A hollow sound of lamentation

By Julie Grant

I T WAS WITH great regret that I found myself unexpectedly heading to the Kalahari to attend the funeral of Dawid Kruiper, traditional leader of the ‡Khomani Bushmen of the Northern Cape. The government decided to honour Oom David with a state funeral for the role he played in the ‡Khomani land claim. While this may seem a generous and appropriate response, the funeral itself turned into little more than a media circus benefiting the attending dignitaries who could be seen to be doing that ‘right thing’. Many of the government departments represented at the funeral have not sufficiently supported the ‡Khomani community since the successful ‡Khomani land claim in 1999.

The government constructed an unsealed road and two car parks on the ‡Khomani farm of Witdraai for the purposes of the funeral and its 2000 attendees. A tent was erected and portable toilets installed. This while the ‡Khomani have lived without suitable housing, infrastructure or basic services, including sanitation. Perhaps it should have been no surprise then that these funeral provisions were of little benefit to the members of the ‡Khomani community, but were most welcomed by attending ‘dignitaries’, such as government officials, businesspersons and indigenous representatives... most of whom are unknown to the local ‡Khomani community.

Most of the local ‡Khomani walked to the funeral and the tent was not large enough to accommodate everyone. Consequently, it was full of dignitaries and media while the ‡Khomani had to be content to sit outside. Even when the food was served, those sitting in the tent were afforded tables, chairs, tablecloths, crockery and hot food, while the ‡Khomani, including members of Oom Dawid’s immediate family, sat outside in the blazing sun eating vaguely warm food served in polystyrene cartons with plastic spoons. There were no tables.

It is not clear why the government thought such treatment of the local community was appropriate. Why was there not adequate shade for everyone? Why did everyone not receive the same catering? The funeral reflected the daily living standards of the ‡Khomani, and the government’s perception that the ‡Khomani community do not deserve the same
Media is a complicated business

By Anita Diamini

in international discourse and the way in which I represent my voice. This inspired me to take the leap and I signed up for the internship. After the initial training session with intern manager Zuleika Sheik, I felt ready to conquer the world. Equipped with my newly acquired tech nous savvy and ability to answer any question the delegates might send my way, I smiled and waited for the fireworks.

The opening lecture provided some fascinating insights into the media and communication research.
Trailing tales and the tellers

By Niall McNulty

The KZN LITERARY Tourism Project, now in its tenth year under the leadership of Professor Lindy Stiebel, researches writers and places, and creates tourism products from this research.

Areas. There are now six area-based trails (Midlands Writers, INK bibliography. Where available, multimedia elements are included. A short biography of the writer, an extract from their work and a profile includes a number of author profiles (currently at 113) and made possible through the project’s website. Each profile includes a text and an adventurous spirit.

KwaZulu-Natal has a rich but under-researched literary heritage. Popular writers include Alan Paton, Rider Haggard, Lewis Nkosi, Mandla Langa, John van de Ruit and Wilbur Smith. The province is also home to many lesser-known writers, often publishing in vernacular. The KZN Literary Tourism Project’s initial goal was to research these writers and spread this information. This entailed the development of an authors’ database, consisting of a number of author profiles (currently at 113) and made available through the project’s website. Each profile includes a short biography of the writer, an extract from their work and a bibliography. Where available, multimedia elements are included.

In the past five years, the project has focused its attention on literary tourism, popular in the United States and the United Kingdom, deals with places and events from fictional texts and the lives of the authors of those texts. This could include following the route a character charts, visiting settings from a story or tracking down the haunts of a writer. Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created place. In order to become a literary tourist, you need little more than your favourite text and an adventurous spirit.

