

CommTrend

Newsletter of the School of Communication

All systems ready as IAMCR draws closer

By Phumi Tshabalala

As the Faculty of Humanities' organising team of the Africa regional conference on political communication research of the International Association for Media and Communication Research (IAMCR) counts down the days to the opening on 1 June, staff members of the School of Communication (SoC) are also finalising their preparations for the event.

The conference, *'Reimagining Media and Political Communication in Africa: Voices, Power and Participation in a Digital Age'* takes place on the education campus of the Potchefstroom Campus until 2 June.

There will be 24 presentations, including keynote addresses by Prof Robert Horwitz, Emeritus Professor of Communication at the University of California, San Diego, United States, and Lungile Binza, the chief operating officer of the SABC.

Several staff members of the SoC will present papers: Professors Lynnette Fourie and Carol Lesame, Drs Chilombo Banda, Musara



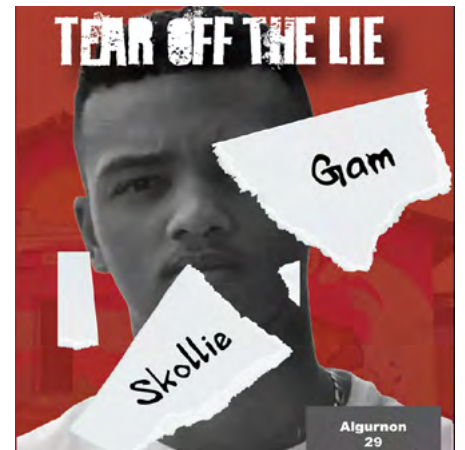
Deputy Dean in the Faculty of Humanities **Prof Gilbert Motsaathebe** is the conference organiser.

Lubombo, Hannelie Otto and PhD candidates Mphumudzeni Siphuma and Soligah Solomons-Chambwera.

Honours students in Journalism and Media Studies will assist with content creation, while Corporate Communication students will support logistics, stakeholder management and public relations.

Said Kutlwano Dilotsothe, faculty spokesperson and project manager: "Hosting this event positions our institution as a leader in media research on the continent."

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Design with a Creative Conscience

Creativity can be harnessed to tackle real-world problems, students from North-West University and the University of Lincoln in the United Kingdom have learnt during a collaborative initiative.

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Inaugural North West Media Summit

Experts from the government, academia and industry gathered to talk about the future of community journalism and digital storytelling in South Africa.

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Newsletter to capture School of Communication's vibrancy

By Phumi Tshabalala



Prof Lida Holtzhausen

CommTrend is the School of Communication's new platform to showcase its people, partnerships and practices.

From focusing on the achievements of staff to tracking the success of alumni and revealing students' insights about their degree, **CommTrend** aims to capture the energy of the school, and to create a space for connection with industry partners in the context of an ever-evolving world of communication.

According to Prof Lida Holtzhausen, Director of the School of Communication (SoC), the decision to launch the publication was driven by the need to better reflect everything that is happening within the school.

"The School of Communication has so much that is going on ... I wanted something that speaks to the vibrancy and creative spirit of the school," she said.

While the Faculty of Humanities already has the **H-factor**, which is a faculty-wide newsletter, Holtzhausen believes that the SoC needs its own dedicated publication to share information about students and staff.

"We have the skills, the infrastructure, and everything available to us," she said. "So why not reboot, restart, rethink, and come up with something that speaks to what the school does?"

Beyond sharing news and achievements, **CommTrend** also aims to provide the opportunity for students, honours students in particular, to obtain practical experience in the production of the newsletter.

"I really want it to be an engaging platform where students feel that they are heard. Students bring a very young, creative spirit into content, and they see the school from a different perspective."

She added that the newsletter will not only focus on formal academic matters but also highlight the creative and enjoyable side of the communication industry.

"Not everything is going to be super serious. Communication is fun, creative, constantly changing, and multimedia driven. I want the newsletter to reflect that."

Looking ahead, she hopes the newsletter becomes more than just another communication platform within the university.

"I would love the newsletter to be something that students and staff look forward to. It must be exciting. It must engage. It must be something people talk about over a cup of coffee."

Design with a Creative Conscience

■ By Minentle Mseswa

An international collaboration involving the School of Communication's Graphic Design subject group and the Creative Advertising subject group at the University of Lincoln, challenged students to develop socially conscious campaigns as part of a **Creative Conscience** brief. This project forms part of a **global movement** that encourages Graphic Design students to address pressing social and environmental issues through design and advertising.

