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Selling the nation?: a critical analysis of the representation of South Africa through the South Africa Alive with Possibility Campaign

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ABSTRACT

This study's purpose was to critically analyse the ways in which South Africa has been represented through a range of texts created by the International Marketing Council. These texts included a *Website*, a *Passport* and a television *Advertisement*. The study focused on how the campaign constructs South African identities through a choice of specific images. The use of particular South African images and identities lead to the creation of an image and an identity for the country, which resulted in South Africa being commoditised. The campaign thus tries to promote South Africa as if it were a product that could be advertised and sold to a public. The intension of the International Marketing Council's campaign is to build a positive image for South Africa. The study found that the campaign operates through the use of positive messages built on positive themes and hence creates a positive image for South Africa as a place of hope where there is a possibility of a better life for all.