Voorwoord

Hierdie spesiale uitgawe van *Koers* met die fokus op kommunikasie, vorm deel van die Skool vir Kommunikasiestudies se herdenking van 50 jaar se kommunikasie-opleiding aan die Potchefstroomse Universiteit vir Christelike Hoër Onderwys (PU vir CHO) en die Noordwes-Universiteit (NWU). Kommunikasie-opleiding aan die destydse PU vir CHO het in 1959 onder leiding van prof. Gert Pienaar begin en in 1963 is ’n B.A.-graad met Perswetenskap as hoofvak ingestel. Vandag word ’n B.A.-graad in Kommunikasie (asook B.Com. Kommunikasiebestuur) aangebied, wat opgevolg kan word met ’n honneursgraad met spesialisasie in een van die volgende rigtings: video, joernalistiek, ontwikkelingskommunikasie, korporatiewe kommunikasiebestuur of korporatiewe media.

Net so divers as wat kommunikasie-opleiding geword het, het navorsing in hierdie veld ook verskeie fokusse. Oorkoepelend word navorsing gedoen binne die fokusarea Sosiale Transformasie en is die fokus op die rol van kommunikasie in ’n transformerende Suid-Afrikaanse samelewing. Die verskeidenheid artikels wat in hierdie spesiale uitgawe verskyn, weerspieël iets van die uitdagings wat aan sowel akademici in kommunikasie as kommuniksiepraktisyns in ’n transformerende samelewing gestel word.

Pieter Fourie skets in sy artikel, *Kommunikasiekunde in Suid-Afrika: die begin, die hede en uitdagings vir die toekoms,* die agtergrond en geskiedenis van medianavorsing in Suid-Afrika en stel ook sekere uitdagings wat kenmerkend van ’n transformerende samelewing is.

Die uitdagings wat korporatiewe sosiale verantwoordelikheid (KSV) stel, word deur Elbé Kloppers en Johannes Froneman uitgelig in hulle artikel, getiteld *’n Veranderende benadering tot sosiale verantwoordelikheid: ’n histories-normatiewe gevallestudie oor die Noordwes-Universiteit (Potchefstroomkampus).* In hierdie artikel word krities gekyk na die definiëring en bestuur van KSV binne die konteks van die destydse PU vir CHO en die huidige NWU. Prof. Elain Vlok sluit in die slotwoord hierby aan. Sy gee ’n persoonlike kyk op Mama Afrika, Clover se KSV-projek, en wat dit vir haar persoonlik beteken.

Een van die eise van ’n transformerende samelewing is groter deelname en deursigtigheid. Daar is egter nie eenstemmigheid oor wat deelname presies behels nie en hierdie kwessie kom in twee van die artikels aan die orde. Die artikel *Communicative action: the Habermasian and Freirean dialogical approach to participatory communication for social change in a post-1994 South Africa* deur Hannelie Otto en Lynnette Fourie fokus op Habermas en Freire se werk in ’n poging om riglyne vir deelname daar te stel. Lynnette Fourie en Johannes Froneman vra weer die vraag of ’n gevestigde teoretiese raamwerk soos sosiale bemarking wel binne ’n deelnemende benadering toegepas kan word. In hulle artikel, getiteld *A critique of social marketing in the non-profit development sector,* word voorstelle gemaak hoe sosiale bemarking nader aan die norm van deelname kan beweeg.

Transformasie stel ook uitdagings aan onderrig, soos Johannes Froneman en Thalyta Swanepoel in hulle artikel, *Teaching journalism prior to and after the demise of Christian higher education at Potchefstroom*, aantoon. Hier word krities besin of daar nog geleentheid vir joernalistieke onderrig vanuit Christelike perspektief aan die NWU is. Die plek van die Christen in ’n transformerende samelewing word ook indirek deur Christo Lombaard aangeraak in sy artikel *Why the fuss over Brown’s “The Da Vinci Code”? The dynamism of icons and the in/stability of meaning*. In hierdie artikel word ondersoek gedoen na die mate waartoe Christelike ikone gebruik word en moontlik Christene kan affronteer.

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Preface

This special issue of *Koers,* with focus on communication, forms part of the School of Communication Studies' 50 years commemoration of communication training at the Potchefstroom University for Christian Higher Education (PU for CHE) and the North-West University (NWU). Communication training started at the former PU for CHE under the guidance of Prof. Gert Pienaar and in 1963 a B.A. degree was introduced with Press Science (Perswetenskap) as major subject. Today a B.A. in Communication (as well as a B.Com. Communication Management) is offered. This is followed by an honours degree with specialisation in one of the following streams: video, journalism, development communication, corporate communication management or corporate media.

As divers as communication training has become, research in communication also has different focuses. Our research is done in the Focus Area Social Transformation with focus on communication in a transforming South African society. The broad spectrum of articles offered in this issue is indicative of some of the research challenges faced by academics in the field of communication studies as well as practicians in a transforming society.

Pieter Fourie outlines in his article, *Kommunikasiekunde in Suid-Afrika: die begin, die hede en uitdagings vir die toekoms,* the background and history of media research in South Africa and also identifies some of the challenges typically faced by a transforming society.

The challenges of corporate social responsibility is highlighted by Elbé Kloppers and Johannes Froneman in the article, *'n Veranderende benadering tot sosiale verantwoordelikheid: 'n histories-normatiewe gevallestudie oor die Noordwes-Universiteit (Potchefstroomkampus).* This article critically analyses the definition and management of CSR within the context of the former PU for CHE and current NWU. The concluding remark by Prof. Elain Vlok also addresses the issue of CRS. She gives a personal account of her experience of Mama Afrika, Clover's CSR project.

One of the challenges of a transforming society is increasing participation and transparency. However, there is no clear definition of what exactly is assumed by participation and this question is addressed in two articles. The article *Communicative action: the Habermasian and Freirean dialogical approach to participatory communication for social change in a post-1994 South Africa* by Hannelie Otto and Lynnette Fourie focuses on Habermas and Freire's work in an attempt to identify guidelines for participation. Lynnette Fourie and Johannes Froneman ask the question whether an established theoretical framework such as social marketing could be applied within the parameters of the participatory approach. In their article, *A critique of social marketing in the non-profit development sector,* suggestions are made to adapt social marketing to be more in line with the norm of participatory communication.

Transformation also impacts on education as Johannes Froneman and Thalyta Swanepoel indicate in their article, *Teaching journalism prior to and after the demise of Christian higher education at Potchefstroom*. This article critically debates whether it is still possible to teach journalism from a Christian perspective at the NWU. The role of Christians in a transforming society is also indirectly addressed by Christo Lombaard in his article, *Why the fuss over Brown's "The Da Vinci Code"? The dynamism of icons and the in/stability of meaning*. This article investigates the extent to which the use of Christian icons could offend Christians.

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