

South African Communications Association (SACOMM)

Statement of Shared Values

Second draft for presentation to members at AGM

Approved at ExCo in August 2024.

The South African Communications Association (SACOMM) is dedicated to promoting ethical communication research and pedagogical practices and upholding the principles of human rights and non-discrimination. The values articulated here underpin our actions and choices as an Association:

- **Ethical Integrity:** We prioritize honesty and transparency in our actions and communications, committing to ethical standards that guide our members to act responsibly in all research and pedagogical matters in the field of media, communications, journalism and cultural studies.
- **Human Rights Advocacy:** We stand firmly in support of human rights, striving to ensure that communication serves as a tool for empowerment and justice, inclusion and transformation, and advocating for the dignity and respect of all individuals, especially marginalised groups.
- **Non-Discrimination:** We celebrate diversity and inclusivity, fostering an environment where all individuals, regardless of their background, identity, or beliefs, are treated equitably and without bias. We explicitly reject any injurious or discriminatory behaviour based on race, gender, sexuality, ethnicity, ability, or religion.
- **Collaboration and Respect:** We believe in the strength of collaboration, encouraging exchange and the sharing of diverse perspectives to enhance our collective voice and understanding.
- **Continuous Learning:** We are committed to ongoing education and awareness of ethical practices in the broad field of communications research and pedagogy, encouraging that our members remain equipped to address and challenge discrimination in all its forms.

All SACOMM members are expected to champion a culture of respect and equality in our community, and to uphold these values, to make a meaningful impact in the field of field of media, communications, journalism and cultural studies.