



The South African Communications Association

Annual Conference 2019

PROGRAMME

Wednesday 28th August 2019

TIME		NLT FOYER	New Lecture Theatre	Leslie Social 4G	Leslie Social 4H	AC Jordan A209	AC Jordan A307
9:00-10:00	SESSION 1		<ol style="list-style-type: none"> 1. Welcome: Herman Wasserman 2. Opening Address: Elnerine Greeff 3. Keynote Address: Sean Jacobs What is to be done? 				
10:00-10:30	TEA	TEA					
10:30-12:00	SESSION 2		<p>Chaired by: Keyan Tomaselli <i>Plenary Panel on the new Copyright Amendment Bill</i> convened by Keyan Tomaselli.</p> <p>Panelists: Maria Frahm-Arp, Johann Mouton, Mtunzi Nxawe & Tobias Schonwetter</p>				

TIME		NLT FOYER	New Lecture Theatre	Leslie Social 4G	Leslie Social 4H	AC Jordan A209	AC Jordan A307
12:00-13:30	SESSION 3		Chaired by: Herman Wasserman <ol style="list-style-type: none"> 1. Nyasha Mboti: <i>Inside/Outside: Introducing the Threshold Model of Apartheid Studies</i> 2. Marc Caldwell: <i>Stephenson's communication theory in an age of Critical Realism</i> 3. Milagros Rivera: <i>Self-mastery and inclusive intercultural communication</i> 	Chaired by: Litheko Modisane <ol style="list-style-type: none"> 1. Rene Benecke & Sonja Verwey: <i>Towards a theoretical framework for the social representation of Public Relations activism</i> 2. Ethel Nshakira: <i>Artists as 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> 3. Rebecca Pointer: <i>Outside the frame: Why Johannesburg inner city CBOs are losing the framing contest</i> 4. Khanyile Mlotshwa & Nicola Jones: <i>Gender, migrant labour and discourses of citizenship in postapartheid South Africa</i> 	Chaired by: Martha Evans <ol style="list-style-type: none"> 1. Stella Viljoen: <i>An insider/outsider aesthetics in GQ Style</i> 2. Ron Irwin: <i>The ABInBev Carling Black Label #NoExcuses Campaign and the Changing Representation of Masculinity in Popular Advertising Media</i> 3. Olutobi Akingbade: <i>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.</i> 4. Lida Holtzhausen: <i>The inside out of brand management and digital media marketing: empowering non-profit organisations</i> 	Chaired by: Wallace Chuma <ol style="list-style-type: none"> 1. Lungelo Ndlovu: <i>Repositioning oral PreEP uptake: Male involvement in Oral uptake among adolescent girls and young women in Vulindlela, KwaZulu Natal.</i> 2. Hellen Ogodo: <i>The Effect of Media Messages on HIV/AIDS Prevalence Among Racial Ethnic Minorities: A Case of Suba County</i> 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> 4. Molebogeng Simphiwe Motseke: <i>Health Information seeking behaviour of parents/guardians of blind and partially blind children living in rural areas: A culture centred approach</i> 	Chaired by: Tanja Bosch <ol style="list-style-type: none"> 1. William Lesitaokana: <i>Managerial Decisions Making in the Age of Digital Media: Exploring Editors' Reluctance to Adapt</i> 2. Edwin Tallam: <i>Social media news consumption: The paradox of privacy and mediated trust</i> 3. Sisanda Nkoala: <i>Money Talks: The rhetoric of economic reporting in South African television news</i> 4. Jabulani Mnisi: <i>The Middle Man: Media representations of Middle-Class Masculinities and the Aspirations of the Bottom of the Pyramid (BOP) Consumers</i>
13:30-14:30	LUNCH	LUNCH					

