

Editorial: *AlterNation* Open Issue #03

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After 25 years of publishing thematic issues in the Arts and Humanities, a more recent initiative, within the ambit of this broad knowledge production field, was to publish our first two open issues in 2018 and 2019 respectively – *AlterNation* Open Issue #01 and *AlterNation* Open Issue #02. The main rationale is that there has been a rising tide of scholars who wanted to collaborate with *AlterNation*, but not only via the *AlterNation* thematic research groups, but also wished to contribute to the developing *AlterNation* discursive formation from their other research interests and collegial research networks. A related matter, is that our moving towards fully using the OJS online management system as from 2021, opens up many more opportunities for the submission of diverse research project outcomes in the field of the Arts and Humanities. It also goes without saying that *AlterNation* will continue to support, enhance, advance, catalyse, and grow individual specialisms in, the different networks, and networks of networks, specialists and thematic researchers, with, in, and for community. It is our hope that we shall continue to produce exceptional, and excellent research outputs that only meet the higher standards we and our collaborators are able to achieve.

Knowledge production and transformative research-lead teaching and learning, is not for the faint-hearted. It demands courage, dedication, a curious scientific attitude, and the willingness to put in the hours to not only master existing discourses, but to constructively and creatively use aspects of existing research, for the weaving and building of new knowledge(s), that contribute to, and catalyse newly-formed aspects of discourse that constructively serve the arts and humanities needs of our communities. It is incumbent on us as those claiming to work and participate in the humanist enterprise in all its wide

variety of inter-, multi-, and transdisciplinary manifestations, as they have developed since the earliest beginnings of conscious life, society formation, and language and discourse development, to their most recent developments in the most abstract, theoretical, conceptual, or hypothetical thought and knowledge systems, to constructively embrace the challenges of our time, ranging from politicised incapacities, through environmental deprivations, to virus outbreaks. The challenges are to constructively develop the requisite discourses with their specific conceptual frameworks and instruments in contextually-relevant ways, for the improvement of the quality of life of our people. It is also incumbent on us to then also constructively embrace the very wide international varieties of our discourses and discursive formations, for bringing them to bear on serving our populations, and for ourselves, to foster and grow our own dispositions, discourses and discursive formations that may assist a wider world, often bereft of the practices that accompany the creative and productive engagement of knowledge, via communally-fostered forms of life and wellbeing. This is not only a challenge, but indicative of our human sciences disciplines.

And, too, since we have to take into consideration the disabling, incapacitation, and restrictive effects of the mis-education systems of colonisation and apartheid, it is incumbent on us, the transformation generation, to do the groundwork and lay the foundations for the vibrant, cooperative, and critically-constructive populations that will follow on our continent.

Against this brief background, this issue is our third in this series, titled, *Alternation Open Issue #03*. As usual, we provide brief representations of the articles in the issue, by letting the authors speak in their own voice about their research.



The article by **Rubeshan Perumal, Sadhasivan Perumal and Loganathan Narayansamy Govender**, is titled “An International Study of Knowledge Sharing in Human Resource Management at Higher Education Institutions’. They argue that the knowledge economy of the 21st century has redefined human resource management as a strategic component of organisation success. This is particularly true in institutions of higher education, where knowledge serves not only as an organisational driver, but represents the very core of these institutions. Both the nature of these institutions, and the academics who work

within them form part of a valuable institutional knowledge pool. Knowledge sharing within such an organisation is vital to its sustainability and viability. This study employs a cross-sectional survey design administered in three countries to respondents employed in the human resource divisions of higher education institutions to explore the theme of knowledge sharing. The study identified formal policies, practices, and procedures to be promoters of knowledge sharing. Organisational structure, political interference, poor communication between employees, and a command and control approach were considered to be barriers to knowledge sharing, particularly in South Africa and Mauritius. Silo compartmentalisation of organisations pose a threat to the transfer of knowledge between departments, and there is still much work that needs to be done before knowledge can be trusted to be reliable, current, and useful for decision making.

Mick Gouweloos and **Brian McArthur's** 'Cloud Computing: A Readiness Study among Small Financial Services Organisations', reports on the readiness for cloud computing in several financial services institutions from the Pietermaritzburg region. Cloud computing is viewed as being a disruptive technology, and there are real benefits for the adoption of this paradigm for service delivery. The study on which this article reports, investigated whether or not these small organisations are ready to take advantage of this technology. The researcher developed an initial framework for readiness, then interviewed three decision-makers – one from each organisation – and organised the data generated into a revised model for readiness. It has emerged that awareness and trust are key factors for these organisations. Counter-intuitively, cost saving has less of an influence than expected. There is limited literature in this specific context; this article therefore forms an initial basis for further research.

