

Wednesday 28th August

TIME		FOYER	NLT	1	2	3 ACJ	4 ACJ
9:00-10:00	SESSION 1		<ol style="list-style-type: none"> Welcome: Herman Wasserman Opening address: Elnerine Greef Keynote: Sean Jacobs: <i>What is to be done?</i> 				
10:00-10:30	TEA	TEA					
10:30-12:00	SESSION 2		<ol style="list-style-type: none"> Plenary Panel: Maria Frahm-Arp, Johann Mouton, Mtunzi Nxawe, Tobias Schonwetter, & Keyan Tomaselli 				
12:00-13:30	SESSION 3		<ol style="list-style-type: none"> Nyasha Mboti: <i>Inside/Outside: Introducing the Threshold Model of Apartheid Studies</i> Marc Caldwell: <i>Stephenson's communication theory in an age of Critical Realism</i> Milagros Rivera: <i>Self-mastery and</i> 	<ol style="list-style-type: none"> Rene Benecke & Sonja Verwey: <i>Towards a theoretical framework for the social representation of Public Relations activism</i> Ethel Nshakira: <i>Artists as</i> 	<ol style="list-style-type: none"> Corne Davis & Anton Binneman: <i>SKA South Africa: Moving from Stakeholder Management to Stakeholder Engagement: a case study</i> Mariekie Burger: <i>Izindaba</i> 	<ol style="list-style-type: none"> Lungelo Ndlovu: <i>Repositioning oral PrEP uptake: Male involvement in Oral uptake among adolescent girls and young women in Vulindlela,</i> 	<ol style="list-style-type: none"> Theodora Dame Adjin-Tettey & Charles Nii Ayiku: <i>Taking Whatsapp to the Classroom: Exploring Students' Perceptions about the Use of Whatsapp as Pedagogical Tool</i> Muyanga Innocent Ziba: <i>Whatsapp- Best medium of</i>

			<p><i>inclusive intercultural communication</i></p>	<p><i>Activists: A study on the gendered representation of two activists in traditional and non-traditional media in Uganda – a case of Bobi Wine and Stella Nyanzi.</i></p> <p>3. Rebecca Pointer: <i>Outside the frame: Why Johannesburg inner city CBOs are losing the framing contest</i></p> <p>4. Khanyile Mlotshwa & Nicola Jones: <i>Gender, migrant labour and discourses of citizenship in postapartheid South Africa</i></p>	<p><i>Zokudla: conversations about food – communication dynamics in an open multi-stakeholder community</i></p> <p>3. Elmon Motloutsi: <i>Stakeholder Engagement Practices in Municipal context: the case of Greater Tzaneen Municipality</i></p> <p>4. LI van Dyk: <i>Lessons in stakeholder participation from non-corporate contexts</i></p>	<p><i>KwaZulu Natal.</i></p> <p>2. Hellen Ogodo: <i>The Effect of Media Messages on HIV/AIDS Prevalence Among Racial Ethnic Minorities: A Case of Suba County</i></p> <p>3. Brian Pindayi: <i>AIDS on Twitter: A comparative case study of tweets sent on World AIDS Day in South Africa, Zambia and Zimbabwe</i></p>	<p><i>communication in advocacy - study</i></p> <p>3. Ofentse Ngake: <i>The use of WhatsApp voice note service in promoting indigenous language media’s digital public sphere: The case of Motsweding FM</i></p> <p>4. Ireoluwa Deborah Aderibigbe: <i>The Use of Social Media in Business by Migrant Women Entrepreneurs in Cape Town: The Case of Whatsapp Messenger</i></p>
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13:30-14:30	LUNCH: Adam Haupt Performance	LUNCH: Adam Haupt Performance					
14:30-16:00	SESSION 4						
		<ol style="list-style-type: none"> 1. Jane Duncan: Activist learning and state dataveillance: Lessons from the UK, Mauritius and SA 2. Sibongile Sindane: Ambiguities in the academic ideas about issues of media freedom in South Africa. 3. Sam Erevbenagie Usadolo: Digital Communication and the notion of dataveillance and location data- what are South Africans saying? 4. Taryn Isaacs De Vega: Media Accountability Mechanisms in Context 	<ol style="list-style-type: none"> 1. Catherine Duncan: Fandom, locality and the intimacies of home 2. Tando Ntunja: The Podcast as a Method for Memorialising the Millennial African Woman in South Africa's Black Archive 3. Nwabisa Nandipha Mazana: The media and Black women: The representations of Black women on the front covers of South Africa's True Love magazine. 4. Jaqui Hiltermann: 	<ol style="list-style-type: none"> 1. Swatantra: Changing trend of portrayal of Muslims in the Bollywood cinema (with special reference to the films released in 2018-19) 2. Shameelah Khan: The need to Re-claim a national cinematic identity in a Post-Apartheid South Africa following the Oscar- winning Film Tsotsi 3. Chris Broodryk: Reimagining borders: war and memory in selected contemporary Afrikaans border (war) 	<ol style="list-style-type: none"> 1. Priscilla Boshoff: "It's our law now": social belonging and "People's Justice" in the Daily Sun 2. Fortune Tsutsa: Use of Twitter in news dissemination by UmAfrika newspaper 3. Mfundiso Miya: Covering news in isiZulu: An analysis of Isolezwe online 4. Abiodun Salawu: Towards quality local news: a case for the study of indigenous African 	<ol style="list-style-type: none"> 1. Mthobeli Ngongo & Linda Fekisi: Mzansi Twars: a battleground for race politics 2. Thabani Matrose: A comparison of the representation of protests in South African print media and the protesters' self-representation on Social media: A case study of the 2015 #FeesMustFall student protest at the Nelson Mandela University in South Africa. 3. Akwasi Bosompem Boateng: Social media and the Arab Spring: An analysis of the effect of media freedom and journalism in the Maghreb from the perspectives of Libya and Tunisia 	