According to Mrs Lindi Cameron, a lecturer in graphic design, the collaboration began after lecturers from North-West University (NWU) visited the University of Lincoln, situated in the East Midlands of United Kingdom, last year (2025). This is where discussions around possible partnerships first emerged.

"We met with the UK counterparts from the **University of Lincoln**, and we made some really good connections," she said.

"When they reached out earlier this year about collaborating on the Creative Conscience brief, I knew it would be a meaningful opportunity for our second-year students."

This project paired South African and British students into collaborative teams, requiring them to work virtually across countries, cultures and disciplines. While the University of Lincoln students focused primarily on advertising concepts and copywriting, NWU students were responsible for design execution and visual communication.

Students tackled a wide range of issues, including racism, mental health, fast fashion, littering, environmental sustainability, menstrual health awareness and social inclusion.

One of the campaign designs, titled *'Men of Substance'*, challenged racial stereotypes and prejudice through a mentorship support platform.



Brad Fortuin and Ndamiso Tshabalala worked on the 'Men of Substance' campaign.

Another project, *'Heads Up'*, encouraged young people to reduce screen time and reconnect with the world around them.

Cameron explained that the collaboration exposed students to real industry conditions, including remote teamwork and project management communication.

"They learnt about cross-cultural and interdisciplinary collaboration and negotiation, it wasn't always easy, but it was a very good learning experience and a strong simulation of what happens in the industry," she said.

This project also encouraged students to think critically about the role of creativity in society, which means that rather than focusing only on aesthetics, students should also focus on creating campaigns with purpose and impact.

"You can't design in a vacuum. Designers need to understand the people they are communicating with and the realities they face," she explained.

She also added that the project highlighted the strength of African creativity and innovation within global conversations. "We have creativity in Africa that is exciting because it solves real problems at a grassroots level," she said.

‘Internationalisation at home’

How did the partnership involving North-West University and Lincoln University come about?

Graphic design lecturer Danelle Heenop, contextualises the subject group’s unique challenge when it comes to partnerships: “We have a complex curriculum and struggle to find institutions nationally that offer similar combinations of modules at the same skill level.”

Lincoln University in the United Kingdom, says Heenop, “has a different kind of curriculum” yet the two institutions share perspectives, quality output within the modules and similar content, which means that there are opportunities to share and learn from each other.

Héniel Fourie, Graphic Design’s subject leader, says he visited Lincoln in 2025.

“I presented a lecture there on the power of design in the context of decolonisation, specifically how design and storytelling can contribute to decolonial thinking and practice.

“I was originally introduced to Lincoln by Professor Louise Bezuidenhout, a colleague in the School, who connected me with one of the lecturers there, [Dr Heather Connolly](#). When I later applied for a mobility grant through North-West University’s Capacity Development Grant structure, we received funding to take the entire subject group to Lincoln,” he says.

“Many of the projects are specifically trying to measure the impact that this kind of knowledge exchange and *internationalisation at home* can have on students.”

– Héniel Fourie

Since then, says Fourie, the subject group has tried to develop various avenues to strengthen the partnership further.

“We currently have a three-year research project in its planning phases, as well as the Creative Conscience project that Mrs Lindi Cameron conducted with her second-year students in collaboration with Lincoln’s Creative Advertising. We also have the upcoming visit and guest lectures by [Mr Keith Hume](#).

What are the expected outcomes?

“One of the key ideas we are working with is the concept of “internationalisation at home” — exposing our students to a global mindset and to different cultural and academic perspectives without necessarily requiring international travel, which is often financially inaccessible to many students.

For instance, in terms of the [Creative Conscience](#) brief, students did not necessarily always enjoy the brief itself, but what emerged very strongly was the development of soft skills: negotiating with someone from another country, engaging in different ways of thinking, and collaborating across cultural and geographical boundaries, according to Fourie.

“We have also hosted online guest lectures. In 2024, John Dowling from Lincoln presented an online guest lecture to our students. John previously worked at Pentagram, one of the world’s leading design studios, and he shared insights into his professional practice and design processes. This type of exposure is incredibly valuable for students, as it connects them with global practitioners and perspectives they would otherwise not encounter.

“Many of the projects Heather and I are currently conducting are specifically trying to measure the impact that this kind of knowledge exchange and ‘internationalisation at home’ can have on students,” says Fourie.

