

## **DAY 1**

### **TEA AND COFFEE**

**8.30-9.00**

### **SESSION 1**

**9.00-10.30**

#### **WELCOME AND PLENARY ADDRESS (FNB101)**

Garth Stevens, Dean of the Faculty of Humanities (Wits University)

Keynote: Bruce Mutsvairo (Utrecht University) :

Towards An Architectonic Explication of Technology: a south-south standpoint

### **TEA BREAK**

**10.30-11.00**

### **SESSION 2**

**11.00-12.30**

#### **2A. SOUTH AFRICAN FANS AND FANDOM IN SOUTH AFRICA - FNB33**

*Chair:*

Janelle Vermaak-Griessel (Nelson Mandela University)

"I Named My Daughter Ripley" Fan Gifting and Internal Hierarchies in the Alien Fandom

Natalie Le Clue (Nelson Mandela University)

The New Normal: Online Political Fandom and the Co-opting of Morals

Aimee Viljoen (University of Johannesburg)

Self-reported Fandom in Offline and Online Spaces: The Television Viewing Behaviours and Fandom Characteristics of selected Young Women in Johannesburg

Tzee Blom (Wits University)

Towards a literary theory of fanfiction

Catherine Duncan (Wits University)

South African fans and their conventions in the context of global fan studies

#### **2B. DIGITAL MEDIA AND DEMOCRACY - FNB35**

*Chair:*

Job Mwaura (University of Cape Town)

Twitter Spaces as New Digital Space for Civic Engagement in Africa

Robi K. Ochieng (United States International University- Africa)

Examining the influence of Twitter in curating the gender vote online for the Kenya Elections 2022: The case of Martha Karua

Constance Kasiyamhuru (University of Johannesburg)

Digitalisation of Governmentality: The

case of the Varakashi on the Zimbabwean Post-Coup Twitter-sphere

Elmon Motloutsi (University of Johannesburg)

From City Halls to Virtual Halls: Public Participation and Governance reimagined in the South African Local Government

## **2C. EDUCATION, SCHOOLING AND YOUTH - FNB36**

*Chair:*

Jumoke Serah Adebayo and Olanrewaju Olugbenga Akinola (Olabisi Onabanjo University)  
Self-Expression, Cultural and Moral Scrutiny in the New Tech Age: A Review of Chrisland School, Nigeria Rape Saga

Janina Wozniak (Nelson Mandela University)

Fault lines in the social order – A visual analysis of crises and cathartic moments in 15 film school exit-level short films set in townships and rural settings

Yolisa Mhlomi (University of Fort Hare)

A comparative analysis of blended learning approach to Eastern Cape private and public high schools

Molebogeng Motseke (The Independent Institute of Education (IIE))

Communication for All: A Universal Design Approach

## **2D. HASHTAG ACTIVISM - FNB37**

*Chair:*

Tanja Bosch (University of Cape Town) and Alette Schoon (Rhodes University)  
Let's make this trend, we're tired of racist people": The Stellenbosch incident and disrupting the Tik Tok algorithm

Ellison Shumba (University of Johannesburg)

Tapping a Global Wave: African perspectives of #BlacklivesMatter

Azhagan Chenganna (University of Mauritius)

Infodemics, platforms and radicalization in Mauritius

Nyasha Mboti (University of Free State) and Trust Matsilele (Cape Peninsula University of Technology)

#VoetsekSAMedia

## **LUNCH**

**12.30-13.30**

## **SESSION 3**

**13.30-15.00**

## **3A. SOCIAL MEDIA THROUGH THE PANDEMIC - FNB35**

*Chair:*

Tanja Bosch (University of Cape Town)  
Social media and surveillance in South Africa during the Covid-19 lockdowns

Fadiyah Rabin (University of Cape Town)  
Virus from the Global South: A comparative thematic analysis of Twitter commentary on China, COVID-19 and Omicron

