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RESEARCH WORKSHOP
SEMINAR SERIES 2026

A MULTIDISCIPLINARY APPROACH TO THE STUDY OF URBAN CRISIS: A FOCUS ON THE CITY OF JOHANNESBURG

19 FEB

Time: 1-3pm

Venue: PARI OFFICES

Register to attend in person

AND ONLINE

<https://rebrand.ly/tm0ndyl>

Strategising for improved social justice communication

by **DR. REBECCA POINTER**

Achieving social justice requires effective communication to build collectivity and solidarity. However, a common expectation in social justice communication is that presenting audiences with the facts/evidence will automatically lead to political solidarity and political change. Focussing only on the framing of the message means that social justice organisations often leave out key elements of persuasion in their political communication strategy, so their communications do not adequately engage powerful actors, nor do they empower potential allies to build solidarity. In the world today, arguably the most effective political communication involves marketing and advertising, which persuades audiences by creating desire-as-lack, such that audiences come to orient their subjectivity around individual consumerism, thus undermining collectivity and solidarity. In this seminar, we will examine how desire can be deployed through social justice communication to instead ignite desire for creativity, collectivity and solidarity, by selecting framing, aesthetics, communication tools and an understanding of audiences to bring about new ways of seeing the world and identify new 'lines of flight' towards a more just world.

DR REBECCA POINTER has been an activist and social justice communications practitioner and researcher for 30 years.

DISCUSSANT

KOKETSO MOETI has a long background in civic activism and has over the years worked at the intersection of governance, communication and people-power. She currently serves as the founding executive director of amandla.mobi