

# Changing profile: The public face of the University of Pretoria over a century, 1908 - 2008

Ria van der Merwe  
*Department of Historical and Heritage Studies*  
*University of Pretoria*

## *Samevatting*

In die tydperk na die eerste demokratiese verkiesing in 1994, het die meeste tersiêre opvoedkundige instellings in Suid-Afrika, insluitend die vorige sogenaamde “apartheid” universiteite, weens verskeie redes gepoog om hulle as demokraties en inklusief te bemark. Om ‘n instelling op so ‘n wyse te bemark dat dit blyk om aan die heersende politieke of sosiale norme te konformeer, is nie ‘n nuwe tendens in tersiêre opvoeding nie. Tersiêre opvoedkundige instellings in Suid-Afrika het sedert hulle totstandkoming verskeie vorme van media, insluitend koerantartikels, advertensies, publikasies, film en TV gebruik om hulle openbare beeld te bevorder. Die wyse waarop die Universiteit van Pretoria en sy voorganger, die Transvaal Universiteitskollege, bemarking gebruik het en hoe die invalshoek daarvan gewysig is na gelang die politieke en sosiale omstandighede in Suid-Afrika verander het, word as voorbeeld gebruik om hierdie stelling te illustreer.

**Keywords:** Transvaal University College; University of Pretoria; Advertising; Marketing; Media; Tertiary education institutions; Afrikaner Nationalism; Political transformation; African Renaissance.

## **Introduction**

In the new political dispensation that came about after the first democratic elections in South Africa in 1994, most tertiary educational institutions, including the previously so-called “apartheid” universities, endeavoured to market themselves as all-inclusive and democratic. Beyond ideological shifts, there are obviously various pragmatic reasons for this, ranging from ensuring sufficient government subsidy to attracting top students and academics.

Giving the impression of conforming to prevalent political or social ideals or norms is nothing new in the tertiary educational realm. From their establishment, the tertiary educational institutions in South Africa have used various forms of media, ranging from newspaper articles and advertisements to publications, film and TV, along with commemorations to advance their public profile.

This article will specifically look at the way in which the University of Pretoria (UP) and its forerunner, the Transvaal University College (TUC), have positioned itself in the public domain over the past century, and how this portrayal has changed as the political and social landscape of the country has altered.

### **Advertising: A modern cultural discourse**

The Collins English Dictionary defines the terms “to advertise” or “to market” as follows: “Make a thing / oneself generally or publicly known; describe publicly with view to increasing sales”.<sup>1</sup>

Modern advertising, which came to the fore from the mid-1800s is a “radically new discursive practice”. Over the past 150 years, advertising has become entrenched within society, to such an extent that it became “a centre of knowledge production, a determining economic site, ...as a language and a literature in its own right – as a preminent discourse of modern culture”.<sup>2</sup>

The use of advertisements as a cultural and historical resource is often questioned by researchers, due to certain negative connotations attached to them.<sup>3</sup> However, because they are intrinsically part of, and at the same time mould and reflect on modern society, advertisements are “always bound by the historical, cultural, and political conditions of their production, and are necessarily implicated in particular economies of truth, value, and power”.<sup>4</sup> This makes advertisements “topical and socially relevant” and researchers agree that advertising “demands complete critical investment” as it can “improve

---

1 *Collins Gem English Dictionary* (London & Glasgow, Collins, 1989), pp. 8 & 327.

2 J Wicke, *Advertising fictions: Literature, advertisement and social reading* (Columbia, Columbia University Press, 1988), p. 1.

3 J Wicke, *Advertising fictions...*, p. 2.

4 J Schwoch, M White & S Reilly, *Media knowledge. Readings of popular culture, pedagogy and critical citizenship* (New York, State University of New York, 1992), p. xxiv.

