

## Details on Project: "Pay it forward": mentoring junior faculty

### Focus Area

OTHER

### Particulars of Applicant

Project Leader	Dr Jackie (JS) Du Toit
Faculty	The Humanities
Department/Unit/ Centre	Language Management and Language Practice

### Proposal Details

Title	<b>"Pay it forward": mentoring junior faculty in the art of teaching, publication and conference presentation.</b>
Description	<p>This project is a practical mentorship initiative to mentor graduate students in the art of teaching, publication and conference presentation with the intention of preparing them for a career in academia. This involves a mentoring relationship between the mentor (JS du Toit) and the co-investigator(s) with intended publication and conference outputs that will enable co-investigators to develop their curriculum vitae in order to enhance future employability in academia. The intention is that co-researchers in turn develop the same mentorship relationship with their juniors, hence the "pay it forward" in the title of the project.</p> <p>Cawood, S. &amp; Du Toit, J.S. 2006. Language use in the South African advertising industry: a survey of advertising agencies in a multi-cultural society. <i>Acta Academica Supplementum – Multilingualism and the Media</i>, 2006(2). 1 – 23.</p> <p>Cawood, S. &amp; Du Toit, J.S. 2007. Laughing it off: multi-national corporations, brand identity and the language of exclusion. In P Cuverlier (Ed.) et al, <i>Multilingualism and Exclusion: Policy, Practice and Prospects</i>. Van Schaik-series: Studies in language policy in South Africa. Pretoria: Van Schaik. Chapter 2. 13 – 23.</p> <p>Cawood, S. &amp; Du Toit, J.S. 2008. The Emergence of South African advertising Esperanto: An Interdisciplinary approach to multilingualism and the visual in advertising and information copy. <i>Communicare</i>, 27(1). (page numbers as yet unavailable).</p> <p>DUUR VAN PROJEK/ DURATION OF PROJECT 2003 to date</p>
Funding	2004 – 2008 (Faculty research assistance from Dean's Fund for Trainee Research Assistance)

### Members

Ms S Cawood  
Ms N Lake