Writers and the North Coast Writers) as well as two stand-alone writer trails (Haggard and Paton). The most popular of these has been the INK Writers Trail, which is closely linked to the established Inanda Heritage Route. Inanda is located about 25km inland from Durban and along with Ntuzuma and KwaMashu (INK) collectively forms part of an urban regeneration programme initiated by the government. Notable residents include Mohandas Gandhi, John Dube and Isaiah Shembe. The trail features writers such Mandla Langa, Siry Gandhi family, Mewa Ramgobin, Herbert J. E. Dhlomo, Ellen Kuzwayo and Angelina Sithebe, with stops including the Phoenix Settlement, Ohlange Institute, Inanda Seminary and KwaMasu.

SOUTH AFRICA IS saddled with the challenges that the Human Immunodeficiency Virus (HIV) and Acquired Immune Deficiency Syndrome (AIDS) have posed over the years. The South African government, academics and organisations have partnered in various ways to see that the fight against these ‘enemies within’ is won and that men, women and children can be spared the scourge of this epidemic.

By Temitope Ogunlela

The shift in approaches to contraception since the 1960s has assisted in moving the responsibility of contraception decision-making to women and the same is expected of women with regards to HIV and AIDS prevention. Global statistics show that the prevalence rate of HIV and AIDS among women of reproductive age (15-49) is on the increase and that there is an urgent need to find a solution that places women in charge of negotiating safer sex practices.

South Africa has not been left out of the fight. Our population is approximately 51 million, South Africans living with HIV increased from 4.21 million to 5.38 million between 2001 and 2011. HIV is most prevalent amongst South Africa’s roughly 26.07 million females. Most local researchers agree that women are not sufficiently included in practical approaches to combating HIV. The Joint United Nations Programme on HIV/AIDS (UNAIDS) established a four-year operational plan from 2010 that set the agenda for accelerated action for women, gender equality and HIV. This plan set an action framework to address challenges that put women and girls at risk and make them vulnerable to HIV. This has set the basis upon which most countries address women and girls in HIV and AIDS prevention programmes.

Male condoms are the most popular and well-known form of HIV and AIDS prevention and remain one of the most reliable methods. In my personal study, I discovered that one major challenge that women in this part of the globe experience is gender inequality. Patriarchy makes it difficult for women to negotiate safer sex practices like the use of condoms, but a female-controlled prevention method (female condom) was developed in the 1980s. The femidom is a barrier method used during sexual intercourse. It is worn by the female partner and blocks semen and body fluids from entering the woman’s body. The FCI is a first-generation female condom that was made from polycarbonate, which is expensive. This affected uptake and a second-generation female condom (FC2) was produced in 2009 from a less expensive material: synthetic nitrile.

The first generation of female condoms (FC1) was introduced to South Africa in 1997. Since then, the National Department of Health has included female condom distribution in its family planning and partnered with organisations that engage in advocacy for the female condom. In 2004 the department decided to stop the distribution of femidoms due to a lack of demand. This lack relates to cultural, economic and social factors that affect women’s ability to negotiate safer sexual choices.

South Africa has little mass communication about female condoms. Most of our approach to the female condom has surrounded the distribution of the female condom with no effective communication. If the same publicity given the male condom in South Africa were to be extended to the female condom, it might be accepted. Female condoms still remain expensive because of low demand, but the government could partner with non-governmental organisations and purchase female condoms in large quantities for distribution. This would lower cost and increase uptake.

It is time to consider the plight of women with regard to HIV and AIDS in South Africa and for every stakeholder to support intervention and programmes that inform and encourage the use of female condoms.

The Femidom: giving women more control over contraception

USAID staff repackage femidoms

Photo: John Snow, Inc

Photo: Jewel Koopman

Above: The INK map of writers’ trails

Left: Alan Paton’s study

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IAMCR Madness:
Media Freedom to Film-making to Zulu Dancing

The international Association for Media and Communication Research (IAMCR) hosts an annual conference where academics specialising in media and communications come together to share and receive valuable feedback on their current research. This year the conference took place in Durban at the University of KwaZulu-Natal, Howard College Campus. Although our winter may have been quite warm for many delegates, there were a few that felt they were not prepared for the chill, especially a Jamaican delegate used to average temperatures of between 27˚C to 30˚C throughout the year.