our understanding of cultural life”.<sup>5</sup>

The study of media and advertising falls within the framework of cultural studies and “draws on many disciplines, such as literature, history, education, linguistics, sociology, semiotics, film studies and political science”.<sup>6</sup> Two of the main approaches in this field are those of Roland Barthes and Walter Benjamin. Barthes is perhaps more well known with his approach of semiotics, which sees the “entire cultural field as a set of signifying practices, and begins to work on ‘decoding’ the sign system of advertising”.<sup>7</sup> In recent years, however, there has been a move away from analysing texts for their underlying meaning or structure, to analysing texts for their function in society. This is because many researchers feel that to measure the influence of advertising adequately requires research “drawing on a far wider range of material than the advertisements themselves”.<sup>8</sup> The approach of Benjamin moves away from the individual advertisements and their specific meaning, to a broader approach that investigates advertising in its entirety, and the way in which it forms part of the debate about all aspects of society going on in the world. Benjamin considers advertisements and their artefacts as an archive, or a “repository of cultural materials,” which, in order to make sense, has to set the “entire body of advertising ‘discourse’ up against a formally acknowledged cultural discourse”.<sup>9</sup> The use of the term archives already indicates that a process of selection takes place and that certain aspects could be, unwittingly or deliberately omitted. The archivist Verne Harris points out that these omissions or silences are often more telling than the matter that is actually portrayed.<sup>10</sup> In the case of marketing material, what is shown to the public face is often an idealization of reality which is” ... frequently a defensive ideology and an expression of tension within society”.<sup>11</sup>

---

5 J Williamson, *Decoding advertisements. Ideology and meaning in advertising* (London, Marion Boyars Publishers, 1978), p. 11; J Stokes, *How to do media studies* (London, Sage, 2003), p. 54; J Schwoch, M White & S Reilly, *Media knowledge*, pp. xx, xxiv & xxix.

6 J Munns & G Rajan, (eds.), *A cultural studies reader: History, theory, practice* (England, Longman Group Ltd, 1995), p. 297.

7 J Wicke, *Advertising fictions*, pp. 11-12.

8 J Williamson, *Decoding advertisements*, p. 11.

9 J Wicke, *Advertising fictions*, p. 13.

10 C Hamilton et al, (eds.) *Refiguring the archive* (Cape Town, David Philip, 2002), pp. 75-77.

11 G Lerner, “Placing women in history: Definitions and challenges”, *Feminist Studies* 3 1/2, Autumn 1975, p. 7.

## **Marketing: TUC / UP material**

As with all other tertiary institutions, the marketing of the University of Pretoria (UP) has been influenced by two key factors: the government policy of the day, as well as the public from whence the students would come and who would support the institution. These two factors, namely the political dispensation and the social environment in which the university has to function, are part of the “historical, cultural, and political conditions”<sup>12</sup> against which advertisements are produced. These factors therefore form part of the “formally acknowledged cultural discourse”<sup>13</sup> against which the “archives” or “repository” of marketing material generated by the university has to be set to fully understand the motives and reasoning behind the advertisements. By studying the advertisements against this background can illuminate certain aspects of a period in time.

However, the process of selection or omission should also be considered and how this process enabled the University to present an “ideal” institution for tertiary education to the public and glossed over internal as well as external tensions. By aligning themselves with the government policy of the day, the University’s management could ensure vital government support. Often the public on the home front and international expectations were in line with that of the government, but there were instances where expectations and policy differed, which could cause tension. This article will also look at how the University addressed these differences of opinion and how it coped with changes on the national and international political front.

Established in 1908, the TUC initially did not have the facilities or the finances to print its own promotional material, and so it had to rely on existing publications, especially the newspapers of the time. This had its advantages as a wide public could be reached without the TUC having to commit to large expenditure. On the other hand, the College did not have control over the content of the articles or when or how they were placed.<sup>14</sup> As the institution expanded, an in-house department of marketing was established alongside a range of publications aimed at promoting its activities.

---

12 J Schwach, M White & S Reilly, *Media knowledge*, p. xxiv.

13 J Wicke *Advertising fictions*, p. 13.

14 *Die Vaderland*, 29 May 1923 Proof of an advertisement placed by the TUC for an agricultural demonstration and procession.

What is noticeable in the marketing material used by the University over the past century is the move away from mainly text-based newspaper articles and journals to magazines, posters, film and TV advertisements which rely on illustrative material. This is a phenomenon that Daniel Boorstin terms the “Graphic Revolution”, which refers to the “explosion of mass produced imagery that dominated the previously word-orientated Western world from the mid-nineteenth century onwards”.<sup>15</sup>

### **Founding: The TUC opened 1908**

The first direct public mention of the Transvaal University College (TUC) Pretoria Branch is a small article that appeared in *De Volksstem* of 4 February 1908; so small that could easily go unnoticed. The lack of publicity was possibly for the following range of reasons: In the first place, the establishment occurred at very short notice. A day before the arrival of the first students the lecturers met in a house in the Pretoria city centre for the first time. They received the “go-ahead” from the Director of Education to purchase some chairs and tables so that the students could be accommodated the next day. Time constraints therefore could have played a role in no publicity being arranged.<sup>16</sup>

