

Curriculum Vitae

Dr Lauren Dyll (Senior Lecturer)

Work telephone: (031) 2602298

Email: dyll@ukzn.ac.za / ladyll@hotmail.com

QUALIFICATIONS:

PhD (Centre for Communication, Media and Society)

University of KwaZulu-Natal (2012)

- Thesis Title: *'Lodge-ical' Thinking and Development Communication: !Xaus Lodge as a Public-Private-Community Partnership in Tourism*
- Supervisor: Prof. Keyan G. Tomaselli
- **Supervision (2011 – currently)**
- **Post doc**
- **Musara Lubombo:** The African HIV epidemic, Ubuntu and human rights: Practices and thinking about health and the human rights approach to HIV by (South) African AIDS Activists involved in social change communication for HIV prevention
- **PhD**
Musara Lubombo (PhD candidate): Transcending GIPA: Towards an *ubuntu* framework for mainstreaming participation of people living with HIV in social change communication for HIV prevention in South Africa. His paper (of the same title) was accepted for presentation in Communication and HIV/AIDS working group of the International Association for Media and Communication Research (IAMCR) conference in Hyderabad India 15-19 July 2014. In addition, Lubombo was awarded a travel grant bursary to attend by IAMCR. Graduated in 2015.
- Brian Semujju (PhD candidate): The Changing Community Media in Uganda from Broadcasting to Narrowcasting: Audiences and Community Audio Towers. Graduated in 2016.
- Ntokozi Ndlela (PhD candidate): Zazi Know Your Strength Campaign: A Phenomenological Study exploring notions of Agency and (em)Power(ment) for Young Women in the context of HIV/AIDS.
- **Masters**
- Miliswa Magongo (MSocSci): Ripples of Empowerment? Exploring the Role of Participatory Development Communication in the Biesje Poort Rock Art Recording Project (student was awarded a **prize** for best abstract at the School of Applied Human Sciences Postgraduate Conference, 2012). Graduated in April 2013.
- Dudu Zwane (MSocSci): Assessing Perceptions-Addressing (Mis) conceptions: The construction of a communication strategy to address the health needs of female teenagers affected by Bilharzia (this research falls within an international project on Female Bilharzia that is led by The Department of Public Health Medicine (UKZN) in conjunction with the University of Copenhagen / Oslo University Hospital). Graduated in April 2013.
- Nqobile Dlomo (MSocSci): Insights of Outsiders: Investigating the Mass Treatment Campaign Communication Strategy for Schistosomiasis Prevention in Ugu District, South Africa (this research falls within an international project on Female Bilharzia led by The Department of Public Health Medicine (UKZN) in conjunction with the University of Copenhagen / Oslo University Hospital). Graduated in April 2014.