The third Plenary session on Nollywood and African Multichoice Satellites Channels featured CCMS's very own Professor Keyan Tomaselli and Dr Nyasha Mboti as the sessions co-chairs, along with PhD Candidate and Fullbright Scholar Matthew Brown. The session was sponsored by Multichoice Africa and highlighted the popular and growing Nigerian Film Industry, dubbed 'Nollywood'. An interesting presentation by Shmerah Passchier of AFDA (Film School South Africa), focused on an experiment where a low budget Nollywood style film was produced by herself, and later bought and screened on DStV's Mzansi Magic. Passchier explained the very fascinating way in which she secured her R50 000 budget for her film. She approached her 500 Facebook friends and asked for a contribution of R100 each to help produce the film in exchange for their names appearing in the films’ credits. This method of funding is a feasible method for young student film makers with a thirst for some first-hand filmmaking experience.

There were also a few exciting non-academic activities that were scheduled for delegates. An exquisite dinner took place at uShaka Marine World's Myojo on the first evening. Face-painting and traditional dancing wowed the international delegates who were brought to their feet clapping and dancing.

At the closing ceremony, the CCMS and Media volunteers prepared a short lively farewell dance for the delegates who were brought to their feet clapping and dancing.

Next year the IAMCR Conference will be hosted by Dublin University in Ireland, 25-29 June 2013. The conference theme is: Crises, 'Creative Destruction' and the Global Power and Communication Orders, which should stimulate further relevant critical discussions on our role as media academics in an ever-changing world. For more information see: http://iamcr2013dublin.com/

The friendly faces at the registration desk ensured that everyone was sorted out despite the large numbers that took part the event and 'the troop' of Advocate Thuli’s bodyguards scouting the area created a surreal vibe that myself and many of the volunteers had never felt before.

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By Varona Sathiyah

The theme of the programme was “Immersion and Inversion: Rethinking Critical Social Issues from a Southern Perspective.” The theme was carried through from an academic standpoint in terms of the content discussed in seminars which ranged from the Truth and Reconciliation Commission, to Public Health Awareness campaigns disseminated via Entertainment-Education strategies.

As post-graduate students without relying on popular culture references. Much of the ‘intercultural exchange’ occurred on an informal basis often while travelling to and from museums, battlefields and the university. We engaged in many interesting conversations that often went off on a tangent but also enabled us to see past our preconceived notions of each other. This random, ‘hanging out’ and good-natured jesting provided us with a closeness that allowed for frank discussions about racial and class issues without the fear of inadvertently offending someone.

Prof. McCracken, armed with a walking stick (used more as a prop than a walking aid) had the students enraptured by his detailed and lively narration of the trials, triumphs and tragedies at Spioenkop, Isandlwana, and Rorke’s Drift Battlefields. Our exuberance was tempered as we contemplated the grisly realities of war while walking amongst the gravesites.

A raucous game of ‘30 seconds’ at the Royal Country Inn in Durban, had student and Professor alike ardently engaging in charades and rushed explanations in an attempt to get our teammates to guess our clue. As we had interspersed the students from both universities amongst different teams, it fostered some fast-paced collaboration amongst the students. It was an unconventional but highly effective bonding experience. We had the added excitement of a possible ‘ghost-sighting’ at the hotel which could just have been an after-effect of traipsing through battlefields the entire day. It was thrilling nonetheless.

SummerCulture 2012 was an exhilarating intercultural exchange organised by Professors Barbie Zelizer, Ruth Tee-McCracken and Donal McCracken. It brought new bearing upon the phrase ‘learning in the field’.

Above: Grave sites at the Spioenkop Battlefield. Inset: Prof McCracken narrating events at the Battlefield. Left and below: Part of our group at The Valley Trust - A centre for health promotion situated in The Valley of a Thousand Hills.