Another reason for the lack of publicity could be that this low-key approach was deliberate so as not to attract too much attention to the fact that the Pretoria branch had opened its doors. Gen JC Smuts accepted the portfolio of Minister of Education, with the intention that “Arts and Science” should be relocated to Pretoria. According to Smuts, Arts in particular did not attract enough students in Johannesburg, where Commerce and Mining were the main focus.<sup>17</sup> Furthermore, according to Smuts, the Afrikaans-speaking students from rural backgrounds would feel intimidated in a big city such as Johannesburg. At a political rally in Boksburg on the eve of the elections in 1907, he championed for an institution that could accommodate Afrikaans-speaking students from the Transvaal, who in the past had to go far afield to receive tertiary education.<sup>18</sup>

---

15 S Viljoen, “Imagined community: 1950s *kiekies* of the *volk*”, *Image and Text. A Journal for Design*, 12, 2006, pp. 18-19.

16 CH Rautenbach e.a. (reds.), *Ad Destinatum 1908 – 1960* (Johannesburg, Voortrekkerpers Beperk, 1960), p. 8.

17 CH Rautenbach e.a. (reds.), *Ad Destinatum*, pp. 8-9.

18 Anon., “Vestiging van Universiteits-Klassen te Pretoria”, *De Volksstem*, 28 March 1907.

Smuts grew impatient with the TUC Council for taking their time to approve the establishment of a Pretoria branch and thus took matters in his own hands. By the end of 1907 he had already offered two professors of the Johannesburg branch posts in Pretoria and made arrangements for the appointment of another two. His actions affronted the Council as they felt that their authority had been blatantly overruled.<sup>19</sup>

The question arises whether the establishment of the Pretoria branch of the TUC was merely a political move on Smuts' part to gain support from the Afrikaans-speaking electorate in the difficult post South African War (1899-1902) years. Many felt that the *Het Volk* party, which adopted a reconciliatory tone towards Britain, abandoned the Afrikaners ideal of an independent Boer republic. Alternately, was this a sincere attempt to equip the Afrikaner with the necessary skills to compete with their English-speaking compatriots, in the wake of the High Commissioner Lord Alfred Milner's policy of anglicisation?<sup>20</sup> Whatever Smuts' motives, the beginnings of the forerunner of UP was a relatively low-key affair.

### **Reconciling: The Boer and Brit**

As soon as the dust had settled around the actual establishment of the Pretoria branch of the TUC, new challenges awaited the institution. In the first place the TUC subscribed to the government's policy of reconciliation between the Afrikaans and English sectors of the population, which was no easy task with the animosity that remained after the War.<sup>21</sup>

During this time the College still only had the press to rely on to give it the necessary publicity. Journalists from the respective newspapers in Pretoria and Johannesburg were invited to the various events that took place on campus, such as the laying of the foundation stone of the Old Arts Building and a graduation ceremony in 1920. To what extent the College could dictate the content of the reports, is not known. However, the newspapers seem to have subscribed to the drive towards reconciliation as well, as the articles in the newspaper specifically mentioned the fact that the addresses made at the TUC

---

19 CH Rautenbach e.a. (reds.), *Ad Destinatum*, pp. 9-10.

20 I Hofmeyr, "Building a nation from words: Afrikaans language, literature and ethnic identity, 1902-1924", S Marks and S Trapido, (eds.) *The Politics of race, class and nationalism in Twentieth Century South Africa*, (London, Longman, 1987), pp. 113-114.

21 Anon., "An experiment in Conciliation", *Pretoria News*, 16 February 1932.

were delivered in either Afrikaans or Dutch and English, thereby respecting the government's efforts to improve relations between the two "races". Both Afrikaans and English newspapers also made special mention of the fact that the Director of Education, Sir JE Adamson, "de Engelsman", delivered his address in Dutch at the graduation ceremony and that Princess Alice spoke Afrikaans at the opening of a fundraising fête for the Faculty of Agriculture.<sup>22</sup> Even on the eve of the University becoming an Afrikaans-only institution, an advertisement was placed in the *Times* of February 1932 that read:

"The only FULLY BILINGUAL University institution in South Africa" (See Image 1).<sup>23</sup>

**EDUCATION IN PRETORIA**

**UNIVERSITY OF PRETORIA.**  
*The only FULLY BILINGUAL University Institution in South Africa.*  
 In addition to the ordinary ACADEMIC COURSES the UNIVERSITY also provides complete  
 DYNAMICS and DIVERSA COURSES in —  
 LAND SURVEYING, ARCHITECTURE and QUANTITY SURVEYING, AFRIKAANS and NEDERLANDS,  
 "KUNNEN en KULTUUR", LAW, COMMERCE and PUBLIC ADMINISTRATION, THEOLOGY, SOCIAL  
 WORK and EDUCATION, BANTU STUDIES and VETERINARY SCIENCE.  
 Courses are also provided in nearly all departments for students in  
**FULL TIME EMPLOYMENT.**

The University buildings are situated in extensive grounds in the Eastern Suburbs of Pretoria, and being self-contained foster an academic and cultural atmosphere. The courses for students in full-time employment are conducted in the University's own buildings in the centre of the town.