Delighted to meet you, **Dr Adelina**

■ *By Pusoletso Nthate*

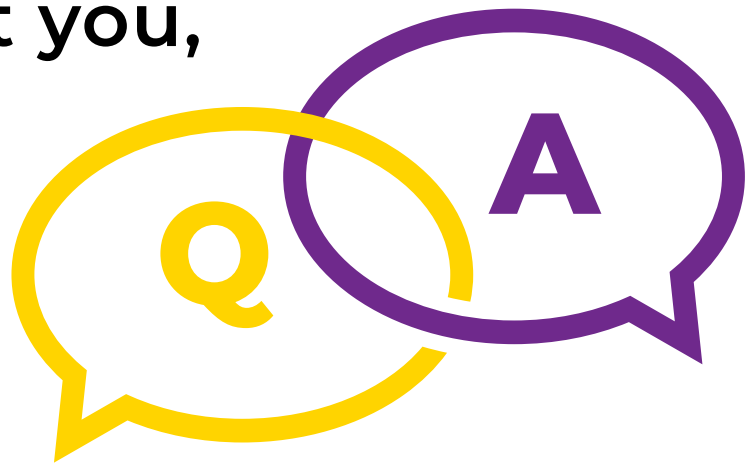
When Dr Adelina Mbinjama grew up in rural Mount Coke in the Eastern Cape, not far from Qonce (formerly King William's Town), she spent much time listening to the radio, watching television, and reflecting on what she saw and experienced through journal writing.

As her friends lived far away, the media became a companion. And when these experiences later intersected with an interest in how information technologies shape beliefs, attitudes, culture, and society, Mbinjama was pulled into the field of communication and has built a career that is grounded in media, culture, technology, and critical intellectual inquiry.

Joining the School of Communication in Mahikeng on 1 July, she brings with her a wealth of academic experience, a passion for teaching, and a commitment to shaping inclusive and transformative learning spaces.



Dr Adelina Mbinjama



The **CommTrend** asked her a few questions ahead of her journey from Cape Town, where she has been based since 2018.

Q: Please tell us a bit about yourself, where you grew up, went to school, and where 'home' is for you?

A: I grew up in Mount Coke and King William's Town in the Eastern Cape of South Africa, where I attended Berlin Primary School, Central Primary School, and Kingsridge High School for Girls (formerly Kaffrarian High School for Girls).

I obtained my academic qualifications – a BA in Media, Communication and Culture, a MA in Media Studies, and a DPhil in Media Studies – from Nelson Mandela University in Gqeberha.

I consider the Eastern Cape, Cape Town, and Zambia to be home, as they are all places where I have strong family ties and have built lifelong friendships.

Q: Where have you worked before?

A: I previously served as a lecturer at Nelson Mandela University (2009 to 2017). During this period, I gained management experience as the Head of the Department of Public Relations and Communication Studies from 2013 to 2014, and again from June to September 2017. I am currently a lecturer at the Cape Peninsula University of Technology, where I also serve as the Chair of the Media Department Research Committee.

Q: How do you feel about your new role, and what are your expectations as you take on this new challenge?

A: I am truly excited about this new role and deeply grateful for the opportunity. I have long admired North-West University (NWU) for its values and academic vision. I look forward to contributing meaningfully to teaching and learning, research, academic leadership, and community engagement. It is a privilege to be affiliated with the NWU.

NWU has a strong research culture, which I believe provides an ideal environment for advancing critical Black scholarship and meaningful intellectual inquiry.

The university's international reputation, together with its diverse academic offerings, strongly aligns with my professional interests, and I would welcome the opportunity to teach across a range of programs. I am also encouraged by the Faculty of Humanities' School of Communication's doctoral program and would value the opportunity to contribute to postgraduate supervision and scholarly development at that level.

I believe my teaching, research, community engagement, and academic leadership abilities would thrive in an environment that values diversity while remaining committed to the development of Black and African graduates. I see it as both a professional and intellectual responsibility to approach teaching and scholarship through an African-centred lens in ways that enrich learning for students from diverse backgrounds.

In addition, I am eager to pursue more transdisciplinary and interdisciplinary research projects, and I believe NWU offers significant opportunities for collaborative scholarship and innovation. My previous visit to the university, while I was a graduate of Nelson Mandela University, left a lasting impression on me. I was inspired by the university's vision, which resonated strongly with my own commitment to Africa-centred scholarship and my aspirations as a

media and communications educator, researcher, and practitioner.