Sean Thurtell (Wits University)  
Better get toilet paper, lockdown is coming! The political and social significance of Covid-19 panic buying as represented on Twitter

Nicola Davies-Laubscher (University of Cape Town)  
The role of social media in the spread of medical misinformation in South Africa: The Netwerk24 Facebook page, Afrikaner identity, and COVID-19 vaccine hesitancy

Nicky Falkof (Wits University)  
'Other people are left to live like normal': White victimhood on lockdown

### **3B. ONLINE BEHAVIOUR - FNB33**

*Chair:*

Amukelani Collen Mangaka and Ndivhuwo Doctor Sundani (UNISA)  
Youth Perceptions towards Behavioural and Psychological Effects Associated with Cyberbullying on Social Media and the Internet in South Africa

Noxolo Nqobile Buthelezi (University of Zululand)  
Cyber-ethical behaviour of high school students in KwaZulu-Natal, South Africa.

Kayla Roux (Rhodes University)  
Fight the power, feed the beast? A theoretical framework for understanding online feminist activism as digital labour in the platform economy

Abigail Boima and Toks Oyedemi (University of Limpopo)  
Users' awareness of commodification on Facebook: The need for critical media literacy

### **3C. DOCUMENTING AFRICA - FNB36**

*Chair:*

Tiisetso Dladla (Wits University)  
Virtual Verité: The Absent Presence of The African VR Documentarian

Ursula Vooght (Durban University of Technology)  
Supporting unconventional approaches in adapting Can Themba's 'The Suit'

Julia Cain & Liani Maasdorp (University of Cape Town)  
STEPS and the Generation Africa documentaries: African perspectives on the global issue of migration

Janina Wozniak (Nelson Mandela University)  
Narrative strategies in a selection of critical video reporting on oil exploration in Africa: An application of the Petrocultures/After Oil approach to investigative journalism about hydrocarbon prospecting on sensitive sites

### **3D. SOCIAL MEDIA AND SELFHOOD- FNB37**

*Chair:*

Yolo Koba (Wits University)

Pleasure, Porn and sexual “Pedagogies” in South Africa: Sexual Images as technology of Sexual Learning

NJ Jones (University of KwaZulu-Natal)

The farce of ‘selfies’: an exploration of cultural narcissism and the exclusion of the “authentic self” from social and digital media in South Africa

Jason Olivier (Rhodes University)

Dying a second death online: A decolonial critical discourse analysis of black gay death as mediated on Twitter in South Africa

Tanja Sakota and Tiisetso Dladla (Wits University)

The Self-Reflexive Director, The Web and The Gaze

### **TEA BREAK**

**15.00-15.30**

### **SESSION 4**

**15.30-17.00**

### **4A. RACE-MAKING IN THE MEDIA - FNB33**

*Chair:*

Hannelie Marx Knoetze (UNISA)

Meme warfare[i], “celebrity activists”[ii] and victimhood narratives on social media: A critical study in whiteness

Sinakhokonke Bikokuhle Ncongwane (University of Johannesburg)

The Disproportionate Practice of Skin-Bleaching, Lightening and/or Whitening amongst Women Populations in South Africa

Samantha Carolus (Rhodes University)

Using video ethnography as a decolonizing strategy to investigate Coloured identities in the Eastern Cape

Koketso Letsoalo and Toks Oyedemi (University of Limpopo)

‘Last Grave at Dimbaza’: A post-colonial analysis of digital remembering of media construction of apartheid's destruction of black families.

