko (Daystar University, Kenya), Towards Africa Continental Academic Body and Africa-Centred Scholarship: The Case for Internal and External Collaboration in Research and Practice Dobrinka Peicheva (South-West University, Blagoevgrad, Bulgaria), New Media Ecology in Frame of the New Educational Paradigms Molefeng Isaac Riba (University of Limpopo), Examining Power Relations in Science Communication: A Case Study of Academics at the University of Limpopo Elizabeth Titilayo Aduloju and Austin Franklin Ezejimofor (Catholic Institute of West Africa, Nigeria), Media Literacy Education Perspective to Youth Response to Civic Engagement in Nigeria 	<p>6c) Media Coverage and Content Analysis – City Lodge Syndicate Room 8 Chair: Carole Lesame (University of Limpopo)</p> <ul style="list-style-type: none"> Khutso Mabokela (University of Limpopo), Communicating Coverage of the Consumption of Nyaope in South African Tabloids Chisom Jennifer Okoye (University of Johannesburg), “They are vampires unlike us” – Nigerian Press Framing of Xenophobia in South Africa Natalie Emslie (Varsity College), Veganism on the Media Agenda: A Descriptive Quantitative Content Analysis of Ideology and Tone of South African Online Stories on News24 2017-2018 Melusi Mtungwa (University of South Africa), The ANC Presidential Race and the Politics of Exes: Analysing Media Discourses on Nkosazana Dlamini-Zuma 	<p>6d) Digital Platforms and Information Technologies – City Lodge Syndicate Room 9 Chair: Louise van Dyk (University of South Africa)</p> <ul style="list-style-type: none"> Ruth Owino (Daystar University, Kenya), Government Communication: On the Crossroads of Adoption or Lack of Adoption to Innovative Technological Change for Participatory Democracy Claudette Leppan (Nelson Mandela University), Communicating Cyber Safety through Awareness Campaigns Maphuthi Choung (University of Limpopo), A Study on Challenges of Access to Digital Technologies and Unemployment among Youth in South Africa Wouter Grove (University of the Western Cape), Emerging Platform Design and the Luddite Contradiction: A Brief Exploration of Machine Breaking during #FeesMustFall
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Evening	<p>17:45 – 18:30 Book Launches – City Lodge Syndicate Room 6</p> <ul style="list-style-type: none"> Bruce Mutsvairo and Beschara Karam (eds), <i>Perspectives on Political Communication in Africa</i> (Basingstoke: Palgrave Macmillan, 2018) Nicole Stremmlau, <i>Media, Conflict and the State in Africa</i> (Cambridge: Cambridge University Press, 2018) <p>19:00 Gala Dinner and DJ – Conference Room 1 and 2</p>
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8:30-9:00 Coffee and Tea

<p>9:00-10:30 Parallel Sessions</p>	<p>7a) Consultative Roundtable on the Public Broadcasting Policy Review – Conference Room 1 and 2</p> <ul style="list-style-type: none"> • Convener: Collin Dimakatso Mashile, Chief Director Broadcasting Policy, Department of Communications, in Collaboration with the Media Policy and Democracy Project and the Communications Advocacy and Activism (CAA) SACOMM Interest Group 	<p>7b) Strategic Communication at a Crossroads – City Lodge Syndicate Room 6</p> <p>Chair: Mariekie Burger (University of Johannesburg)</p> <ul style="list-style-type: none"> • Anette Degenaar and Lida Holtzhausen (North-West University), Communication in the Child Welfare Sector at a Crossroads: A Strategic Integrated Communication Framework • Elnerine (WJ) Greeff (University of South Africa), At the Crossroads of Rationalistic Management and Shared Meaning Creation: The Symbolic Nature of Fanakalo as Cultural Element of South African Mining Organisations • Louise van Dyk (University of South Africa), X Marks the Spot: Searching for Organisational Value • Caven Masuku and Plaxedes Helen Beretino (Midlands State University, Zimbabwe), Corporate Social Responsiveness and Public Relation Engagement with Kariba Communities by Zimbabwe Power Company in Kariba 	<p>7c) South African Narratives and Identities – City Lodge Syndicate Room 7</p> <p>Chair: Martine van der Walt Ehlers (University of South Africa)</p> <ul style="list-style-type: none"> • Hannelie Marx Knoetze (University of South Africa), From the Margins onto the Social Media Stage: The Plight of the Poor White as Strategic Rhetoric • Anna-Marie Jansen van Vuuren and Cherié Klee (University of Johannesburg), Rape and Trauma during the South African War, Recontextualising Katinka Heyns’ Drama Series <i>Feast of the Uninvited</i>. • Janell Le Roux (University of Limpopo), “Kroes is woes”: A “Coloured” Post-colonial Inter-generational Phenomenological Narrative about Identity • Jean Bollweg (University of Johannesburg), Producing a Sequential Graphic Narrative about Westbury Anti-apartheid Activist Florrie Daniels 	<p>7d) Social Media and the Politics of Identity – City Lodge Syndicate Room 8</p> <p>Chair: Carol Lesame (University of Limpopo)</p> <ul style="list-style-type: none"> • Elizabeth Lubinga and Karabo Sitto (University of Johannesburg), Agency, Access and the Power of Female Voices Online: A Case Study of #depoprovera • Jateen Hansjee (AFDA), Men Supporting #metoo: A Reiteration of Patriarchy • Dineo Molokomme (University of South Africa), Contestation of Social Media in a Decolonial Era: A Case Study of Twitter and Black Twitter • Shepherd Mpofu (University of Limpopo), There Ain't no Black in the Rainbow: The Politics of Identity in the Age of Digital Media in South Africa
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10:30-11:00 Coffee and Tea