'The Learning Affordances of a Facebook Environment' is the title of the article by **Craig Blewett** and **Wayne Hugo**. Facebook is the most widely used website in the world and its impact on social connections, information dissemination, and now education, is being keenly felt. This research seeks to explore how students learn in a Facebook environment using an affordance based theoretical lens. An ethnographic case study approach was used to explore how 4th year university students, doing a module on Computer Mediated Communication, used Facebook. The research identified 11 affordances that are arranged around an Actant-Activity Affordance framing. This framing allows for the affordances to be both explored across two dimensions and also the interactions between the affordances. These

interactions between affordances reveal the importance of a new approach to affordance-based research into learning, where affordances are not considered in stasis but rather in relation to competing attractions and resistances.

In this issue, we then have three articles that consecutively address aspects of the Green digital economy.

The article by **Ghebre Embaye Woldu, Nehemiah Mavetera, Sam Lubbe** and **Jan Meyer** focuses on the university and is titled, 'Sustainable Green Information Technology to Reduce the Environmental Impact on Universities'. Climate change constitute a myriad of challenges facing environment today. Environmental sustainability is a persistent problem. IT is also growing at a quicker rate in a variety of fields. Due to this, the world is facing an increasing environmental threat which are posing severe challenges to the human race. Tackling these environmental problems and establishing a sustainable environment requires the adoption of appropriate sustainable green IT strategies in all of the South African tertiary institutions. This study addressed this environmental problem by developing a framework for measuring sustainable green IT practices and policies at universities in South Africa. The research methodology entailed an empirical investigation using a qualitative approach using a case study. The data was collected in the form of semi-structured interview using a representative sample of IT, IS and Computer Science academics who use the system and are already acquainted with IT terminologies, across the conventional South Africa universities. A theoretical framework based on the findings was designed that presented five themes. These are (1) the sustainable environmental development; (2) IT resource optimisation for green solution; (3) e-waste disposal management; (3) energy efficiency and carbon footprint reduction; and (5) cost benefit relevance. A total of 30 items relating to the five themes have also been identified. Finally, this paper presented practical guidelines and recommendations for universities in South Africa which are applicable to other educational areas such as schools, institutions and colleges.

The article by **Daniel Haile, Sam Lubbe** and **Jan Meyer** is titled 'Establishing a 'Green' Management Accounting Environment in the Eritrea Marble Sector'. The purpose of the study is to examine the environmental cost identification and usage of Eritrea marble sector and based on the findings to determine the level of effectiveness of EMA implementation for the sector. In the study a quantitative research approach with descriptive statistical analysis was used. A questionnaire was used for collecting primary data. Questionnaire

survey was undertaken in the senior staff of the available three marble organisations. The secondary source for the study was acquired from the latest audited internal documents of the organisations. Findings revealed that the sector had a significant impact on environment. Its practice on environmental-related activities and environmental management practices however was at infant stage. The sector was not able to properly identify and allocate its environmental costs. However, by minimising the challenges that impede EMA implementation, from overall results it was apparent that EMA establishment for the sector is feasible. With regard to the originality/ value of the study, the authors found that evidences from ministry of mines and energy confirm that the study is the first in Eritrea. The study attempts to analyse the Eritrea marble sector's environmental cost identification and usage, and based on the findings to determine the level of effectiveness of EMA implementation for the sector. The article provides important insight on EMA implementation.

Then follows an article titled 'The Development of a Framework for Green Information Technology Implementation in South African Organisations' by **Tlhalefo Petterson Moyo, Sam Lubbe, Rembrandt Klopper and Jan Meyer**. This study was primarily an empirical investigation in the field of Information Technology (IT) on how Green IT is implemented by South African organisations. The relative lack of Green IT framework in ensuring successful Green IT implementation for South African organisations was the primary impetus of this study, which advanced this important, but neglected area of Green IT. The study highlighted the pitfalls of Green IT implementation and adopted a realism problem solving approach using an empirical solution to find answers within the field of Green IT implementation in South African organisations. The study focused on the development of *Green IT framework* for South African organisations. In this regard, an in-depth qualitative research methodology was undertaken through semi-structured interviews to gather data in order for South African organisations to implement Green IT effectively. This study unveiled and filled the growing gap of Green IT implementation by developing a new chain of thought. This was done by creating a *Green IT framework and operational workflow*.