### **4B. POLICY AND REGULATION - FNB35**

*Chair:*

Gaolefufa Joshua Madiba (University of Botswana)

Advertising by Influencers on Facebook: Challenges of Policy and Regulation in selected countries in Southern Africa

Theodora Dame Adjin-Tettey (Rhodes University & University of Ghana)  
Ghana's RTI law: Probing implementation shortcomings, prospects and opportunities for improvement

Metji Makgoba (University of Limpopo)  
Framing the Discourses of Gender, Race, and Blackness through the Policy of Black Economic Empowerment in South Africa

Nqobile Ndzinisa and Maxwell V. Mthembu (University of Eswatini)  
Policing the 'Sites': The Curious Case of Cyber Law in Eswatini

#### **4C. TECHNOLOGY AND DIGITAL INFRASTRUCTURE - FNB36**

*Chair:*

Semang L.R Mathobela & Shepherd Mpofo (University of Limpopo)  
Netflix and YouTube usage: The impact of COVID-19 on citizens in the global South

Grace Yuehan Wang (Stellenbosch University)  
China's Tech Expansion in Africa: Friend or Foe?

Alette Schoon (Rhodes University)  
The underground YouTube: ShareIt and its algorithmic video feed for the less-connected user in the Global South

Admire Mare (University of Johannesburg)  
Unravelling the black box of Big Tech in Africa: Centering Perspectives from the Margins

#### **4D. THEORISING JOURNALISM - FNB37**

*Chair:*

Henri-Count Evans (University of Eswatini/University of Johannesburg)  
Digital Trans(formation)s and Changing Journalistic Practices: A Bibliometric Analysis

Taryn De Vega (Rhodes University)  
South African Media Councils in the Digital Age

Mamohlotlo Mothiba (North West University) and Edgar Malatji (University of Limpopo)  
When Twitter meets radio in the 21st century: The use of microblogging site in modern broadcasting

Musawenkosi Ndlovu (University of Cape Town)  
Are continuing transformations in physical infrastructure and communication technologies in Africa also realizing Pan African news media?

### **WITS CHOIR PERFORMANCE**

**19.00**

### **DAY 2**

### **TEA AND COFFEE**

**8.30-9.00**

**SESSION 5**  
**9.00-10.30**

**5A. CONSUMPTION, WASTE, ABUNDANCE - FNB33**

*Chair:*

Sifiso Mnisi and Mthobeli Ngongo (University of Johannesburg & University of Free State)  
Nam' nginayo: The Evolution of Conspicuous consumption in the 4th Industrial Revolution

Martha Themba (University of Johannesburg)  
Cyberbullying, celebrity and consumption: spurred on by Big Tech

Mehita Iqani (Stellenbosch University)  
Core Dump: Art, consumption and the politics of e-waste

Priscilla Boshoff (Rhodes University)  
Big Tech Magic: celebrity healers on Instagram

**5B. BOOK DISCUSSION: DECOLONISING JOURNALISM EDUCATION IN SOUTH AFRICA: CRITICAL PERSPECTIVES - FNB35**

*Chair:*

Ylva Rodny-Gumede (University of Johannesburg), Colin Chasi (University of the Free State), Glenda Daniels (Wits University) and Julie Reid (UNISA)

**5C. STREAMING CULTURES - FNB36**

*Chair:*

Sylvia Skhosana (UNISA)  
Disruptive viewing: studying the negative influence of screen mediated consumption of Netflix, and Showmax amongst students.

Collen Chambwera (AFDA)  
Netflix and film production practices in South Africa

Boitshoko Mfolo (Motion Picture Production) & Anna-Marie Jansen van Vuuren (Tshwane University of Technology)  
Grappling with Online Film Distribution: more avenues but less access?