			Reclaiming the Kitchen: the emergence of black domestic divas in South Africa	films, 2016–2018 4. Kenechukwu Chibogu: Examining Orality in African films Adapted from Literature 5. Upasna Maharaj: The Horror of Oppression and Marginality in Jordan Peele's Us	language journalism	4. Azhagan Chenganna: Participation in media and slow violence during natural calamities in Mauritius
16:00-17:30	SESSION 5	Francois Smit Panel	<ol style="list-style-type: none"> Johann C. de Wet: Reflections on the political rhetoric of Julius Malema Inside and outside of the ANC Dr Martha Evans: News from Robben Island: Nelson Mandela, Prison 	<ol style="list-style-type: none"> Stella Viljoen: An insider/outsider aesthetics in GQ Style Dr Ron Irwin: The ABInBev Carling Black Label #NoExcuses Campaign and The Changing Representation of Masculinity in Popular 	<ol style="list-style-type: none"> Dr Sarah Gibson, Dr Lauren Dyll & Ruth Teer-Tomaselli: Entertaining the Nation: Incentivising the Indigenisation of Soap Opera in South Africa Linda Zwane: The life-span of a popular 	<ol style="list-style-type: none"> Ms Alexandra van Eeden: Transforming the Selfie: The Use of Instagram by Trans People as a Site for Self-Representation and Community Creation Samukelisiwe Miya: What's in the successful influencer's pressure cooker?

			<p>Conditions and Censorship</p> <p>3. Mvuzo Ponono: No Title</p> <p>4. Rofhiwa Mukhudwana: #Zuma must fall this February: Homophily on the echo chambers of political leaders' twitter accounts</p>	<p>Advertising Media</p> <p>3. Olutobi Akingbade: Digital marketing and the increased consumption of sugar sweetened beverages in Africa; an examination of the reception of Coca-Cola marketing messages among young adults in Nigeria and South Africa.</p> <p>4. Koos Degenaar: The contribution of a digital media marketing strategy to sport marketing in SA</p>	<p>television programme in South Africa: Date My Family</p> <p>3. Tina-Louise Smith: The Outsiders: Stepping In.</p> <p>4. Elastus Mambwe: Whose policy is it any way? A critical examination of Zambia's new film policy</p>	<p>An investigation into peer-to-peer influencer messages: a consumer's perspective</p> <p>3. Simphiwe Rens: "It's all about perfecting myself!" Investigating the consumption of self-help media in contemporary South Africa</p> <p>4. Sarah te Riele: The power of social media: #livingmybestlife: how do young women make sense of self-presentation strategies on Instagram?</p>
17:30	COCKTAILS & BOOK LAUNCHES	COCKTAILS & BOOK LAUNCHES				

SACOMM 2019

Thursday 29th August

TIME	SESSION 1	FOYER	NLT	1	2	3	4
9:00-10:30	SESSION 1		<ol style="list-style-type: none"> 1. Glenda Daniels Panel 	<ol style="list-style-type: none"> 1. Ian Glenn: Africa & the FIFA world cup 2018 2. Luna Bergh, Dr Jacques Jordaan & Prof Luzelle Naude: Question memorial pragememes in the news media 3. Cherian George: Power Imbalances and Legal Opportunism in the Struggle Against Disinformation 	<ol style="list-style-type: none"> 1. Pier Paolo Frassinelli: Inside Outside African Cinema: FESPACO @50 2. Swatantra: Nationalist Narrative Creation: Role of Films and TV Channels 3. Ursula Vooght: The outsider within: Lefebvre's diverted space and the theme of illegal immigration in Dirty Pretty Things, Green Card and Three Colours White 4. Janina Wozniak: Set design and plot 	<ol style="list-style-type: none"> 1. Elbie Lombard: The hidden tattoo and the emerging adult: Inside on the outside, but still inside 2. Cleola Eayrs: The search for identity within the mixed-race child in South Africa 3. Tumi Mampane: Pentecostal Charismatic Constructions of Femininity 	<ol style="list-style-type: none"> 1. Sandra Pitcher: Into the Chasm of the Digital Divide: Discussing the Possible Impact of Empathic Media 2. Grasia Chisango & NC Lesame: The deepening digital divide at disadvantaged secondary schools in South Africa: A case study 3. Ms Storm Brown Edwards: More Visual Communication and less News Analysis: A