- Zuleika Sheik (MSocSci, co-supervisor): The power of subaltern voices in public-private-community partnerships? A case study on Baleni and Modjadji Camps in the African Ivory Route. Graduated in 2014.
- Nzo Nxumalo (MSocSci): University Cervical Cancer Health Communication Campaigns: Knowledge, Attitudes and Practices of Black Female Students to Services Offered at UKZN. Graduated in April 2015.
- Precious Greehy (MSocSci): Assessing knowledge, practices and prevailing attitudes of KwaZulu-Natal health professionals towards men who have sex with men (MSM): exploring access to mainstream public health care services. Graduated in April 2016.
- Clive Shembe (MSocSci): Community participation in the Zimbabwe Community Development Association (ZCDA) ISAL project: A development communication perspective Graduated in 2016.
- Rosemary Chipo Masakadza (MSocSci) The production, distribution and reception patterns of Zimbabwe National Family Planning Council's (ZNFPC) female reproductive health communication messages in rural Zimbabwe. A case of Chikumbedzi District, Masvingo Province. Graduated in 2016.
- Nondumiso Mkhize (MSocSci): Decoding Medical Male Circumcision (MMC): Young women's perceptions and meanings of MMC.
- Sipheto Mkhize (MSocSci): Examining critical factors, opportunities and limitations of community dialogues: A case study of DramAidE's Zazi community dialogues as a conscientisation method to promote social change in the Zululand Region. Graduated in 2017.
- Ndu Ngcobo (MSocSci) Fashioning Meaning: The graphic t-shirt as an alternative form of socio-cultural communication about South Africa's collective identity. Graduated in 2017
- Kwazi Molefe (MSocSci) Processes of communication in social change partnerships: a case study of East Street Hostel, Pietermaritzburg Umsunduzi Municipal District.
- Kenalemang Nkwoji (MSocSci): The role of film in behavioural rehabilitation of youth in conflict with the law: Winkie Direko Secure Care Centre and *Tsotsi*. Graduated in 2017.
- Ashley Gavu (MSocSci) Contemporary relevance of the cultural practice of *roora*: Comparing the perceptions of Zimbabwean young adults and the older generation. Graduated in 2017.
- Siyabonga Mhlongo (MSocSci): *Asikhulumeni* / 'Let us talk': Investigating stakeholders' perspectives of service delivery protests in Cato Manor, Durban.
- Oluwatola Fasakin (MSocSci): Parent-adolescent communication on Risky Sexual Behaviour: Facilitators and Barriers in KwaZulu-Natal, South Africa.
- Janet Onuh (MSocSci): Representation of 'The Matriarch' in South African Telenovelas: A Case Study of *Uzalo*.
- Musa Mpanza (MSocSci): Representation and identification with gangsterism and violence on South African television: a case study of *Uzalo*.
- Wiseman Gazu (MSocSci): An evaluation of a South African Governmental Pregnancy Prevention Communication Campaign at Selected Primary Schools in Nkandla, KwaZulu-Natal

REFEREED PUBLICATIONS:

Accredited Journals

- Dyll, L. & Tomaselli, K.G. (2016) Rethinking the researcher-researched relationship: Research participants as prodsumers. *Communicare: Journal for Communication Sciences in Southern Africa*, Vol. 35(1), 1-20.
- Dyll-Myklebust, L. & Zwane, D. (2015) Uncovering barriers to bilharzia prevention communication in Ugu district, South Africa: Lessons learned through participatory communication, *Communicare: Journal for Communication Sciences in Southern Africa*, 34(1), 65-81.
- Tomaselli, K. & Dyll-Myklebust, L. (2015) Public self-expression: Decolonising researcher-researched

- relationships, *Communicatio: South African Journal of Communication Theory and Research*, 41(3), 354-373. DOI: 10.1080/02500167.2015.1093328.
- Lange, M.E. & Dyll-Myklebust, L. (2015) Spirituality, shifting identities and social change: cases from the Kalahari landscape, *HTS Teologiese Studies/Theological Studies*, 71 (1), 11 pages. [http:// dx.doi.org/10.4102/hts.v71i1.2985](http://dx.doi.org/10.4102/hts.v71i1.2985).
- Govender, E., Dyll-Myklebust, L., Delate, R., & Sundar, T. (2014) Social networks as a platform to discuss sexual networks: *Intersexions* and Facebook as catalysts for behaviour change, *The African Communication Research Journal: Using Entertainment Formats in Educational Broadcasting*, Vol. 6(1), 65-88.
- Dyll-Myklebust, L. (2014) Development narratives: the value of multiple voices and ontologies in Kalahari research, *Critical Arts: South-North Cultural and Media Studies*, 28(3), 521-538.
- Cardey, S., Garforth, C., Govender, E., & Dyll-Myklebust, L. (2013) Entertainment-Education Theory and Practice in HIV/AIDS Communication: A South African / United Kingdom comparison, *Critical Arts: South-North Cultural and Media Studies*, 27(3), 288-310.
- Dyll, L. (2003) In the Sun with Silikat, *Current Writing: Text and Reception in Southern Africa*, 15. Special Issue, 135-150.