Elastus Mambwe (University of Cape Town)  
Out-flexing Netflix et al.: The rise of local over-the-top (OTT) platforms and their role in the development of the screen industry in Zambia

**5D. GENDER AND TECHNOLOGY - FNB37**

*Chair:*

Bimbo L. Fafowora (Rhodes University)  
What happens in the bedroom stays there: Soliciting for a regulatory framework against

revenge porn in the Nigerian cyberspace

Ireoluwa Deborah Aderibigbe (University of Cape Town)  
E-Migrant Women Entrepreneurs: Mobile Money Apps, Transnational Communication and the Maintenance of Social Practices

Nyx McLean (Rhodes University)  
The ethical implications of period tracking apps for people with uteruses

Jeanett Tapala (University of Johannesburg)  
Gender digital divide and its effect on access to mobile safety apps

## **TEA BREAK**

**10.30-11.00**

## **SESSION 6**

**11.00-12.30**

### **6A. PARASOCIALITY: INFLUENCERS AND MICROCELEBS - FNB33**

*Chair:*

Sihle Nyathi (University of Johannesburg)  
Click, like, share and subscribe: Microcelebrity Norms in Zimbabwean Attention Economy

Maya Loon (Wits University)  
Enter the momfluencers: Social media as a medium of Anxiety

Rifqah Abrahams (Cape Peninsula University of Technology)  
"Tik-Tok" for the Influencer Culture

Mikaela Oosthuizen (Rhodes University)  
The rise of virtual influencers Lil Miquela and Kim Zulu: an exploratory study of Instagram's platform capitalism from a southern context

### **6B. DISCUSSION: TEACHING OF VISUAL ARTS SUBJECTS AND USE OF VISUAL METHODOLOGY FOR TEACHING IN OTHER DISCIPLINES DURING THE COVID-19 PANDEMIC: OPPORTUNITIES AND CHALLENGES - FNB35**

Eunice Ivala (Cape Peninsula University of Technology), Sisanda Nkoala (Cape Peninsula University of Technology), Candice Livingston (Cape Peninsula University of Technology), Virimai Mugobo (Cape Peninsula University of Technology), Rifqah Abrahams (Cape Peninsula University of Technology), Cheri Hugo (Cape Peninsula University of Technology), Eran Tahor (Cape Peninsula University of Technology) and Daniela Gachago (University of Cape Town)

### **6C. CRITIQUING CORPORATE COMMS - FNB36**

*Chair:*

Abyshey Nhedzi and Cleopatra Gombarume (University of Johannesburg)  
A Moral Compass of the Organisation During Crisis: Exploring the ethics roles of Strategic Communication practice

Seriane Morape (University of Johannesburg)  
The impact of AI on the Strategic Communication industry

Abyshey Nhedzi (University of Johannesburg)  
Improving brand linkage effectiveness: Customer ratings

Francis Zuze (University of Johannesburg)  
South African Telecommunication industry and the use of big data for strategic communication

Ayesha Toyer (Cape Peninsula University of Technology)  
Fake News: PR's Greatest Threat

#### **6D. TELEVISION TEXTS AND FORMS - FNB37**

*Chair:*

Warwick Jones (The IIE's Varsity College)  
Following ghosts: Problematizing the transmedial future of 'television'.

Wendy Qampi (University of Johannesburg)  
The Representation and Audience Perception of Black families' Relationships Portrayed on South African Reality Television

Maphuthi Choung (University of Limpopo)  
African culture representation on a television reality show *Mina Nawe House*

Natalie Le Clue (Nelson Mandela University)  
'X Files till I DIE': fan memory from the X-Files

#### **LUNCH**

**12.30-13.30**

#### **SESSION 7**

**13.30-15.00**

#### **FNB101**

#### **LAUNCH: UNISA COMMUNICATION REVIEW**

Siyasanga Tyali (UNISA) and Hannelie Marx (UNISA)

#### **PLENARY ADDRESS**

Danielle Bowler

Hearing each other, in the glitch

#### **TEA BREAK**

**15.00-15.30**

#### **SESSION 8**

**15.30-17.00**

#### **8A. NEW BOOKS IN MEDIA STUDIES - FNB33**

*Chair:*

Herman Wasserman (University of Cape Town) and Dani Madrid-Morales (University of Sheffield)

*Disinformation in the Global South*

Iginio Gagliardone (Wits University)

*Digital Hate: The global conjuncture of extreme speech*

Nicky Falkof (Wits University)