Turning to the practical concerns with regard to the practical implementation of IT, two articles look at the police services and antenatal care in a hospital respectively.

In 'ICT Adoption Model within the Police Services in South Africa to Support eGovernment in Service Delivery, **Tiisetso Melato, Sam Lubbe** and

Jan Meyer aver that the key challenge facing the South African Government is poor adoption of ICT by its public institutions to support e-government (Ebrahim & Irani 2005). As a result, the SA Government is unable to fully exploit the benefits of ICT adoption to ensure economic growth, effective governance and efficient service delivery. The research objective was to establish the factors which influence technology acceptance or rejection decisions within the South African police services (SAPS). In carrying out this objective, an under-standing of the technology adoption context within the public sector would be established. A questionnaire was administered to a sample within the Northwest Province, with a 91% response rate achieved. The SAPS ICT model was derived using concepts from Technology Acceptance determinants. Six moderating factors were identified as part of the model. The research addressed gaps in management levels perceptions on associated value of information versus tools to aid in establishing an integrated approach towards ICT adoption within government departments.

This article is followed by one titled ‘Assessment of Antenatal Maternity Service Quality at Mafikeng Provincial Hospital’ by Munyaradzi **Mushunje**, **Sam Lubbe** and **Jan Meyer**. The purpose of this study was to assess antenatal maternity service quality among patients at Mafikeng Provincial Hospital (MPH) in the North – West Province. Quantitative research using a SERVQUAL based questionnaire was carried out to determine the expectations and perceptions of antenatal patients on MPH antenatal service quality. Correlation were used to determine the relationship of expectations and perceptions on service quality. A total of 70 questionnaires were successfully completed. The results of the study showed that antenatal patients have high expectations of MPH antenatal service quality and patients generally had positive perceptions on the quality of service they receive. Mixed responses were however obtained in areas involving clinic operating times and the ability of maternity staff to perform work right the first time. Findings of this research study were used to draw conclusions on antenatal care service quality.

In their article, ‘Optimising Syntax Generalisation for Enterprise Modelling’, **Upasana Gitanjali Singh** and **Suraj Juddoo** focus their research on Enterprise Modelling. They explain, organisations that make use of technology for their internal and external operations, for gaining competitive advantages, are referred to as Digital Enterprises. Enterprise Modelling (EM) is the representation of a business organisation’s (single or networked) struc-

ture and behaviour, to carry out analysis, (re-)design, and efficient optimisation of its operations. However, there are certain issues in the field of EM that create strategic challenges for digital enterprises currently, e.g. to determine the relationship and constraints between high level modelling and analytical modelling. A systematic literature review had been carried out to address this matter. Amongst others, this article highlights constraints that must be considered when developing process models and temporal logic. One step towards syntax generalisation of enterprise models is by viewing the enterprise from the perspective of the business services it uses and renders to its clients.

The article by **Chesterton Earle Smith, Johan Beckmann, Coert Loock and Willem van Vollenhoven** is titled ‘The Alternation Theory’. In their article, they argue for a theoretical framework which serve as the foundation from which all research knowledge is constructed, and analyse the ideologies of Alternation Theory (AT), which sets out to explain the complex cognitive systems associated with the embedded reasons for organisational performance, to determine its usefulness in the research paradigm. The goals of AT are similar to those of Cybernetics, Catastrophe, Chaos, Complexity and Systems Theory in that they combine concepts, constructs and principles by altering the level, quality and occurrences using the constructs of Systems Theory, namely input, processes, output and feedback. AT uses these constructs in a particular context, altering the controls in the system to target performance and achievement. At the core of AT is the belief that performance is central to and the primary objective of well-functioning organisations, which aligns it with the principles of Organisational Culture (OC) Theory.

Cybernetics, Catastrophe, Chaos, Complexity and Systems Theory all set out to explain complex systems comprising a large number of interacting and interrelated parts in terms of these interactions (François, 2004). Similarly, AT uses the four constructs, as mentioned above, in relation to complex and diverse organisational systems to ultimately increase organisational performance. The individual within an organisation is perceived as the smallest unit that represents the organisation, with the organisation then comprising many such units to make up the whole. All stakeholders within the organisation are therefore accountable for the success and performance of the organisation. Alternation Theory provides a framework for identifying and using all dimensions that can contribute to increased organisational performance and success.