Book Chapters

- Dyll-Myklebust, L. (2014) Development narratives: the value of multiple voices and ontologies in Kalahari research. In Tomaselli, K.G and Wessels, M. (eds.) *San Representation: Politics, Practice and Possibilities*. London and New York: Routledge, 57-76.
- Dyll-Myklebust, L. (2013) Chapter 5. Blurring the lines: Rethinking Indigeneity research at Biesje Poort. In Lange M.E., Müller Jansen L., Fisher R.C., Tomaselli K.G. and Morris, D. (eds.) *Engraved Landscape. Biesje Poort: Many Voices*. Pretoria: Tormentosa, 81-87.
- Tomaselli, K.G., Dyll-Myklebust, L. & van Grootheest, S. (2013). Personal/Political Interventions via Autoethnography: Dualisms, Knowledge, Power and Performativity in Research Relations. In Holman Jones, S., Adams, T.E., Ellis, C. (eds.) *The Handbook of Autoethnography*. California: Left Coast Books, 576-594.
- Teer-Tomaselli, R. & Dyll-Myklebust, L. (2012) Chapter 26. Finding Yourself in the Past, the Present, the Local and the Global: Potentialities of Mediated Cosmopolitanism as a Research Methodology. In Volkmer, I. (ed.) *Handbook of Global Media Research*. UK: Wiley Blackwell, 451-470.
- Dyll-Myklebust, L. & Finlay, K. (2012) Chapter 9. Action (Marketing) Research and Paradigms in Partnerships: A Critical Analysis of !Xaus Lodge. In Tomaselli, K. (ed.) *Cultural Tourism and Identity: Rethinking Indigeniety*. Leiden: Brill, 119-136.
- Dyll-Myklebust, L. (2012) Chapter 13. Public-Private-Community Partnership Model for Participatory Lodge (Tourism) Development. In Tomaselli, K. (ed.) *Cultural Tourism and Identity: Rethinking Indigeniety*. Leiden: Brill, 180-214.
- Dyll, L. (2009) Community Development Strategies in the Kalahari - an expression of Modernization's Monologue? In Hottola, P. (ed.) *Tourism Strategies and Local Responses in Southern Africa*. Wallingford : CAB International, 41-60.
- Tomaselli, K.G., Dyll, L & Francis, M. (2008) 'Self' and 'Other': Auto-Reflexive and Indigenous Ethnography. In Denzin, N. *et al* (ed.) *Handbook of Critical and Indigenous Methodologies*. London: Sage, 347-372.
- Dyll, L. (2007) In the Sun with Silikat. In Tomaselli, K.G (ed.) *Writing in the Sanld: Autoethnography Among Indigenous Southern Africans*. Walnut Creek, California: Altamira Press, 117-130.

OTHER PUBLICATIONS:

- Dyll-Myklebust, L. (2011a) Development Communication Table: Three Paradigms. In K.G Tomaselli & C. Chasi (eds.) *Development and Health Communication*. Cape Town: Pearson Publishing.
- Dyll-Myklebust, L. (2011) Belinda Kruiper. In *Mooi Loop: Vetkat Regopstaan Kruiper*. Coffee Table

book. First edition. First print.

RESEARCH PROJECTS:

Rethinking Indigeneity. Project originated in collaboration with the University of Leeds, Centre for Postcolonial Studies (cf. Nicholls, 2009) and is led by Keyan Tomaselli. It offers analyses on: cultural/heritage tourism; the politics of representation; tourist / host and researcher / researched relations; as well as development communication and cultural analysis. Its objective is to debunk the assumption that indigeneity entails marginalised communities reverting to a 'traditional' self-representation or lifestyles in 'resistance' to influences of the globalised world. Research is, therefore, set within a participatory framework whereby participant community members can discursively engage and negotiate the perceptions, expectations and at times, myths that the media, researchers, lodge operators and tourists may impose. To date: I have participated in and facilitated 10 fieldtrips, my MA and PhD have been conducted within this wider project and I have authored papers and chapters on similar topics (see under Publications and Conferences). This project links to the one below.