*Worrier State: Risk, anxiety and moral panic in South Africa*

## **8B. CONSIDERING THE UNIVERSITY - FNB35**

*Chair:*

N Du Plessis (University of Pretoria), Tanya le Roux (Bournemouth University) and Dr Benecke (University of Johannesburg)

Female Academic Leadership in South Africa: Prof. Sonja Verwey

Ylva Rodny-Gumede (University of Johannesburg) and Colin Chasi (University of Free State)

Communicating universities as sustainable empowerment systems

Sandra Pitcher & Oyinkan Akinlabi (University of Kwazulu Natal)

Digital learning and digital divides: A discussion of UKZN students' experiences of online learning during Covid-19

Jude Mathurine (Nelson Mandela University)

BigTech: Meaning and contradiction in Media Studies curricula

## **8C. CONTESTING PLATFORMS - FNB36**

*Chair:*

Ufuoma Akpojivi (Wits University)

Sorosoke Generation, Digital Rights and Citizenship in Nigeria

Fadiyah Rabin (University of Cape Town)

Efficacy vs Diplomacy: Exploring commentary on Sinovac - Corona Vac and China's COVID-19 vaccine efforts on Twitter

Tatenda Chatikobo (Rhodes University)

Big tech and big compromises: to what extent are our digital relations reciprocal?

Sylvia Skhosana (UNISA)

Power and Accountability: Let's have a Twitter family meeting

## **8D. PANEL DISCUSSION: JOURNALISM TEACHING IN AFRICA: DIGITAL TOOLS AND CHALLENGES - FNB37**

Franz Krüger (Wits Centre for Journalism), Theodora Dame Adjin-Tettey (University of Ghana), Margaret Jjuuko (University of Rwanda), Anthea Garman (Rhodes)

**CONFERENCE DINNER**

**19.00**

## DAY 3

### TEA AND COFFEE

8.30-9.00

### SESSION 9

9.00-10.30

#### **9A. MIS/DISINFORMATION AND ITS DISCONTENTS: CRITICAL APPROACHES TOWARDS STUDYING INFORMATION DISORDER - FAB201**

*Chair:*

Herman Wasserman (University of Cape Town), Dani Madrid-Morales (University of Sheffield), Chikezie Uzuegbunam (University of Cape Town)  
Disinformation literacy at South African schools: A needs assessment

Iginio Gagliardone (Wits University), Matti Pohjonen (University of Helsinki), Stephanie Diepeveen (University of Cambridge), Kyle Findlay (Independent Researcher), Samuel Olaniran (Wits University)

The social lives of conspiracy theories: situating the online dynamics of trust, mistrust and conspiracy in the Global South

Nicole Stremlau (University of Johannesburg)  
Internet shutdowns and performative sovereignty

Samuel Olaniran (Wits University)  
Online crowds as unwitting agents: Situating disinformation as participation

#### **9B. PANDEMICS AND PUBLIC HEALTH-FAB104**

Corlia Meyer and Francois van Schalkwyk (Stellenbosch University)  
Framing COVID-19 in the South African news media: An analysis of 22 months of reporting

Patrick Mosimanegape Lekgetho (University of Botswana)  
Developing Public Health messages for minority communities (Non-Tswana speaking groups) during COVID-19 in Botswana: Opportunities and Challenges

Chikezie E. Uzuegbunam (University of Cape Town)  
Digital Health Communication practices of Young people and how they negotiate socio-health concerns during the global COVID-19 pandemic

Soligah Solomons (University of Cape Town)  
Exploring how the media framed the COVID-19 outbreak in South Africa:

Nqobile Ndzinisa (University of Kwazulu Natal)  
Much Ado About COVID-19 Vaccine. Understanding Perceptions and Experiences of vaccines among healthcare workers and their influence on patients with COVID-19