				<p>4. Gilbert Motsaathebe: Re-imagining news values and labels of controversies with reference to political scandals</p>	<p>structure for suspense in remote small towns: A Small town called Descent and Five Fingers for Marseilles</p>	<p>in Alexandra Township</p> <p>4. Mr. Elastus Mambwe: Lusaka Hustle, Christian Nationhood and the question of queer representation on Zambian television</p>	<p>hypothetical case for a more visual Media Studies approach in SA curricula</p>
10:30-11:00	TEA	TEA					
11:00-12:30	SESSION 2		AGM	<p>1. Constance Kasiyamhuru: Does Mugabe's shit stink too?</p> <p>2. Mx. Kim M Reynolds: The Amnesia of Donald Trump: How does mainstream American news historicize and ahistoricize Donald Trump</p> <p>3. Sven Botha: Stumbling blocks and E-</p>	<p>1. Thandeka Bukula: Self-representation of Black South African Women on Social Media: #BlackGirlMagic</p> <p>2. Mr. Mopailo Thatelo, Ms. Babalwa Sibango and Melusi Mntungwa: Social Media & Race</p>	<p>1. Ms Sarah Summers: The typical neurotypical gaze: The Framing of Mental Illness on the South African Depression and Anxiety Group's Facebook Page</p> <p>2. Isaac Riba & Dr Ian Saunderson: The Lived Experiences of Fatness and Obesity Stigma Amongst Youth in</p>	<p>1. Dineo Molokomme: Sexual Fluidity and Pornography: The Case of Twitter After Dark.</p> <p>2. Yolo Siyabonga Koba: Porn Peripheries and the dilemma of sexual citizenship in South Africa</p>

				<p>Jihad: Why is Boko Haram falling behind in maintaining an effective social media strategy</p> <p>4. Kelvin Suddason: Who's Persuading Who? A comparative analysis of the Facebook viewertariat in response to live-streamed political interview in an electoral context</p>	<p>3. Sylvia Skhosana: #Blacktwitter watching television: exploring how twitter has changed the television viewing experience in South Africa</p>	<p>the Polokwane Municipality</p> <p>3. Molebogeng Simphiwe Motseke: Health Information seeking behaviour of parents/guardians of blind and partially blind children living in rural areas: A culture centred approach</p>	<p>3. Tsholofelo Wechoemang & Dineo Molokomme: The evolution of transactional sex</p>
12:30-13:30	LUNCH	LUNCH					
13:30-15:00	SESSION 3		<p>1. Anna Marie Jansen Panel</p>	<p>1. Colin Chasi and Prof. Ylva Rodny-Gumede: Innovation in Media and Communication Studies</p>	<p>1. Jenni Underhill: Argument and the art of relevance</p> <p>2. Varona Sathiyah: Immaterial labour and economies of prestige: cultural transmission of</p>	<p>1. Tersia Landsberg: Standardised PR measurement and evaluation in the SA PR context</p> <p>2. Dalien Rene Benecke, Sonja Verwey & N Levy:</p>	<p>1. William Lesitaokana: Managerial Decisions Making in the Age of Digital Media: Exploring Editors'</p>

			<p>2. Mariekie Burger & Damien Tomaselli: Blurring – on wards to the Fourth Industrial Revolution through comic art learning</p> <p>3. Dr Alexia Smit & Dr Liani Maasdorp: Teaching from within the Moving Image: A Preliminary Study of the Videographic essay as a teaching tool in a South African University</p> <p>4. Marcell Smit: Story Bursts Applied to Generation Z</p>	<p>academic habitus in the School of Communication at the University of Johannesburg</p> <p>3. Theresa Blom: Fanfiction in the English Department: an intervention into literary studies practices</p> <p>4. Ellen Lombard: Afrikaans: Island of resistance or pioneer of transformation at Unisa?</p>	<p>Leadership competencies and the new world of PR work: Developing future fit PR professionals</p> <p>3. Collen Chambwera: Business journalism and public relations in an economically limping Zimbabwe</p> <p>4. Blessing Makwambeni & Dr Trust Matsilele: An assessment of data analytics driven Public Relations practice in South Africa</p>	<p>Reluctance to Adapt</p> <p>2. Laurenz Aldu Cornelissen: Information Repertoire of South African Journalists: A Twitter Study</p> <p>3. Edwin Tallam: Social media news consumption: The paradox of privacy and mediated trust</p> <p>4. Mr. Khanyisa Melwa: The political economy of digital news media: An exploratory study into the change in advertising revenue at Daily Maverick between 2015-2018.</p>	
15:00-16:30	SESSION 4		<p>1. Lida Holtzhausen: The inside out of brand</p>	<p>1. Ruth Teer-Tomaselli: South African</p>	<p>1. Ms Shannon Correia: A media studies analysis on</p>	<p>1. Cai Ke: Gender Sensitivity Analysis: With the</p>	

