EDITORIAL

The current issue of *Communicare* reminds us about the powerful role communication plays in addressing a wide range of societal concerns. It is a powerful catalyst for shaping opinions, coordinating actions, influencing policies and driving innovation. Effective communication helps societies adapt to new realities, respond to crises and disasters and contribute to building social institutions and strengthening organisations.

As the shadows of the COVID-19 pandemic fade away, we are reminded of the importance of media when dealing with a major crisis. **Ntem and Tyali** studied how four major Ghanaian news portals covered the COVID-19 pandemic between March 2020 and March 2021. They found that government officials, medical experts, and international media played key roles in shaping public understanding. The study also identified a five-phase media approach, with evolving frames that reflected shifts in the pandemic and contributed to meeting the audience's changing information needs.

Considering the role of communication in climate change adaptation, **Turere and Nyaga** investigated how risk communication influenced climate change adaptation during floods in Kenya's Lake Naivasha basin. Participants understood climate change but found the risk communication systems ineffective due to unclear warnings before the floods.

Kula and Blose assess how the South African Broadcasting Corporation (SABC) has responded to liberalisation and competition, focusing on programming diversity and scheduling. They challenge claims that commercialisation undermines public service broadcasting, showing that SABC maintains high local content and diverse programming. The study highlights how SABC promotes the "rainbow nation" ideal, using creative strategies and regulation to balance commercial pressures with its public service mandate.

Maziriri, Chuchu and Mapuranga studied how game-based tools facilitate the development of entrepreneurial skills among children in South Africa's Eastern Cape. Their findings indicate that gamified platforms promote competencies such as strategic risk-taking, creative problem-solving, and financial decision-making. The research underlines the potential of gamified learning to address youth unemployment and social inequality by adapting digital methodologies to local contexts.

By examining how Nigerian parents interpret Disney's portrayals of women in animated films **Ononiwu and Uzuegbunam** highlight the role of media and parenting in shaping children's gender attitudes within cultural contexts. The findings indicate that parents recognised both gender stereotypes and empowering messages in Disney films and used strategies like co-viewing and open discussions to guide their children.

In their article, **Pieterse and Holtzhausen** evaluate the corporate reputation of North-West University in South Africa. Focusing on staff members as a key stakeholder group, the study uses interviews and surveys to assess their perceptions. Findings reveal that employees view the university's reputation as average, highlighting the need for improved reputation management and the development of a formal strategy to enhance it.

Anna Oksiutycz
Editor-in-Chief