#### **9C. CRIME AND COMMERCE-FAB004**

Rudi de Lange (Tshwane University of Technology)

Misleading, deceiving and extracting payment: the corporate communication strategy of a predatory publisher

Ian Glenn (University of the Free State)

Sport, gambling and cybercurrency in the South

Gilbert Motsaathebe (ILMA, North-West University)

Big Tech and the big fight against cybercrime: How the FBI used social media to unearth sophisticated online heists of the Gucci Master

Mvuso Ponono (Rhodes University), Thandeka Bukula (University of Johannesburg),

Sifiso Mnisi (University of Johannesburg)

He's eating our tax money and the women of our dreams" - The Sodi hitlist and South Africa's culture of eating

#### **9D. REPRESENTING GENDER-FAB101**

Mpho Motseki (University of Mpumalanga)

Constructing masculinities and femininity in South African digitally circulated adverts

Nonhlanhla Ndlovu (Rhodes University)

Of 'Nehanda bae' and 'slay queen statue': A decolonial feminist analysis of the Mbuya Nehanda statue

Upasna Maharaj (Nelson Mandela University)

"I Am An Unnatural Mother": (M)otherhood in *The Lost Daughter*

Meghan Simpson (University of Kwazulu Natal)

Examining Communication Conflicts Between Females in KwaZulu-Natal Gendered Organisations as a Long-Term Result of Feminist Resistance: A Correlative, Mixed Method Study

#### **TEA BREAK**

**10.30-11.00**

#### **SESSION 10**

**11.00-12.30**

#### **10A. DIGITAL DIPLOMACY IN AFRICA-FAB004**

Nomzamo Petje (Wits Journalism Centre)

Chinese and US Digital Diplomacy in South Africa: An analysis of Facebook during Covid-19

Tshepo Ramonoedi (Wits University)

To assess the United States' perception towards South Africa's economic diplomacy

Bob Wekesa (Wits University)

Theorising African digital diplomacy

Amukelani Charmaine Matsilele (Wits University)

African Urgency: The role of African digital diplomacy in global affairs

**10B. PANEL DISCUSSION: TEACHING AND RESEARCHING LITERARY JOURNALISM IN A DIGITAL ENVIRONMENT-FAB104**

Lesley Cowling (Wits University), Anthea Garman (Rhodes University), Martha Evans (University of Cape Town), Sandra Pitcher (University of KwaZulu-Natal)

**10C. WOMEN AND MEN ON TV-FAB101**

Tumi Mampane (UFS/Chair in African Feminist Imagination/UJ)  
Seeing Ourselves on TV: *Scandal!*, *Gomora* and Township Femininities

Johanna Hoess (University of Cape Town)  
Rethinking Methods: Representations of Gender in television commercials in South Africa and Germany

Alexia Smit (University of Cape Town)  
African Television Drama and Postfeminism in the age of Streaming: *40 and Single*

Mabogoshi Sylvia Matlala (Wits University)  
The commercialization and commodification of black bodies and black love by satellite giant DSTV: A case study of *Moja-Love*

**10D. POWER AND POLITICS IN THE DIGITAL SOUTH-FAB201**

Herman Wasserman, Tanja Bosch, Wallace Chuma, Meli Ncube (University of Cape Town) and William Bird (Media Monitoring Africa)  
Media power and the global south: Africa's global media image revisited

Michael Kwet (University of Johannesburg/Yale Law School)  
Who Owns the Global Digital Economy?

Toks Oyedemi (University of Limpopo)  
Africa and Digital Coloniality

Mwaona Nyirongo (Rhodes University)  
Surveillance as Juju: Digital Discomfort in Africa

**10E. ANTON'S PANEL**

**CLOSING REMARKS**-Dan Ojwang,(Head of School of Literature, Language and Media (Wits University)-Foyer

**12.30-13.00**

**SACOMM AGM**

**13.30-15.30**

**Tea and coffee will be served**