



UNIVERSITY
OF
JOHANNESBURG

**POLICY:
NEWSLETTER**

Custodian	Language Unit
Responsible division	
Status	Draft 1
Approved by	
Date of approval	
Amendments	
Dates of amendments	
Review date	
Related documents	
UJ Documents (e.g. Policies, Regulations, Guidelines, Contracts) • UJ Vision, Mission and Values	Other (e.g. Legislation, DoE and HEQC directives and guidelines)
Stakeholders affected by this document (units and divisions who should be familiar with it):	<ul style="list-style-type: none"> • Head of: <ul style="list-style-type: none"> ○ The Language Unit • Staff in: <ul style="list-style-type: none"> ○ Graphic Design ○ Central Academic and General Administration ○ Support Divisions ○ Division for Institutional Advancement ○ Academic Faculties • Language Specialists
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1. PREAMBLE

The mandate of the Language Unit of the University of Johannesburg is the implementation of the University's Quadrilingual Language Policy. One of the aspects that give effect to this is the provision of regular, consistent and accurate topical issues on matters relating to language and multilingualism. This can be done in a number of ways to showcase the role of the Language Unit within the University and beyond.

2. PURPOSE

The purpose of this Policy is to:

- 2.1 establish a clear set of directives regarding the processes involved in the publication;
- 2.2 ensure that a professional and high quality newsletter is published timeously and consistently.

3. SCOPE

This Policy applies to Language Unit staff, all University employees and the rest of the University community who are affected and/or serviced by the Language Unit. It provides important and clear guidelines that are necessary to keep the content interesting and relevant.

4. CONTENT

The contents of the newsletter of the Language Unit will include, but will not be limited to:

- 4.1 matters of importance occurring in, around and about the Language Unit;
- 4.2 services and projects performed by the Language Unit;
- 4.3 achievements of the Language Unit, including but not limited to, campaigns engaged in on behalf of strategic partners, stakeholders and the University community.
- 4.4 any and all matters of relevance to the Unit and the University, i.e. any new legislation or news articles on language and education that will have an impact;
- 4.5 critical reviews, views and overviews on the University, the Language Policy and the Language Unit;
- 4.6 forms of content may include, but are not limited to the following:
 - 4.6.1 letters – praise, concerns and comments from our readers;
 - 4.6.2 press releases and media statements – any other news coverage, generated or spontaneous, of the Language Unit and the University.

5. PRINCIPLES

- 5.1 Even though a newsletter does not provide the latest source of information, it gives content that is as current as possible.
- 5.2 Every member of staff should be encouraged to contribute articles. Such contributions will be edited and converted to newsworthy reading material.

- 5.3 The primary aim of the newsletter is to engage, inform, educate and entertain. It should therefore be structured to portray these principles.
- 5.4 The newsletter is designed in line with the goals, mission and values of the Language Unit.
- 5.5 It also aims to help staff members of the different language groups feel part of the general University community.
- 5.6 It also serves to assist the University to make better decisions in matters relating to language policy implementation.
- 5.7 It showcases important and revolutionary work that the Language Unit and the University are doing in the province, the country and the world.
- 5.8 It provides a platform for individuals or teams within the University community to receive the necessary recognition.
- 5.9 It brings much needed buzz and excitement to the workplace.
- 5.10 The content and the approach are reviewed continuously to ensure relevance.

6. LANGUAGE(S) AND STYLISTIC ISSUES

In order to fulfil its primary aim of engaging, informing, educating and entertaining, the newsletter has to be accessible. This is directly linked to the nature of language.

- 6.1 The official languages of the newsletter are the official languages of the University, i.e. English, Sesotho sa Leboa, Afrikaans and isiZulu.
- 6.2 All these languages will be used, i.e. articles will be written in any of these four official languages. None of these languages will dominate the others.
- 6.3 A clear and simple writing style, free from slang, will be used.

7. ADMINISTRATIVE PROCESS

The newsletter is published four times a year, i.e. one issue per quarter.

PUBLICATION DATE			
First Issue	Second Issue	Third Issue	Fourth Issue
March	June	October	November

Figure 1

DUE DATES FOR SUBMISSION OF ARTICLES			
First Issue	Second Issue	Third Issue	Fourth Issue
February	May	September	October

Figure 2