I am particularly passionate about developing innovative and inclusive approaches to teaching that combine Afrocentric perspectives with contemporary global relevance. My goal is to support students in becoming critical and engaged producers of knowledge while fostering an environment that remains accessible and meaningful to learners from different parts of the world.

Q: What are your main research interests?

A: My research interests include digital media, cyber-ethics, Black feminism, cultural studies, and communication studies. I am particularly interested in the representation of women across various forms of media, including literature, film, television, print media, and social media. To date, my research has focused primarily on the use of digital media and the practice of cyber-ethics among Black youth, women, NGOs, and Black-owned businesses.

Going forward, I intend to expand my research into the fields of artificial intelligence, techno-ethics, and cyber-ethics in digital media from an Afrocentric perspective.

I believe this area of scholarship could make a meaningful contribution to the School, particularly in advancing innovative transdisciplinary and interdisciplinary research initiatives.

“

The media became an important source of connection and companionship.

”

– Dr Adelina Mbinjama

Q: What inspired your interest in media and communication, particularly in your areas of research?

A: During my formative years, growing up in the rural area of Mount Coke and living far from my friends, the media became an important source of connection and companionship. I spent much of my time listening to the radio, watching television, and reflecting on these experiences through journal writing.

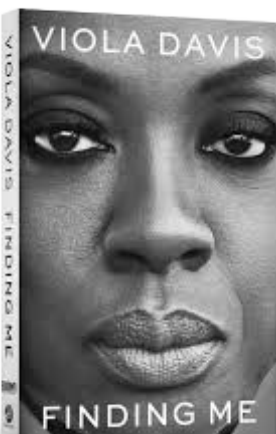
Later, when I moved to town to attend a model C school in a more developed and industrialised environment, I became increasingly aware of the growing influence of media technologies. Many of my peers had access to cell phones and the internet, which both fascinated and unsettled me, particularly given my relatively sheltered upbringing.

These early experiences, together with my observations of how information technologies shape beliefs, attitudes, culture, and society, ultimately inspired and continue to inform my research interests.

Q: What are your broader academic or professional interests outside your core research areas?

A: I enjoy contributing to research committees, providing consultancy services in media and communication, participating in public speaking engagements and radio features, and organising, as well as attending, special events.

Q: What book are you currently reading, and would you recommend it?



A: I am currently reading *Finding Me* by Viola Davis. I would highly recommend it, as it is an inspiring memoir that reflects on living authentically while overcoming discrimination, extreme poverty, and significant personal trauma.

Q: What song is currently on repeat on your playlist?

A: I have been listening repeatedly to *Been So Good* by Elevation Worship.



https://www.youtube.com/watch?v=D3yMC_goAes

Q: How would you describe your teaching style? What would you like students to say about their learning experience after attending your class?

A: I predominantly employ a facilitative teaching style, encouraging participation, critical thinking, and collaborative learning. Students typically describe my classes as engaging, dynamic, and memorable.

Q: Are you more of a coffee or tea person? Please elaborate.

A: I make a particularly good pot of homemade chai tea, rich in flavour and thoughtfully prepared! (-:



Q: What is your idea of a perfect holiday?

A: A farm-style or countryside retreat, where I can immerse myself in the tranquillity of nature and surrounding landscapes, represents my ideal holiday setting. I particularly value unhurried mornings and the simplicity of cooking over coal or a wood fire, which enhances the sense of calm and connection to the environment.

Austrian exchange student is loving her **African** adventure

■ By Paballo Buthelezi

Ifeoma Moira, a 24-year-old exchange student from the University of Applied Sciences in Austria, has joined the School of Communication's Advanced Corporate Communication honours program for the first semester of 2026.

Moira, a postgraduate student in digital media and communication back home, joined North-West University (NWU) through the Erasmus+ exchange program earlier this year. Although she comes from an informatics and digital media background, she decided to pursue communication studies instead.

"Follow your dreams," she laughs.



Ifeoma Moira

Why South Africa?

For Moira, choosing South Africa was both adventurous and personal. "I felt like... if I go on an exchange, I should go as far as possible," she says. "The options outside of Europe were Mexico and South Africa."

Beyond wanting a completely different experience, South Africa also connected to her family background and African roots, as half of her family is from Nigeria. She explained that she had always wanted to visit more African countries and experience the continent for herself.