“Life-time Achiever’s Award for Communication Research

“To be recognised thus in the company of other such great scholars, practitioners and researchers such as Larry Kinsal, Maria Lena Figuera, Lynn Dalrymple; the Johns Hopkins University contingent and my own colleagues is truly humbling.”

This was Prof Keyan Tomaselli characteristically self-effacing response to the award. Tomaselli started his media career in the film and TV industry in 1974, then taught in the Wits School of Dramatic Art. In 1981, he joined Rhodes University’s Journalism and Media Studies. He completed his PhD in 1984 and relocated to Durban in 1985 to establish what is now known as The Centre for Communication, Media and Society (CCMS). A Fellow of the Academy of Science of South Africa, Tomaselli has been significant.

Some of Tomaselli’s earliest contributions to the field of health communication, particularly in HIV prevention were his involvement in the Beyond Awareness campaign, commissioned by the Department of Health, between 1995-2000. Tomaselli, with a group of CCMS graduates, was instrumental in developing a national AIDS communication plan, using a communicative/cultural perspective which moved beyond just sufficient public awareness into policy into cultural/socio/economic constraints to effective responses. Media advisor on the Minister of Health’s HIV/AIDS committee (1995-2000) Tomaselli was also supervisor of the late Prof Lynn Dalrymple’s PhD which resulted in the development of Dram/Anal using performing arts and peer education in schools and universities across the country. Tomaselli’s ongoing networking and mobilisation of his graduates and Dram/Anal led to a partnership in 2001 with JHHESA to offer the first postgraduate course in Entertainment Education via Health promotion module anywhere in the world. The course has attracted graduates, practitioners and scholars internationally, and is now a full programme within the School where it partners with Psychology.

In 2012, the programme was extended to offer specialised graduate programmes in health promotion and communication, and associated community engagement initiatives. The health communication programme has graduated 175 Honours, 30 Masters and 8 PhD students since 2002. Many of these graduates have pursued health related careers in education, media, the NGO sector, management and state.

Some of the high profile graduates mentored by Tomaselli include Dr Warren Parker, Dalrymple, Dr Emma Durden, specialist in theatre for development, Mikhozenzi Gamede, Director of Dram/Anal, Richard Delate, managing director of JHHESA; Professor Keyan Tomaselli, director of CCMS; and Eliza Govender, programme manager, CCMS.

Mkhonzeni Gamede, director of Dram/Anal; Richard Delate, managing director of JHHESA; Professor Keyan Tomaselli, director of CCMS; and Eliza Govender, programme manager, CCMS.
A AS A SOMETHING insular people, we forget that the very same toils and travails that plucked us out of historical obscurity are ones that attract hundreds of thousands of tourists to our shores every year. These tourists come here expecting Apartheid museums and safaris and actual white people living in Africa and discover a country that is so much more than these things.

Foreigners are finding that South Africa is also a place for study, conferences, firming affordable, and many more wacky and wonderful endeavours. Medical tourism is gaining ground. This practice of going abroad for affordable but quality treatment is particularly popular with people who want to hide cosmetic surgery behind the colourful facade of an exotic trek in the wild. Often visited by celebrities and increasingly referenced in a positive light, South Africa is slowly but surely emerging as a special and (Yes!) glamorous locale in its own right.

Tourism marketing for South Africa has never thrived as much as it has within the virtual dimension of the internet and social networking tools. The 2010 World Cup certainly helped, but it is the internet that furthers the notion that SA is a premier destination.

By Fathima Mahomedy

AFTER FLIPPING THROUGH the latest issue of *Time* Magazine's 100 Most Influential People, I tried to find out more about one of the honourees: Salman Khan. And no, I am not referring to the Bollywood star of the same name. As the founder of a non-profit organisation that is making waves in the world of pedagogy, this Salman Khan has received glowing praise (and money) from the likes of Bill Gates. Khan Academy is a site that uploads free video tutorials on a variety of subjects. Presented in chalkboard format, these lessons are familiar and make use of the web's many advantages. Sessions can be paused; optional exercises refer you back to videos that address weak areas; teachers can keep track of their students' progress and peer-to-peer tutoring is possible.

