

Language Centre serves community with workshops

Thirty in-house workshops and ten workshops tailored to specific needs, attended by almost 650 individuals in 2008 only. That is the extent of one of the important activities of the Unit for Document Design of the Language Centre.

This unit presents workshops for the so-called external market on a variety of subjects that can be classified as professional or corporate communication. The focus is therefore on various document types such as reports, presentations, minutes, web texts, media releases, brochures and correspondence, as well as on the sharpening of general writing skills in a business environment.

The workshop activity does not only provide a service to the broader community, but also ensures a third-stream income for the Language Centre - an estimated R700 000 in 2008. These funds can then be utilised for the funding of the Language Centre's activities on campus.

Through the workshop programme the Language Centre has already developed strong links with several organisations and companies. Among our external clients are companies such as Shoprite, Johnson & Johnson, SANLAM and MediClinic, as well as government organisations such as the Western Cape Provincial Government, various government departments and several district municipalities.

The feedback from people who have attended workshops is excellent. A former student, Ms Liezl van Rensburg, who is currently working at an advertising company, shared that since she has

attended a workshop on writing for the media, her writing became much more focused and that she now got ten times more news space in newspapers than before. A teacher who attended the workshop series on web texts and web sites proudly stated that she was able to redesign her school's web site, with excellent results.

The Language Centre's involvement in the community also extends further by means of several contract research projects. One of its current projects is for the Dutch Reformed Church, which is having comprehensive research done on the image the church is projecting of itself through its communication with its members. An additional benefit of this type of project is that the knowledge base and skills of the Language Centre is expanded and developed and that it offers research opportunities for postgraduate students.

The Language Centre remains an excellent example of theory and practice coming together. While the broader community is served, there are also definite benefits for the University in financial and academic terms.

- **Contact Erina Basson, tel. 021 808 3627 or e-mail bassoncs@sun.ac.za, or refer to www.sun.ac.za/Taalsentrum for more information.**



THEOLOGY'S COMMEMORATIVE BOOK CAN ALREADY BE ORDERED

The commemorative book *Theology Stellenbosch 150+* that commemorates the 150 year of existence of the School of Theology and the subsequent Theology Faculty will be available by the end of January 2009.

The book will be handed over officially during the conference on *The History of the School of Theology at Stellenbosch* that will be held from 16 to 20 March 2009 at the Faculty. The book consists of nine chapters, each of which discusses different periods and role-players in the history of the School of Theology.

Chapter 4 relates the interesting story of four Drostdy offices and four forms of the School of Theology/Theology Faculty to date - that is "Een kleijn Eilandtje rontsom met versch water omstroomt en uijt [de natuur] met schooner hooge boomen beplant" (a small island surrounded by fresh water streams and planted by nature with beautiful, high trees), as referred to in the diary of the Commander, Simon van der Stel.

Chapter 8: The School of Theology as seen through the eyes of others - is the combination of stories and opinions on the School of Theology: "sometimes different, sometimes contradictory, sometimes very personal, sometimes more official and institutional - as told by the 'others'", according to Prof Johann Mouton. The chapter was written with reference to surveys by Prof Mouton and Nelius Boshoff of the Department of Sociology and Social Anthropology at the Stellenbosch University.

- **Those who are interested in the commemorative book may place orders at Bybel Media Handel at 021 873 0822/ 082 226 3342. The book is expected to cost no more than R200, including postage.**



Presenter Lorinda Nel working with participants of the workshop "Effective minutes for successful meetings". (Photo: SCPS)