Her academic and professional interests also influenced her decision. As someone who works

as an anti-racism trainer, South Africa's political and social history deeply interested her.

"I wanted to experience the museums, the history, the different cultures and ethnic groups here," she explains.

First impressions: monkey and mascots

Like many international students – and first-years – Moira's first few days at NWU came with plenty of surprises, some funnier than others. "The first thing I saw on campus that really caught my attention was a monkey," she says, adding: "I thought it was cute, but everyone seems to hate them."

She quickly discovered that students on campus have a very different relationship with the animals. "They told me, 'No, they are evil. They will steal your phone and your lunch!'" Luckily, she says the monkeys seem to leave her alone. "I think they just feel my positive energy," she joked.

Beyond the wildlife, she was fascinated by the size of the campus, the amphitheatre, residence culture, and even the idea of having a campus mascot. However, one of her biggest culture shocks was the competitiveness among students.

"In Austria, there's always kind of a secret participation trophy," she says. "But here, people take university very seriously. If they say there is a prize for the winners, they actually only give the winners a prize."

The academic shift: theory and creativity

Coming from a University of Applied Sciences, Moira was already familiar with practical, project-based learning. However, NWU's honours programme introduced her to a much heavier theoretical workload.

"The readings are deep and theory-based," she says. "Sometimes it's like 150 pages for one week."

It's engaging my brain in a way it hasn't been engaged since high school."

At the same time, she appreciates how collaborative the School of Communication feels, especially the interaction between different creative disciplines.

"I really love how there are graphic design students here," she says. "Back home, we were just PR and journalism students, and they expected us to also do the graphic design ourselves." She explained that working alongside students from different communication backgrounds creates a more realistic and enjoyable learning environment.

Slang and finding community

Since arriving in Potchefstroom, Moira has fully embraced South African student culture, from learning local slang to attending social events. She proudly lists words like 'chomi' and 'hebanna' and 'braai' among the phrases she has picked up so far.

Outside the classroom, she says joining the NWU Debate Society became one of the highlights of her exchange experience. "That is genuinely the most fun I've had in years. It's really become the focal point of my campus life."

Making friends and adjusting to Potch

Although Moira admits she is naturally introverted, she says making friends in South Africa ended up being surprisingly easy. "People here are incredibly sociable," she says. "If you try talking to strangers in Austria, the stranger usually leaves."

Living on campus helped her immerse herself more fully into student life and connect with local students instead of only interacting with other international students.

She says having a South African roommate, classmates, and debating society friends gave her a much more authentic experience of the country and its culture. "One stereotype about exchange students is that they only become friends with other foreigners," she explains. "But I've really managed not to do that."

Advice for students wanting to study abroad

For students considering international opportunities, Moira says adaptability is the most important skill. "You need to be open-minded," she says.

She believes that studying abroad pushes people outside their comfort zones in the best possible way. "As long as you're willing to go with the flow," she says, "you'll be fine."

Photo Album Graduations



1: Karabo Moalusi, and her grandmother, Joyce Moalusi, celebrated her graduation day on the Mahikeng Campus. **2:** Merice Swart graduated with an honours degree in History of Art and is now pursuing a master's. **3:** Delphinah Sibanyoni received her BA Communication degree on the Vanderbijlpark Campus. From left are Nyeleti Sibanyoni (sister), Delphinah, Zulfa Sibanyoni (sister), Johan Nobela (cousin); Linah Sibanyoni (mother) and Amukelani (sister).

Open Days



1: Dr Anette Degenaar, flanked by honours students Lindiwe Seboletswe (left) and Simphiwe Mazibuko, at the School of Communication's Open Day exhibition on 9 May on the Potchefstroom Campus.

2: Lecturers Phil Pretorius and Poppy Narenti represented the School of Communication at the Vanderbijlpark Campus Open Day on 15 May. **3:** Naomi du Plessis, the Deputy Director of the School of Communication on the Vanderbijlpark Campus, during Open Day. **4:** Questions

from parents and learners were answered by lecturer Mphumudzeni Siphuma at the Potchefstroom Open Day. **5:** Lecturer Othusitse Maunatlala showed visitors at the Open Day on 23 May what the field of communication entails. **6:** Dr Musara Lubombo, the Deputy Director of the School of Communication at the Mahikeng Campus, was ready to answer questions from school learners.

