

The Wits Department
of Media Studies, Wits
Department of Film &
Television and Wits Centre
for Journalism welcome you
to SACOMM 2022

UNRAVELLING BIG TECH: POWER AND THE GLOBAL SOUTH

14 -16 September
Wits University West Campus



WITS CENTRE
FOR JOURNALISM



WITS
UNIVERSITY



100
1921
2022

8:00 - 9:00**REGISTRATION | TEA AND COFFEE***FNB building foyer, Wits West campus, Yale Rd entrance.***9:00 - 10:30****SESSION 1 | FNB101****WELCOME****Garth Stevens** Dean of the Faculty of Humanities
*(Wits University)***PLENARY ADDRESS****Bruce Mutsvairo** *(Utrecht University)*
Towards An Architectonic Explication of
Technology: a south-south standpoint**10:30 - 11:00****TEA BREAK****11:30 - 12:30****SESSION 2****2A. SOUTH AFRICAN FANS AND FANDOM IN SOUTH AFRICA | FNB33***Chair: Dee Marco***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: Iginio Gagliardone

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: Tanja Sakota

Jumoke Serah Adebayo & 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: Glenda Daniels

Tanja Bosch &
(University of Cape Town)
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)

#VoetsekSAMedia

Trust Matsilele
(Cape Peninsula University of Technology)

12:30 - 13:30

LUNCH | WITS CLUB

13:30 - 15:00

SESSION 3

3A. SOCIAL MEDIA THROUGH THE PANDEMIC | FNB35

Chair: Dinesh Balliah

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
(UNISA/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: Rene Smith

Amukelani Collen Mangaka & 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 & Toks Oyedemi

(University of Limpopo)

Users' awareness of commodification on Facebook: The need for critical media literacy

3C. DOCUMENTING AFRICA | FNB36

Chair: Carol Lesame

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

3D. SOCIAL MEDIA AND SELFHOOD | FNB37

Chair: Maya Loon

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 & Tiisetso Dladla

(Wits University)

The Self-Reflexive Director, The Web and The Gaze

15:00 - 15:30

TEA BREAK

15:30 - 17:00

SESSION 4

4A. RACE-MAKING IN THE MEDIA | FNB33

Chair: Tanja Sakota

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

(University of Limpopo)

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

Koketso Letsoalo & 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: Job Mwaura

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 & Maxwell V. Mthembu
(University of Eswatini)

Policing the 'Sites': The Curious Case of Cyber Law in Eswatini

4C. TECHNOLOGY AND DIGITAL INFRASTRUCTURE | FNB36

Chair: Iginio Gagliardone

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

4D. THEORISING JOURNALISM | FNB37

Chair: Rene Smith

Henri-Count Evans

*(University of Eswatini/
University of Johannesburg)*

Digital Trans(formation)s and Changing
Journalistic Practices: A Bibliometric Analysis

Taryn Isaacs De Vega

(Rhodes University)

South African Media Councils in the Digital Age

Mamohlotlo Mothiba &

(North West University)

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?

18:00 - 19:00

**WELCOME DRINKS & WITS CHOIR
PERFORMANCE | WITS CLUB**

8:30 - 9:00

TEA AND COFFEE

9:00 - 10:30

SESSION 5

5A. CONSUMPTION, WASTE, ABUNDANCE | FNB33

Chair: Nicky Falkof

**Sifiso Mnisi &
Mthobeli Ngcongco**

*(University of Johannesburg &
University of the 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: Julie Reid

Glenda Daniels *(Wits University)*, **Bruce Mutsvauro** *(Utrecht University)*, **Taryn Isaacs de Vega** *(Rhodes University)*

5C. STREAMING CULTURES | FNB36

Chair: Catherine Duncan

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 & 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: Yolo Koba

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 Aderibigb

(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

10:30 - 11:00

TEA BREAK

11:00 - 12:30

SESSION 6

6A. PARASOCIALITY: INFLUENCERS AND MICROCELEBS | FNB33

Chair: Mehita Iqani

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 Tabor** (Cape Peninsula University of Technology) and **Daniela Gachago** (University of Cape Town)

6C. CRITIQUING CORPORATE COMMS | FNB36

Chair: Iginio Gagliardone

Abyshey Nhedzi & Cleopatra Gombarume
(University of Johannesburg)

A Moral Compass of the Organisation During Crisis: Exploring the ethics roles of Strategic Communication practice

Morapeli Seriane
(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

6D. TELEVISION TEXTS AND FORMS | FNB37

Chair: Catherine Duncan

Warwick Jones

(The IIE's Varsity College)ersity)

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

12.30-13.30

LUNCH | WITS CLUB

13.30-15.00

SESSION 7 | FNB101

LAUNCH

UNISA COMMUNICATION REVIEW

Siyasanga Tyali *(UNISA)* and Hannelie Marx *(UNISA)*

ROUNDTABLE

Unravelling big tech: way forward

15:00 - 15:30

TEA BREAK

15:30 - 17:00

SESSION 8

8A. NEW BOOKS IN MEDIA STUDIES | FNB33

Chair: Glenda Daniels

Herman Wasserman &

(University of Cape Town)

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: Dinesh Balliah

N Du Plessis,

(University of Pretoria)

Female Academic Leadership in South Africa:
Prof. Sonja Verwey

Tanya le Roux &

(Bournemouth University)

Rene Benecke

(University of Johannesburg)

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

Ayesha Toyer &

Pride Mamba

(Cape Peninsula University of Technology)

Micro-Credentials: Closing the Youth Unemployment Gap among University Graduates

Jude Mathurine

(Nelson Mandela University)

BigTech: Meaning and contradiction in Media Studies curricula

8C. CONTESTING PLATFORMS | FNB36

Chair: Sean Thurtell

Fadiyah Rabin

(University of Cape Town)

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

Ndamulelo Mabidi

(UNISA)

Fear of missing out: Is a hiatus necessary?

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**

Chair: Franz Krüger

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

19:00

WITS CENTRE FOR JOURNALISM GALA DINNER | WITS CLUB

8:30 - 9:00

TEA AND COFFEE

9:00 - 10:30

SESSION 9

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

Chair: Glenda Daniels

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

Chair: Yolo Koba

Corlia Meyer & 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

Chair: Collen Chambwera

Rudi de Lange

(University of Mpumalanga)

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

Ian Glenn

(Rhodes University)

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

(University of Free State)

Thandeka Bukula,

(Rhodes University)

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

Chair: Dee Marco

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

10:30-11.00

TEA BREAK

11:00-12.30

SESSION 10

10A. DIGITAL DIPLOMACY IN AFRICA | FAB004

Chair: Job Mwaura

Nomzamo Petje
(Wits University)

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

Chair: Sisanda Nkoala

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

Chair: Catherine Duncan

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

Chair: Rene Smith

Herman Wasserman,

Tanja Bosch,

Wallace Chuma,

Meli Ncube,

(University of Cape Town)

William Bird

(Media Monitoring Africa)

Media power and the global south: Africa's global media image revisited

Toks Oyedemi

(University of Limpopo)

Africa and Digital Coloniality

Mwaona Nyirongo

(Rhodes University)

Surveillance as Juju: Digital Discomfort in Africa

12:30 - 13:00

CLOSING REMARKS | FOYER

13:30 - 15:30

SACOMM AGM | SENATE ROOM, SOLOMON MAHLANGU HOUSE

TEA AND COFFEE WILL BE SERVED