TIME		NLT FOYER	New Lecture Theatre	Leslie Social 4G	Leslie Social 4H	AC Jordan A209	AC Jordan A307
14:30-16:00	SESSION 4		<p>Chaired by: Adam Haupt</p> <ol style="list-style-type: none"> 1. Jane Duncan: <i>Activist learning and state dataveillance: Lessons from the UK, Mauritius and SA</i> 2. Sam Erevbenagie Usadolo: <i>Digital Communication and the notion of dataveillance and location data- what are South Africans saying?</i> 3. Taryn Isaacs De Vega: <i>Media Accountability Mechanisms in Context</i> 	<p>Chaired by: Alexia Smit</p> <ol style="list-style-type: none"> 1. Catherine Duncan: <i>Fandom, locality and the intimacies of home</i> 2. Tando Ntunja: <i>The Podcast as a Method for Memorialising the Millennial African Woman in South Africa's Black Archive</i> 3. Nwabisa Nandipha Mazana: <i>The media and Black women: The representations of Black women on the front covers of South Africa's True Love magazine.</i> 4. Jaqui Hiltermann: <i>Reclaiming the Kitchen: the emergence of black domestic divas in South Africa</i> 	<p>Chaired by: Ian Rijdsdijk</p> <ol style="list-style-type: none"> 1. Swatantra: <i>Changing trend of portrayal of Muslims in the Bollywood cinema (with special reference to the films released in 2018-19)</i> 2. Chris Broodryk: <i>Reimagining borders: war and memory in selected contemporary Afrikaans border (war) films, 2016–2018.</i> 3. Upasna Maharaj: <i>The Horror of Oppression and Marginality in Jordan Peele's Us</i> 	<p>Chaired by: Ron Irwin</p> <ol style="list-style-type: none"> 1. Priscilla Boshoff: <i>"It's our law now": social belonging and "People's Justice" in the Daily Sun</i> 2. Fortune Tsutsa: <i>Use of Twitter in news dissemination by UmAfrika newspaper</i> 3. Mfundiso Miya: <i>Covering news in isiZulu: An analysis of Isolezwe online</i> 4. Abiodun Salawu: <i>Towards quality local news: a case for the study of indigenous African language journalism</i> 	<p>Chaired by: Liani Maasdorp</p> <ol style="list-style-type: none"> 1. Mthobeli Ngcongco & Linda Fekisi: <i>Mzansi Twars: a battleground for race politics</i> 2. Thabani Matrose: <i>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.</i> 3. Akwasi Bosompem Boateng: <i>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</i> 4. Azhagan Chenganna: <i>Participation in media and slow violence during natural calamities in Mauritius</i>

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16:00-17:30	SESSION 5		Chaired by: Francois Smit Francois Smit: <i>Feedback and Reflections from INPUT 2019, Bangkok</i>	Chaired by: Marion Walton 1. Johann C. de Wet: <i>Reflections on the political rhetoric of Julius Malema Inside and outside of the ANC</i> 2. Martha Evans: <i>News from Robben Island: Nelson Mandela, Prison Conditions and Censorship</i> 3. Rofhiwa Mukhudwana: <i>#Zuma must fall this February: Homophily on the echo chambers of political leaders' twitter accounts</i> 4. Sven Botha: <i>Stumbling blocks and E-Jihad: Why is Boko Haram falling behind in maintaining an effective social media strategy</i>	Chaired by: Lida Holtzhausen 1. Corne Davis: <i>SKA South Africa: Moving from Stakeholder Management to Stakeholder Engagement: a case study</i> 2. Elmon Motloutsi: <i>Stakeholder Engagement Practices in Municipal context: the case of Greater Tzaneen Municipality</i> 3. Louise van Dyk: <i>Lessons in stakeholder participation from non-corporate contexts</i>	Chaired by: Julia Cain 1. Ruth Teer-Tomaselli: <i>Entertaining the Nation: Incentivising the Indigenisation of Soap Opera in South Africa</i> 2. Linda Zwane: <i>The life-span of a popular television programme in South Africa: Date My Family</i> 3. Tina-Louise Smith: <i>The Outsiders: Stepping In.</i> 4. Elastus Mambwe: <i>Whose policy is it any way? A critical examination of Zambia's new film policy</i>	Chaired by: Musa Ndlovu 1. Alexandra van Eeden: <i>Transforming the Selfie: The Use of Instagram by Trans People as a Site for Self-Representation and Community Creation</i> 2. Samukelisiwe Miya: <i>What's in the successful influencer's pressure cooker? An investigation into peer-to-peer influencer messages: a consumer's perspective</i> 3. Simphiwe Rens: <i>"It's all about perfecting myself!" Investigating the consumption of self-help media in contemporary South Africa</i> 4. Sarah te Riele: <i>The power of social media: #livingmybestlife: how do young women make sense of self-presentation strategies on Instagram?</i>
17:30	COCKTAILS & BOOK LAUNCHES	COCKTAILS & BOOK LAUNCHES: Pier Paolo Frassinelli, Adam Haupt and Sean Jacobs					
17:30	Emerging Scholars AGM		Emerging Scholars AGM				