Biesje Poort Rock Art Recording Project. A multidisciplinary project funded by the National Research Heritage Council (NHC) and facilitated by ARROWSA (see under Community Outreach) and CCMS. It explores the roles of both indigenous knowledge (local KhoiSan descendants) and academic forms of knowledge in the interpretation of rock art as a living heritage. To date: I assisted in proposal and application writing, given presentations, participated in the field trip to the rock art site, supervised MA and PhD students involved in the project. I am an author in the book attached to the project: *Engraved Landscape. Biesje Poort: Many Voices* (2013) (see <http://www.biesjepoortbook.co.za/>). The chapter explores the relevance of the rethinking indigeneity and critical indigenous qualitative research approach that informs the study.

Revisiting Entertainment Education in theory and practice: A seven country case study using *Intersexions*. Researchers in this reception study include members of the IAMCR Communication and HIV/AIDS Working Group from SA, US, UK, Malaysia, Netherlands, Germany and Sweden. To date: Assisted in the proposal and application writing, research instrument design and co-conducted focus groups in Sweden (Högskolan i Gävle), Netherlands (Windesheim University) and South Africa (UKZN, CCMS), assisted with presentation on preliminary findings at the IAMCR conference (2013).

Edutainment Theory and Practice in HIV/AIDS Communication: A South African / UK Perspective. Researchers from CCMS, UKZN (Prof Keyan Tomaselli, Eliza Govender and myself) are working in partnership with researchers from University of Reading (UK) (Dr Chris Garforth and Dr Sarah Cardey). Funded by the British Academy. The aim of this project is to investigate four Entertainment Education (Edutainment) initiatives, toward contributing a more robust theory and practice of development communication. To date: assisted with the proposal and application writing, co-conducted data collection in Durban, KZN, co-authored a paper for presentation at the International Association for Communication and Media Research (IAMCR), and published a co-authored paper (2013) (see under Publications).

Durban Botanic Gardens as an urban green space for social change: Communication, Partnership and Changing Space?

Research supervisor for the project that explores the relationship between urban green spaces and people. The project adopts an interpretive approach in order to investigate the role urban green spaces such as Botanic Garden play in influencing peoples' perceptions of, and interactions with, nature particularly in highly industrialised and urban areas. The research is guided via three broad research questions: 1) What forms of social change partnerships exist within these spaces? 2) How have these spaces been reconceptualised by stakeholders and interpreted by end-users? 3) How is

biodiversity understood by urban and semi-rural people, and how can change agents (for example Botanic Gardens in this case) facilitate and communicate meaning with the public? To date: Wrote the research proposal (2013) that was approved by the UKZN Ethics Committee and supervised honours students in the project.

Consuming the Environment: environmental communication and stories about the future

International research project between CCMS, UKZN and Högskolan i Gävle (HiG) (Sweden)

Funded by HiG.

Environmental degradation and climate change are global concerns and real threats that are easy to neglect as myths or exaggerated threat. In that context media, new and old, play a crucial and central role. Communication and environmental issues in the broad sense is a vast area of research. It involves research in a range of academic disciplines but also in industry and government as well as among other actors. Consuming the Environment is a humanistic research approach seeking local and regional partners with innovative knowledge interests. The basic research question in this project is how our perceptions of the environment and pollution is created and re-created. How is a global problem experienced locally, and what can we do as individuals?

To date: I lead the initial proposal writing phase. The proposal was then taken to the HiG Vice Chancellor in application of funding by Dr Eva Ekstrand. The application was accepted. I was a co-coordinator for the research project and conference committee member. Funds were used for an international conference held 26-27 Nov 2015 at Högskolan i Gävle (HiG) at which I presented a paper and chaired academic sessions.