Turning to Namibia, Psychological Factors to Retain Teachers in Education in Namibia’ by **Wesley Reginald Pieters** focused his extensive research

on the problem of reasons for the dearth of teachers in Namibia. They say, that teachers are resigning at an alarming rate. It is feared that this will disrupt the education system, economic growth and development of Namibia. Considering the critical importance of education in any country, teacher attrition needs to be investigated and vital recommendations presented to prevent an economic collapse. The purpose of this study was to investigate the relationship between psychological conditions, sense of calling, organisational commitment and turnover intention of teachers in Namibia. Due to the lack of qualified teachers, work stress increases and high learner failure rates continue. When teachers experience a sense of calling, meaning in their work, become more committed, they would want to stay, work hard, reducing work stress and reducing learner failure rates. This study made use of a questionnaire to collect data on the biographical details, psychological conditions, sense of calling, organisational commitment and turnover intention of teachers at schools in Namibia. The sample consisted of teachers from the Omaheke, Oshana and Oshikoto regions (n=288). These variables recorded significant relationships with turnover intention. Affective commitment, sense of calling (prosocial orientation search; transcendent summons search; purposeful work presence; purposeful work search), and psychological meaningfulness significantly predicted turnover intention. These positive psychological states can improve teachers productivity, work engagement and learners performance. Schools and teachers need to engage in job crafting and job enrichment, enhancing affective commitment, enhancing the meaning and purpose of teaching in Namibia, ensuring that teachers remain in the teaching profession.

Kunle Oparinde's 'Visual Hyperbolism: A Semiotic Analysis of Fast Food Advertisements in South Africa, looks at the demand that public relations agencies are continuously tasked to create exceptional images and elevated narratives to describe the products of fast food outlets. This becomes problematic when it negatively impacts the financial resources and health outcomes of consumers. Using a semiotic approach, this article identifies visual embellishments in South African fast food advertisements. A descriptive analysis of six purposively sampled adverts from South African fast food brands is applied. The advertisements were sampled using three criteria: popularity; patronage and accessibility. The visual embellishments in these adverts are analyzed. The author investigates whether messages in these advertisements fall short of reality, or meets, or exaggerates realistic expectations. The research concludes that advertisers apply what is referred to

as advertising puffery while attempting to persuade and appeal to the emotions of the customers. The article further recommends that advertising bodies develop guidelines to regulate advertising messages more vigorously, and so enable consumers to make better informed choices particularly in low income communities.

Dalifa H.D. Ngobese and **Mogomme Masoga** focused their research on sacred space, and titled their article, 'A Cultural-Historical Appraisal of Three Selected Sacred Spaces of the Eastern Free State: A Phenomenological Approach'. The existence of sacred cave sites in the eastern Free State poses a number of challenges to heritage practitioners, cave pilgrims, and landowners for the constructive management, continued preservation, and restoration of the sites. The study is focused on the the history and importance of Motouleng, Mautse and Mantsopa caves. The caves have religious significance for various religious persuasions, indigenous knowledge systems and traditional healers, in relation to the veneration and reverence of ancestors by Africans. The study was a qualitative descriptive study and was conducted to explore the way in which interpersonal experiences of the cave dwellers shape their sense of self, and the conflict they encounter in the context of forms of interaction, through which identities are constructed and deconstructed in various ways. African religion, landscape and social identity theories constitute the theoretical framework of the conceptual perspectives utilised by the study. An interpretive phenomenological analysis was deployed. The purpose of the study was to interpret available data in terms of the concepts, also drawing on personal experiences of cave dwellers with regard to issues pertaining to access, contestation and identity construction, in respect of sacred spaces in these spots in the eastern Free State. A crucial part of the article is too, to to show how these sites could be protected, both physically and legally, and also how existing protests and contestations by cave pilgrims may be dealt with constructively, concerning the providing of access to the sacred caves. It is recommended that access is negotiated with the landowners, and awareness regarding the religious and cultural practices and beliefs of the cave pilgrims are created to ensure the continuation and appreciation of African traditional religion, and knowledge systems, in these sacred spaces.