Thursday 29th August 2019

TIME		NLT FOYER	New Lecture Theatre	Leslie Social 4G	Leslie Social 4H	AC Jordan A209	AC Jordan A307
9:00-10:30	SESSION 1		Chaired by: Glenda Daniels 1. Panel Session: <i>Media freedom Threats in SA: Inside and Outside</i> Glenda Daniels, Julie Reid & Kate Skinner	Chaired by: Herman Wasserman 1. Ian Glenn: <i>Africa & the FIFA world cup 2018</i> 2. Luna Bergh: <i>Question memorial pragemes in the news media</i> 3. Cherian George: <i>Power Imbalances and Legal Opportunism in the Struggle Against Disinformation</i> 4. Gilbert Motsaathebe: <i>Re-imagining news values and labels of controversies with reference to political scandals</i>	Chaired by: Ian Rijsdijk 1. Pier Paolo Frassinelli: <i>Inside Outside African Cinema: FESPACO @50</i> 2. Swatantra: <i>Nationalist Narrative Creation: Role of Films and TV Channels</i> 3. Ursula Vooght: <i>The outsider within: Lefebvre's diverted space and the theme of illegal immigration in Dirty Pretty Things, Green Card and Three Colours White</i> 4. Janina Wozniak: <i>Set design and plot structure for suspense in remote small towns: A Small town called Descent and Five Fingers for Marseilles</i>	Chaired by: Martine van der Walt-Ehlers 1. Elbie Lombard: <i>The hidden tattoo and the emerging adult: Inside on the outside, but still inside</i> 2. Tumi Mampane: <i>Pentecostal Charismatic Constructions of Femininity in Alexandra Township</i> 3. Isaac Riba: <i>The Lived Experiences of Fatness and Obesity Stigma Amongst Youth in the Polokwane Municipality</i> 4. Tshepho Kgasago: <i>Technology, intangibility and music consumption pattern of older adults in semi-urban SA</i>	Chaired by: Wallace Chuma 1. Shannon Correia: <i>A media studies analysis on gentrification and cultural heritage preservation in the Muslim neighbourhoods of Bo-Kaap and Harlem</i> 2. Sandra Pitcher: <i>Into the Chasm of the Digital Divide: Discussing the Possible Impact of Empathic Media</i> 3. Grasia Chisango & NC Lesame: <i>The deepening digital divide at disadvantaged secondary schools in South Africa: A case study</i> 4. Ms Storm Brown Edwards: <i>More Visual Communication and less News Analysis: A hypothetical case for a more visual Media Studies approach in SA curricula</i>
10:30-11:00	TEA	TEA					
11:00-12:30	SESSION 2		AGM				
12:30-13:30	LUNCH	LUNCH					