<p>11:00-12:30 Parallel Sessions</p>	<p>8a) Media, Democracy, Surveillance, Regulation and Coloniality – Conference Room 1 and 2 Chair: Bruce Mutsvairo (University of Technology Sydney, Australia)</p> <ul style="list-style-type: none"> • Samuel Kamau (Aga Khan University, Kenya), The Internet, Democracy and the Illusion of Choice: Surveillance and Manipulation in the Digital Age • Toks Oyedemi (University of Limpopo), Digital Coloniality: Facebook and Africa in the Circuit of Digital Capitalism • Nicole Stremlau (University of Johannesburg), Innovation and Regulation in the Somali Territories • Last Alfandika (University of the Witwatersrand), Democratising Communication: Media Reform and Media Democracy in Zimbabwe 	<p>8b) Intercultural Communication – City Lodge Syndicate Room 6 Chair: Mvuzo Ponono (University of the Free State)</p> <ul style="list-style-type: none"> • Avela Ntongelwa and Milagros Rivera (University of the Free State), Intercultural Communication between Deaf and Hearing Students at the University of the Free State • Angela Nwammuo (North-West University), Maureen Nwanolue, Cynthia Okafor and Blessing Ifeanacho (Chukwuemeka Odumegwu Ojukwu University, Nigeria), Has Communication Failed in Globalizing Homosexuality? A Critical Analysis of the Influence of Cultural Communication Strategies in Fighting Cultural Imperialism in Africa • Edgar Malatji and Carol Lesame (University of Limpopo), The impact of Social Media on Preserving African Languages • Nicola Jones (University of KwaZulu-Natal), Researching Anthropophagy in KwaZulu-Natal, South Africa: Where Methods and Ethics Overlap 	<p>8c) Race, Gender and Sexual Identity in Contemporary African Cinema – City Lodge Syndicate Room 8</p> <ul style="list-style-type: none"> • Charne Simpson (University of Cape Town), Coloured Femininity in South African Cinema: Interrogating the Representation of Coloured Womanhood in the Film <i>Noem My Skollie</i> (2016) • Silas Miami (University of Cape Town), Queering African Screens: A Look at How Young Black Queer Men in the Creative Industry Understand and Respond to Audience Perceptions of Representations of Queerness in South African Film and Television. • Phebbie Sakarombe (Independent Researcher), Gendering Cruelty: An Investigation of the Depiction of the Cruel Male in Godwin Mawuru’s Film <i>Neria</i> and Tsitsi Dangarembga’s <i>Everyone’s Child</i>
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12:30-13:30 Lunch

<p>Keynote</p>	<p>13:30-14:30 Closing Keynote Address – Conference Room 1 and 2 Chair: viola candice milton (University of South Africa)</p> <ul style="list-style-type: none"> • Francis Nyamnjoh (University of Cape Town), The Rational Consumer: Bad for Business and Politics. Democracy at the Crossroads of Nature and Culture.
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