All of the lessons I opened up were taught by Khan himself, an MIT graduate and Harvard Business School alumnus with a very glamorous locale in its own right.

In terms of inclusivity, translators are working on making the content more accessible but there is still the requirement of a relatively speedy internet connection - a big ask in developing countries. World Possible, another NGO, is creating snapshots of the step-by-step lessons for use in rural areas.

I am not particularly tech-savvy but I have to say that Khan Academy is one of the most exciting and user-friendly examples of new media that I have come across. Personally, I have always appreciated the internet most for its ability to educate and provide a customised, self-paced learning experience. Whether you're a curious dabbler who wants to know more about art history before your trip to the Louvre or a student trying to figure out calculus or chemistry, there is now a streamlined resource waiting for you.

Khan Academy, with its extensive library, seems well-intentioned and truly useful in an age of superfluous and meaningless apps.

Yes you-Khan!

Fathima Mahomedy waxes lyrical about a new voice in the world of pedagogy

GREEN HEART CITY hosted the inaugural Butterfly Beret Accolades in conjunction with eThekwini Municipality, the South African National Society (SANS) and Alliance Francaise de Durban.

By Sanabelle Ebrahim

The event took place at the Sustainable Living Exhibition at Durban Exhibition Centre on Spring Day and recognised five youth who have contributed towards advancing the arts, heritage and ecology in the City of Durban and surrounds. Councillor Logic Naidoo presented berets to:

Gilly Melhuish (19) – former ARROWSA - Art, Culture and Heritage for Peace participant who represented ARROWSA and Durban at the 2010 ARROW Global Youth Congress in the UK. She helped decorate the ARROWSA-Bechet Ubuntu S'dumo Bike and wheel it around on the streets of Durban during the Red Eye 2010 arts festival. She is working and studying towards an Institute of Marketing Management degree.

Nikita Kekata (18) – Durban Girls College matric learner and a member of the South African junior surfing team. She represented SA at the International Surfing Association World Junior Games in Peru last year and came fourth in the U20 division at theBillabong SA Champs 2012 in Cape Town.

Mbuso Cele (16) – Blind cyclist who is a member of the KZN Blind Tandem Cycling Association.

Holly Wasserfall (16) – Eden College learner who is a music star. Her debut album Twenty Four Seven, a blend of Afro jazz and pop, was released in 2010.

Nashlen Govindasamy (16) – Star College learner who is the current Durban Chess champion. He won the Durban Chess Club Premiership twice in 2010 and 2012 and hopes to become a Grandmaster.

Guest speakers included Eric Aplegen (Head of International and Governance Relations, eThekwini Municipality), Naureen Craig (Chairperson, South African National Society) and Sarah Doignon (Director, Alliance Francaise de Durban).

The centrepiece of the event was a magnificent cake in the shape of a giant butterfly. The cake cutting was performed by eThekwini Deputy Mayor, Councillor Nonxiwe Shabalahla, Miss Deaf Africa 2011, Mbali Nikosi, and Councillor Logic Naidoo.

By Sanabelle Ebrahim

A butterfly-shaped cake was baked to celebrate the occasion

Upcoming Green Heart activations include an interactive performance piece at the ‘Talking Hands’ Deaf Theatre Festival at the Catalina in September and the Boulevard Beret Accolades at year-end.

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Out of the cocoon and flying free in the wind


Logie Naidoo presented berets to:

Nashlen Govindasamy, Holly Wasserfall, Nikita Kekata, Gilly Melhuish and Mbuso Cele.

Members of the ‘Hearts of the City’ ad hoc ensemble, Morgan Govender and Jean-Marie Spittals delighted the audience with acclamations and harmonica tunes.