TIME		NLT FOYER	New Lecture Theatre	Leslie Social 4G	Leslie Social 4H	AC Jordan A209	AC Jordan A307
13:30-15:00	SESSION 3		<p>Chaired by: Tanja Bosch</p> <ol style="list-style-type: none"> 1. Tersia Landsberg: <i>Standardised PR measurement and evaluation in the SA PR context</i> 2. Dalien Rene Benecke, Sonja Verwey & N Levy: <i>Leadership competencies and the new world of PR work: Developing future fit PR professionals</i> 3. Collen Chambwera: <i>Business journalism and public relations in an economically limping Zimbabwe</i> 4. Blessing Makwambeni & Trust Matsilele: <i>An assessment of data analytics driven Public Relations practice in South Africa</i> 	<p>Chaired by: Litheko Modisane</p> <ol style="list-style-type: none"> 1. Colin Chasi: <i>Innovation in Media and Communication Studies</i> 2. Mariekie Burger & Damien Tomaselli: <i>Blurring – onwards to the Fourth Industrial Revolution through comic art learning</i> 3. Alexia Smit & Liani Maasdorp: <i>Teaching from within the Moving Image: A Preliminary Study of the Videographic essay as a teaching tool in a South African University</i> 4. Marcell Smit: <i>Story Bursts Applied to Generation Z</i> 	<p>Chaired by: Marion Walton</p> <ol style="list-style-type: none"> 1. Jenni Underhill: <i>Argument and the art of relevance</i> 2. Varona Sathiyah: <i>Immaterial labour and economies of prestige: cultural transmission of academic habitus in the School of Communication at the University of Johannesburg</i> 3. Theresa Blom: <i>Fanfiction in the English Department: an intervention into literary studies practices</i> 4. Ellen Lombard: <i>Afrikaans: Island of resistance or pioneer of transformation at Unisa?</i> 	<p>Chaired by: Martha Evans</p> <ol style="list-style-type: none"> 1. Cai Ke: <i>Gender Sensitivity Analysis: With the Gender Column of the Pan-African News Agency as the Example</i> 2. Dineo Molokomme: <i>Sexual Fluidity and Pornography: The Case of Twitter After Dark.</i> 3. Yolo Siyabonga Koba: <i>Porn Peripheries and the dilemma of sexual citizenship in South Africa</i> 	<p>Chaired by: Jaqui Hiltermann</p> <ol style="list-style-type: none"> 1. Theodora Dame Adjin-Tetty & Charles Nii Ayiku: <i>Taking Whatsapp to the Classroom: Exploring Students' Perceptions about the Use of Whatsapp as Pedagogical Tool</i> 2. Muyanga Innocent Ziba: <i>Whatsapp- Best medium of communication in advocacy - study</i> 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> 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>