Photo Album



1: Lecturers Anette Degenaar, Rethabile Isaacs, Cornia Pretorius, Hannelie Otto and Elbé Kloppers presented two interactive workshops to learners from Ferdinand Postma High School in Potchefstroom. The Communication Skills for Science, Engineering, Technology and Health, or SETH, initiative focused on the teaching of soft skills to a group of matriculants. **2:** School of Communication lecturers Mamohlotlo Mothiba (Vanderbijlpark) and Corene Marx (Potchefstroom) joined the Faculty of Humanities' marketing team during a recent Young Eagles Open Day in Centurion, Gauteng. **3:** Wouter Pienaar, the editor of the Potchefstroom Herald, shared some industry tips with Journalism and Media Studies honours students earlier this year. From left is Thato Bosiu, Ntombikayise Mahuma, Angelique Rossouw, Delphinah Sibanyoni and Sibusiso Moledi.

CommQuiz

Play the guessing game

Answers on page 15



Guess the desk:
Who works at this desk?



Guess the pet:
Who belongs to this pooch?

Summit

a win for community media

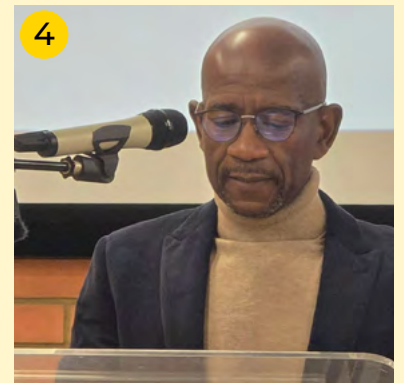
The North West Media Sustainability & Collaboration Summit was an inaugural two-day summit hosted by North-West University at the Mahikeng Campus. The summit, which took place on 23–24 April 2026, brought together stakeholders from the government, academia, community media, and the communications sector to discuss the future and sustainability of community and independent media in South Africa.

Key themes discussed included the digital transformation and the future of news distribution, collaboration between the government, academia, and media institutions, skills development and innovation in the media sector as well as the role of community media in strengthening democracy and local storytelling.

Ananius Ndlovu, who is the founder of the North West Media Awards, first mooted the idea for the summit, which was subsequently organised by the NWU.

Speakers included, Kenny Morolong, Deputy Minister in the Presidency, who was also the keynote speaker; Dr Joe Molete, the NWU's Deputy Vice-Chancellor of Student Life, Transformation, People and Culture, William Baloyi, from the Government Communication and Information Service; and Councillor Khumalo Molefe, Executive Mayor of the Ngaka Modiri Molema District.

Dr Kate Skinner, a media freedom advocate, Prof Gilbert Motsathebe, Deputy Dean of Teaching and Learning in the Faculty of Humanities and Prof Lida Holtzhausen, Director of the School of Communication were also speakers at the event.



1. *Dr Kate Skinner, Association of Independent Publishers*
2. *Kenny Morolong, Deputy Minister in the Presidency*
3. *Councillor Khumalo Molefe, Executive Mayor of the Ngaka Modiri Molema District, North West*
4. *Dr Joe Molete, NWU Deputy Vice-Chancellor of Student Life, Transformation, People and Culture*
5. *Bobby Soul, Mahikeng Mail*
6. *Ofentse Ngake, lecturer, School of Communication*

Where are they now?

Preston Jnr Segalwe speaks to alumnus Katlego 'Trendy' Marungwana

Katlego 'Trendy' Marungwana has been shaping digital storytelling in a competitive industry since he left the lecture halls of North-West University's School of Communication.

Katlego completed a BA in Communication in 2018 and his honours in Advanced Corporate Communication in 2019. He was initially uncertain about his future, but his studies gave him direction. He credits several lecturers on the Mahikeng Campus for inspiring him, including Dr Mooki Lobelo, Prof Damian Garside, Dr Chilombo Banda, and Prof Phemelo Marumo, while modules such as Marketing Communication, Media Law, Semiotics, and Pop Culture Discourse became his firm favourites.

Today, Katlego serves as a digital product specialist and acting digital manager for the TV division at the SABC.

He began his career as an intern at Vodacom before joining Motsweding FM as a digital intern, where he progressed to digital assistant before eventually transitioning into television.

He has spearheaded campaigns for national radio and television brands, experiences that reinforced his ability to lead creative teams and produce work with genuine impact.

"[Communication is] about impact, creating and shifting culture," he explains. He believes growth often happens quietly, through consistent hard work, until one day you realise you have become an entirely new version of yourself.