Beatrice Taringa addresses the matter of gender representation in ChiSona Old World Novels. Her article is titled, 'Gender Representation of Characters in ChiShona Old World Novels: Implications for Gender Socialization of Secondary School Learners in Zimbabwe'. Although scholars

acknowledge that instructional materials are a vehicle for norms, values and models of social behaviour of young pupils, through the representations and constructions that they contain (Brugeilles & Cromer 2009:6), ChiShona literary prescribed instructional materials have never been vetted for gender messages the statuses of the characters in the novels communicate to pupils and the possible educational implications of the gender messages to pupils. This article sets out to qualitatively explore, through content and discourse analysis, the statuses of characters in purposively sampled Zimbabwean Ordinary Level 2010 - 2015 prescribed ChiShona Old World literary texts and aims to decipher what messages the statuses of the characters convey to 'O' Level pupils. It focuses specifically on the statuses of characters generally categorized as protagonists, heroes/ heroines and villains. The study then analyses the implications of the messages the different statuses of the characters convey with regard to the education of the pupils exposed to such messages. The key research question is: What education does the messages give to the pupils and what does such an education do to the overall socialization of the pupils? Findings reveal the depiction of characters is to a large extent sexist. There is gender bias against female characters. As a result, the novels tend to provide positive role models for the boy pupil at the expense of the girl pupil. Overall, the study recommends that biased gender portrayal needs to be addressed through a broad based and gender-sensitive discourse in the classroom in the teaching of ChiShona Old World Novels

Joseph Thiong'o and **David Barasa** titled their article, 'Intonation as Metaphors in the Song "Kama Nikifa Kesho" by Diamond Platnumz'. Intonations in songs and oral poetry is not only symbolic, in their ability to signify cultural notions informing associated particular oral nuances, but also embodies rhetorical practices. This is evidenced in the manner in which intonations shift the literal and semantic meaning of artistic work, due to their paralinguistic nature. Fundamentally, intonations convey subtle meanings that tie the essence of human existence and the constant struggles in the daily attempt to attribute sound judgment to human essence in a plethora of competing ideologies. Although there are a number of scholarly works on literary meanings embodied in songs, the role of intonation as a poetic practice in criticism of songs has not been explored. Thus, this article examines literary meaning implied in intonations in Diamond Platnumz's song 'Kama Nikifa Kesho' using the Relevance Theory. The paper explains how the artiste conveys multi-layered meanings in his application of intonations as a poetic

technique. As the article shows, intonation features in the song ‘Kama Nikifa Kesho’ operates on deferrals procedures where the rising and falling tonal contours at the end of each line suggests deferred fear, and thus the stating of a human dilemma that confronts the persona, upon contemplation of the state of being after physical death.

Our second last article is by **Bert Olivier**, titled, “‘Mindfulness’ in an Era of Acceleration’. He says, that, for his presentation, we need to imagine Descartes in the 17th century, penning his famous *Meditations*, trying desperately to concentrate on the properties of a piece of wax, in-between checking his email on his smartphone, or laptop, or iPad. Distraction overload to the nth degree! Unavoidably this relates to negotiating the mass of technologically mediated distractions coming at us from all directions today, contributing to the increasing acceleration of our lives. The paper focuses on the work of Paul Virilio on acceleration and ‘grey ecology’, as well as on that of Sherry Turkle and Bernard Stiegler on the obsessive use of technical devices, to be able to grasp the character of contemporary social life. Few people are prepared to embark on disciplined Zen-Buddhist meditation, but the stresses accompanying the accelerated life which is a function of the technological revolution we are living through have given rise to resistance through art, and have made a growing number of people receptive to what is known as mindfulness-based stress reduction (MBSR). The paper therefore examines this as a response to the pressures of the present era, and, by way of returning to Freud’s work in *Totem and Taboo*, aims to demonstrate that in the accelerated life of today, there are signs of a kind of ‘quasi-mass-neurosis’ because of the link between advanced technology and socialisation. Is it far-fetched to see in the compulsive checking for messages on smartphones or laptops a persistence of what Freud called a ‘compulsion neurosis’, today better known as OCD, or obsessive-compulsive disorder? Although it is doubtful whether everyone who compulsively checks for text messages or the like would qualify for being clinically diagnosed with OCD, the behavioural resemblance is striking. A compulsion neurosis is driven by an unconscious belief that, unless one repeats a certain action over and over — here, the technologically mediated one of ‘staying in touch’ — something ‘terrible’ will befall one. The link between this behaviour involving smartphone ‘addiction’ (Turkle, Stiegler), ‘grey ecology’ (Virilio) and the prospect of a psychoanalytical reconfiguration of contemporary subjects’ relationship with power is examined in this paper.

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