Uzalo, Blood is Forever: The Production and Consumption of a South African Telenovela

The initial pilot project examined issues related to producing the popular telenovela *Uzalo* in KwaZulu-Natal, as well as consumption practices. More recently we wish to explore the way in which both rural and urban viewers in KwaZulu-Natal respond to the drama, and how they relate it to their own experiences. The writers and directors of the drama have self-consciously taken cognizance of the most pressing social problems in the province of KZN, and have written a melodrama incorporating these as real life themes. Chief among these 'experiences' are the typical telenovela themes of family, money, love and legacy; as well as gendered relationships within households and communities; domestic and sexual abuse; and household and community violence (gangsterism). Although the programme is not designed as a social-communication intervention, we hypothesise, using studies of other such programmes as our basis, that viewers empathise with the programme precisely because they are able to relate to the issues that are portrayed. What we are interested in exploring is the manner in which viewers are influenced by the outcomes and strategies portrayed in the programmes. In other words, we are interested to know whether the drama impacts their recognition, understanding and response to phenomena included in the drama.

To date: Facilitated access to Stained Glass Productions and co-ordinated the research partnership between the production company and UKZN. I wrote the proposal that has received ethical approval from the UKZN Ethics Committee. Have supervised Honours students and currently supervising Masters students. Co-submitted (with Prof Ruth Teer-Tomaselli) an abstract to the IAMCR (2016) conference for a paper, "*Uzalo: Blood is Forever. A production view of representation and identity in a South African telenovela*".

EDITORIAL BOARDS AND REVIEWS:

Editorial Board:

Critical Arts: South-North Cultural and Media Studies (Taylor and Francis)

Reviewer:

SAHARA-J: Journal of Social Aspects of HIV/AIDS

Critical Arts: South-North Cultural and Media Studies (Taylor and Francis)

Communicare: Journal for Communication Sciences in Southern Africa

Communitas

Journal of African Media Studies (JAMS)

Polity Press, *Communication and Social Change: A Citizen Perspective* (by Thomas Tufte).

ACADEMIC MEMBERSHIP, BOARDS, COMMITTEES:

- South African Communications Association (SACOMM)
- International Association for Media and Communication Research (IAMCR) Member
- Board member for: IAMCR Executive Board for Out-of-Conference Activities (since 2016)
- Advisory board member for: “What are the effects of behaviour change communications strategies embedded in social marketing programs on health behaviours and related health and welfare outcomes?”, a Cochrane Collaboration Review led by Dr Jacqueline Leslie, Schistosomiasis Control Initiative, Department of Infectious Diseases & Epidemiology, St Marys Campus, London.
- Friends of International Students Committee, School of Applied Human Sciences, College of Humanities, UKZN.
- Teaching and Learning Committee member, School of Applied Human Sciences, College of Humanities, UKZN.
- Research and Higher Degree Committee member, School of Applied Human Sciences, College of Humanities, UKZN.

COMMUNITY OUTREACH:

ARROWSA: Art, Culture and Heritage for Peace

ARROWSA NGO

The use of the creative arts through process and transference of skills. ARROW links learners from South Africa, Palestine, Kosova and Plymouth as an outreach project that is committed to developing the creative arts as a resource for:

- reconciliation between people;
- transformation of conflict;
- promotion of cross-cultural dialogue.

(2016) Durban Local History Museum Passbook Competition Adjudicator.

(2010 - currently) Head of Research Portfolio for the ARROWSA Non-Profit Organisation. Primary role is to co-ordinate, supervise and edit research associated with ARROWSA and its associated projects (such as Biesje Poort – see under Research Projects and Publications).

(2014 – currently) Part of the Financial Portfolio.

(2006 - currently) Fundraising for learners from previously disadvantaged backgrounds to participate in national and international fieldtrips and congresses.

(2006 – 2014) Secretary.

(2011) Assistant editor for coffee table book, *Mooi Loop* – on the sacred art of late Kalahari artist, Vetkat Regopstaan Kruijer.

(2006) Co-facilitated the Bechet High learner’s trip to the United Kingdom, Plymouth (and London) as the cultural educational guide and an academic representative for CCMS, UKZN to which ARROW is linked as a research and outreach project.