The citizen-based Green Heart Movement was initiated in association with Cycles 4 Social Justice (C4SJ) and Ecology & Cycling. It encourages arts and poetry experiences around themes of ecology, sustainable living, fashion and cycling.

Green Hearts was co-founded by Mikhail Peppas, Gabriella-Sofía Peppas and Sanabelle Ebrahim in June 2011. “Our aim is to position Durban as ‘Green Heart City’, just as New York is known as ‘The Big Apple’ and Paris as ‘The City of Love,’’” says Mikhail.

Green felt cupcakes were introduced as Durban’s equivalent of red velvet cupcakes (New York) at the Green Heart City/Ecology & Cycling stand at the 2012 Sustainable Living Expo. Restaurants were encouraged to start serving green heart beverage biscuits as a conversation point in the build-up to the launch of Durban as Green Heart City in 2014.

“Green Hearts is planning an Integrated World of Arts and Heritage Festival and Conference to coincide with the World Congress of Architects in Durban in August 2014. The event aims to form a platform for integrating deaf and hearing artists through Visual Theatre, Silent Cinema, poetry and music.

“The Green Felt Heart concept originated with the fabric called felt and has now been adapted to include green hearts made from beads and wire. We would like to see Green Felt Hearts - which originated in Durban - evolve into a legacy symbol for future COP meetings,” adds Mikhail. “Drawing-green using macaroni versions in a variety of languages is encouraged in spreading the ‘living green’ message amongst youth across the globe. Some of the slogans we have thought up include Green the Extra Mile, Green-Consciousness, Green with Glory, and Green Hearts Beat Fresher. The plan is to establish an international Green Heart Movement.”


Logie Naidoo

Mikhail Peppas.

A butterfly-shaped cake was baked to celebrate the occasion.

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Out of the cocoon and flying free in the wind

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Out of the cocoon and flying free in the wind

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The driving message behind the 2011 Arab Spring was ‘Enough is enough’. Millions of oppressed citizens demanded the chance to live their lives free from tyranny and economic inequality. The deprived youth of the Levant wanted what any young person wants: a glimpse of the future.

One oppressed country after another turned the tables on their governments. Tunisia, Egypt, Libya ... it was the biggest ripple effect of resistance and revolution of my lifetime. As an avid student of media and history, I was glued to CNN, Al Jazeera and BBC. Distant countries that I knew very little about thrust themselves to the fore so I asked myself what made these upheavals different to the French or Russian revolutions: Social Networking.

Protest organisers relied heavily on the speed and convenience offered by social agents like Facebook, Twitter and blog posts to rapidly place tremendous pressure on oppressive regimes. In Tunisia, the Twitter hashtag #sidibouzid sparked mass unrest and led to the ousting of President Ben Ali.

Hosni Mubarak, president of Egypt for three decades, was forced to step down in less than a month.

Facebook played such a significant part in mobilising the Egyptian people and drawing worldwide attention that Mubarak’s fall was dubbed the ‘Facebook Revolution’.

The Arab Spring was more than a wave of liberation. It was an event that amplified the power of web-based communication and raised crucial questions concerning technology and the free flow of data. Mobile phones and computers, with their increased availability on the market, altered traditional methods of mobilisation.

Anyone anywhere could instantaneously update followers and organise protests with minimal effort. Young tech-literate activists crossed geographical, cultural and linguistic barriers to rally support, despite numerous attempts by governments to shut down the internet and mobile networks. Facebook, Twitter and blog posts took on a higher purpose and became an easier way to expose and topple governments.

Most of the world was taken aback at the popularity of social networking in Arab countries that many thought of as primitive and technologically backward. With a stylish swagger, Arab youths told the rest of the world: “Look! We can do this too.” I had to break my own stereotypes and now think that this is a force to be reckoned with. And new-found freedoms make it even more savvy competition.

Watch out, world!