		<p>management and digital media marketing: empowering non-profit organisations</p> <p>2. Christelle Swart: Views on Social Media Brand Communication by non-profit organisations in SA</p> <p>3. Ashiya Abdool Satar: Theoretical Pluralism In The Study Of Internal Communication in Public Organisations</p> <p>4. Agnes Lucy Lando: The Quagmire of Providing Mobile Phone Numbers and Original Identification Cards Before Accessing Services in Public and Private Corporates in Kenya: An Examination of Communication-</p>	<p>Television moves into the Global Age – broadcasting, technology and change.</p> <p>2. Mncedi Magade: Reality Television as Hybrid</p> <p>3. Warwick Jones: Augmented Reality – beyond Baudrillard's Simulacrum.</p>	<p>gentrification and cultural heritage preservation in the Muslim neighbourhoods of Bo-Kaap and Harlem</p> <p>2. Jabulani Mnisi: The Middle Man: Media representations of Middle-Class Masculinities and the Aspirations of the Bottom of the Pyramid (BOP) Consumers</p> <p>3. Hannelie Marx Knoetze: #jouAiG – your Afrikaans is not my Afrikaans. Narratives and counter narratives of Afrikaans and whiteness.</p> <p>4. Jessica Barraclough: White genocide, protest, and Afrikaner victimhood: Beeld's coverage of #swartmaandag</p> <p>5. Marion Seymour: How filmmakers</p>	<p>Gender Column of the Pan-African News Agency as the Example</p> <p>2. Sisanda Nkoala: Money Talks: The rhetoric of economic reporting in South African television news</p> <p>3.</p>	
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			<p>Related Challenges</p> <p>5. Koos Degenaar: The contribution of a digital media marketing strategy to sport marketing in SA</p>		<p>use entertainment to engage issues of race, language, and identity: A Case Study of Afrikaaps</p>		
16:30	TEA	TEA					
19:00	DINNER (Smuts Hall)						

SACOMM 2019

Friday 30th August

TIME		FOYER	NLT	1	2	3	4
9:00-10:00	SESSION 1		Lindiwe Dovey Keynote				
10:00-10:30	TEA	TEA					
10:30-12:00	SESSION 2		Ylva Rodny Gumede Panel	<p>1. Toks Oyedemi: Digital coloniality and the 'Next Billion User\$': The political economy of Google Station in Nigeria</p> <p>2. Shepherd Mpfu: His excellency, His</p>	<p>1. Steffen Burkhardt: South Africa from an Outside Perspective: How European Media covered the 2019 General Election</p> <p>2. Motilola Akinfemisoye: Interacting with data: The Nigerian media's response to data journalism in</p>	<p>1. Vanessa Malila: Navigating closing civic spaces using the media and social media</p> <p>2. Maphuthi Choung:</p>	<p>1. Damien Tomaselli: 'Motion Book' Poster Presentation</p> <p>2. Tshepho Kgasago: Technology, intangibility</p>

				<p>Eternity, His Internet, His outraged citizens: An analysis of the Big Man Syndrome and internet shut-downs in Africa</p> <p>3. Tenford Chitanana: Communicating in the 'dark': The uses and efficacy of alternative and citizens' media during the 2019 internet blackout in Zimbabwe.</p> <p>4. Joy Marjawa: Changing horizons - The rise of activist journalism in Kenya: An exploration of activist journalism in enhancing political engagement among the youth: A case study of Boniface Mwangi.</p> <p>5. Allen Munoriyarwa: Silencing the</p>	<p>reporting Nigeria's elections of 2019</p> <p>3. Martina Della Togna, Banathi Mgqoboka & Sinethemba Witi: #SONA2019 #6thDemocraticParliament: Can 'listening in' on the South African digital public sphere with corporate digital media intelligence search engines, using the President's first State of the Nation Address of the 6 th Democratic Parliament in June 2019 as a case study, provide scholars with credible methods for drawing an accurate measurement of public sphere sentiment.</p>	<p>Desensitization of life threatening events on social media.</p>	<p>and music consumption pattern of older adults in semi-urban SA</p>
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				lams: State surveillance and journalists' activism in post- 2000 Zimbabwe			
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