Like many graduates, Katlego faced significant challenges after completing his studies, particularly against the backdrop of South Africa's ongoing youth unemployment crisis. He studied further and persistently sought out opportunities until doors began to open.



Katlego 'Trendy' Marungwana

Among his proudest achievements is leading a team of young, Black, and talented digital product specialists who are helping to shape South African storytelling in the digital space, a responsibility he carries with both pride and purpose.

In an ever-evolving digital landscape, Katlego keeps up with industry news, draws inspiration from professionals he admires, stays attuned to current affairs, and continuously experiments with new ideas and emerging trends.

To students hoping to build careers in media, marketing, and communications, Katlego offers advice: "Your dreams are valid, and they do not have to make sense to anyone but you."

He encourages aspiring professionals to show up as their best selves, remain teachable, nurture their curiosity, and never hesitate to ask for guidance. He believes the NWU must continue protecting and advancing the rights of students, particularly those from marginalised communities.

To students, he says: "Enjoy your time [at the university], because it's a different ball game out there, and you need to show up ready."

Laying out the digital future of journalism

■ By *Thato Bosiu*

Journalism and Media Studies honours students on the Potchefstroom campus participated in a two-day digital layout and design workshop conducted by Deon Raath, the chief homepage editor of *Netwerk24*.

It focused on teaching students about the importance of layout in a digital context, in particular how audiences respond to online content.

Raath shared valuable insights he obtained from his many years working at news organisations such as *Die Burger*, a daily newspaper and

online publication published in the Western Cape, where he worked as an intern, and *Rapport*, a national Sunday publication, where he became the multimedia editor.

Over the two days he taught the students, who were already familiar with layout for printed publications, how to do layout for websites, newsletters and social media platforms. They focused on structuring their layouts to translate across platforms and devices. He also introduced them to *Figma*, an application for creating layouts.

Raath said he aimed to show that all publications or brands had identities that had to be consistent across platforms.

“It doesn’t matter if [the layout] is on a news website, social media, newsletters or WhatsApp channels, you want to make sure you pull brand identity through... so that a reader can identify your brand”. He also highlighted the need for layout designers and journalists to work together more closely to maximise the efficiency of a publication’s layout.

The students found the workshop valuable.

Ntomikayise Mahuma, one of the students, said, “I enjoyed being a bit more creative ... I was able to see things a bit more from a designer’s perspective... I learnt that design and layout are very important when it comes to readership, especially how readers feel when viewing a website or social media platforms.”

Sibusiso Moledi said that the activities done during the workshop was a good way to learn. “I think the workshop was pretty cool. [We looked at many examples of layout and] the biggest takeaway from the workshop is that even the professionals get it wrong sometimes.



Thato Bosiu and Deon Raath.

Image: Ntomikayise Mahuma

If your first semester was a song, what would it be?



Omolemo Motlhodi, who is from **Vanderbijlpark**, says her first semester has been a coming of age experience. “If my first semester was a song, it would probably be **Brutal** by **Olivia Rodrigo**,” she said. “It is brutal out here.”

For **Pako Bodigelo**, who comes from **Klerksdorp**, the first semester has been both challenging and transformative. “If my first semester was a song, it would be **Survivor** by **Destiny’s Child**,” he said. “There’s a lot going on, but I managed to adapt to certain things.”



Alu Photo, a student from **Aliwal North** in the Eastern Cape, had a “demanding” first semester. She added: “If my first semester was a song, it would be **Emathuneni**, by **Lusanda Mcinga**, which means ‘at the cemetery’ - if loosely translated... Academically, we are fighting for our lives.”



On the lighter side

George Costanza, a character in the 1989-1998 sitcom **Seinfeld**, had tips for employees about looking busy. This is the first tip: *“Never walk without a document in your hands: People with documents in their hands look like hardworking employees heading for important meetings. People with nothing in their hands look like they’re heading for the cafeteria...Above all ... carry loads of stuff home with you at night, thus generating the false impression that you work longer hours than you do.”*

CommQuiz Answers



Answer 1:

Ms Coréne Marx, junior lecturer on the Potchefstroom Campus

Answer 2:

Brown belongs to Soligah Solomons-Chambwera, a lecturer on the Vanderbijlpark Campus. She and her husband, Colin Chambwera, adopted Brown, who is about six-years-old, in November 2025. According to the owners he loves his “foodies and walkies”.

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