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15:00-16:30	SESSION 4		Chaired by: Tando Ntunja 1. Koos Degenaar: <i>The contribution of a digital media marketing strategy to sport marketing in SA</i> 2. Christelle Swart: <i>Views on Social Media Brand Communication by non-profit organisations in SA</i> 3. Ashiya Abdool Satar: <i>Theoretical Pluralism In The Study Of Internal Communication in Public Organisations</i> 4. Agnes Lucy Lando: <i>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-Related Challenges</i>	Chaired by: Alexia Smit 1. Ruth Teer-Tomaselli: <i>South African Television moves into the Global Age – broadcasting, technology and change.</i> 2. Mncedi Magade: <i>Reality Television as Hybrid</i> 3. Kenechukwu Chibogu: <i>Examining Orality in African films Adapted from Literature</i> 4. Warwick Jones: <i>Augmented Reality – beyond Baudrillard's Simulacrum.</i>	Chaired by: Ron Irwin 1. Hannelie Marx Knoetze: <i>#jouAiG – your Afrikaans is not my Afrikaans. Narratives and counter narratives of Afrikaans and whiteness.</i> 2. Jessica Barraclough: <i>White genocide, protest, and Afrikaner victimhood: Beeld's coverage of #swartmaandag</i> 3. Marion Seymour: <i>How filmmakers use entertainment to engage issues of race, language, and identity: A Case Study of Afrikaaps</i> 4. Anna-Marie Jansen van Vuuren: <i>The Afrikaans Film Value Chain as a model for sustainable South African Filmmaking: Reflections and criticism</i>	Chaired by: Julia Cain 1. Thandeka Bukula: <i>Self-representation of Black South African Women on Social Media: #BlackGirlMagic</i> 2. Melusi Mntungwa: <i>Social Media & Race</i> 3. Sylvia Skhosana: <i>#Blacktwitter watching television: exploring how twitter has changed the television viewing experience in South Africa</i> 4. Maphuthi Choung: <i>Desensitization of life threatening events on social media.</i> 5. Duduzile Dlamini: <i>Narratives of Young Black Female Academics on Gender and Race Transformation in Public Universities: An explorative study between the University of Venda and the University of the Witwatersrand.</i>	Chaired by: Musa Ndlovu 1. Constance Kasiyamhuru: <i>Does Mugabe's sh*t stink too?</i> 2. Kim Reynolds: <i>The Amnesia of Donald Trump: How does mainstream American news historicize and ahistoricize Donald Trump</i> 3. Kelvin Suddason: <i>Who's Persuading Who? A comparative analysis of the Facebook viewertariat in response to live-streamed political interview in an electoral context</i> 4. Jarita Kassen: <i>South African media, the youth and political participation during the 2019 election year.</i>
16:30	TEA	TEA					
19:00	DINNER (Smuts Hall)						

Friday 30th August 2019

TIME		NLT FOYER	New Lecture Theatre	Leslie Social 4G	Leslie Social 4H	AC Jordan A209	AC Jordan A307
9:00-10:00	SESSION 1		Keynote Address: Lindiwe Dovey <i>African Women Filmmakers Decolonising Cinema: A Conversational and Curatorial Approach</i>				
10:00-10:30	TEA	TEA					
10:30-12:00	SESSION 2		Chaired by: Pier Paolo Frasinelli Panel Session: <i>New Directions in Communication and Media Studies: Siyaphi?</i> Pier Paolo Frasinelli, Nyasha Mboti, Viola Milton, Winston Mano & Colin Chasi	Chaired by: Jaqui Hiltermann 1. Toks Oyedemi: <i>Digital coloniality and the 'Next Billion User\$': The political economy of Google Station in Nigeria</i> 2. Shepherd Mpfu: <i>His excellency, His Eternity, His Internet, His outraged citizens: An analysis of the Big Man Syndrome and internet shut-downs in Africa</i> 3. Tenford Chitanana: <i>Communicating in the 'dark': The uses and efficacy of alternative and citizens' media during the 2019 internet blackout in Zimbabwe.</i> 4. Joy Marjarwar: <i>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.</i>	Chaired by: Tanja Bosch 1. Steffen Burkhardt: <i>South Africa from an Outside Perspective: How European Media covered the 2019 General Election</i> 2. Motilola Akinfemisoye: <i>Interacting with data: The Nigerian media's response to data journalism in reporting Nigeria's elections of 2019</i> 3. Martina Della Togna, Banathi Mgqoboka & Sinethemba Witi: <i>#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 6th Democratic Parliament in June 2019 as a case study, provide scholars with credible methods for drawing an accurate measurement of public sphere sentiment.</i> 4. Trust Matsilele: <i>Social Media Use in South Africa and Zimbabwean elections</i>	Chaired by: Tando Ntunja 1. Damien Tomaselli: <i>'Motion Book' Poster Presentation</i> 2. Tshepho Kgasago: <i>Download Culture and The Dilemma of Postmodern Technologies: (Il)Legal Digital Music Sharing and Its Effects on South African Artistes.</i> 3. Vanessa Malila: <i>Navigating closing civic spaces using the media and social media</i> 4. Sarah Summers: <i>The typical neurotypical gaze: The Framing of Mental Illness on the South African Depression and Anxiety Group's Facebook Page</i>	