Citizen in Communication, The

About this Publication:

*The Citizen in Communication* is a compilation of contemporary, accessible material from reputable academics with an interest in the South African media, and the changes that are currently impacting on the public’s ability to engage with it. The book addresses two vital sections of the communication landscape in South Africa. Firstly, it introduces notions and practices of citizen journalism in the growing trend of civilians providing media footage, blogging and sms commentary. Secondly, it looks at the prevalence and effectiveness of community media, as well as the challenges such media face on a day-to-day basis. In this way, the text explores the scope and effectiveness of two alternative forms of communication that in theory are designed to allow for the ‘voiceless’ citizenry to express their opinions and experiences. To enhance active learning practices, each chapter starts with key terms and concepts. South African examples are provided to show relevance and the applicability of theoretical frameworks. To assist with the consolidation process, each chapter ends with topics/questions for discussion and suggested further reading.
Contents Include:

Section 1: New Media and Citizen Journalism
‘New’ technologies and journalism practice in Africa: towards a critical sociological approach
Blogging and citizen journalism
We’re all storytellers: citizen journalism in the age of digital ‘pavement radio’
Cellphilms, mobile platforms and prodsumers: hyper-individuality and film
Traditions, conventions and ethics: online dilemmas in South African journalism

Section 2: Community Media in South Africa
Media, alternativism and power: the political economy of community media in South Africa
An overview of community radio fifteen years into democracy...
The ethnic imperative: community radio as dialogic and participatory and the case study of XK FM.
Community radio in KwaZulu-Natal: an idealised public sphere
Building sustainable community television in South Africa
(Re)defining community newspapers

Of Interest and Benefit to:

The text is designed for third-year and fourth-year students studying Communication, Media Studies and Journalism. It is also essential reading for anyone with an interest in the relationship between the members of a society and the media that reports on it.