The University, with its 2,000 students and a teaching staff of over 100, was granted Independent Status in 1920. This represents an important milestone in the history of the Transvaal University College which made its modest beginnings in 1908.

Three Halls for men and one for ladies are attached to the University, where comfortable accommodation is provided at moderate charges.

The hostels are in or near the University grounds, where excellent provision is made for all branches of Sport. The club building caters for the students' social activities.

Every facility for study and research is provided in the extensive Library and well-equipped Laboratories.

Liberal Bursaries and Loans are available for deserving students.

Further particulars and the University Calendar will be supplied on application to —  
**RECTOR, UNIVERSITY OF PRETORIA.**

**THE FACULTY OF AGRICULTURE**  
 SERVES THE ENTIRE  
**SUMMER RAINFALL AREA**  
 OF SOUTH AFRICA.  
 and provides an academic and practical training in its LABORATORIES and in the EXPERIMENTAL FARM.  
**THE DEPARTMENT OF DOMESTIC SCIENCE**  
 is receiving an increasing number of students.  
 For details apply to: **RECTOR, UNIVERSITY OF PRETORIA.**

Image 1

22 Anon., "Nogeens de Gradedag", *De Volkstem*, 12 April 1920; Anon., "T.U.K. Kermis", *De Volkstem*, 7 Oktober 1927; Anon., "Beginning of great work. TUC. Fete and carnival", *Pretoria News*, 7 October 1927.

23 Anon., "The only FULLY BILINGUAL University institution in South Africa", *Times*, 16 February 1932.

and an article in the *Pretoria News* of 16 February 1932, with the heading “An Experiment in Conciliation” stated that:

“Within its [University of Pretoria] walls young Briton and young Afrikaner can meet and, without sacrificing one iota of aught of worth in either.”<sup>24</sup>

The ideal of reconciliation is also evident in the first student magazine of 1912. Articles in both English and Afrikaans were included and the editorial appeared in both languages, laid out in two columns on one page, so that neither of the two language groups could claim that the other was favoured at their expense.<sup>25</sup>

### **Establishing: Academic stature**

Another challenge facing the TUC is that it had to answer to its critics, many of whom questioned the worth and necessity of an institution for tertiary education in such close proximity to the University College in Johannesburg, especially in the difficult economic situation after the First World War.<sup>26</sup> In his speech at the laying of the foundation stone of the Old Arts Building in 1910, Smuts stated that “the TUC could become to South Africa, what Oxford is to England”,<sup>27</sup> sending a clear message to any detractors of the TUC branch in Pretoria.

In these early years the TUC also made use of other media to promote itself, such as the *Lochhead’s Guide, Handbook and Directory of Pretoria*, a general directory on all information related to the city. The fact that the TUC’s existence and viability were under scrutiny was actually touched on in the 1913 issue. The founders of the TUC were portrayed as “forward-thinking” and with the higher good of the newly formed Union of South Africa in mind:

Reformers are always subjected to hostile criticism, and reforms can always be profitably reformed; but this brief sketch of the institutions in Pretoria should show that the foundations are being well and truly laid and that a large number of earnest men and women are engaged in the work of training the young on the right lines.

---

24 Anon., “An Experiment in Conciliation”, *Pretoria News*, 16 February 1932.

25 *T.U.C. Student Magazine*, November 1912, Vol 1 no. 1.

26 Anon., “Thirteen to-day. T.U.C. in its teens”, *Rand Daily Mail*, 17 August 1923; Anon., “Transvaal University College”, *Pretoria News*, 19 May 1921; *Lochhead’s Guide, Handbook & Directory of Pretoria*, 1913.

27 Anon., “The University. Laying of the foundation stone”, *Rand Daily Mail*, 3 August 1910.



The article continued to emphasise the achievements of the TUC with statements such as:

...it is abundantly clear that Pretoria is anxious to take the lead in this all-important matter and to leave no stone unturned to provide educational advantages for all sorts and conditions of the rising generation.

and...<sup>28</sup>

[a]lthough one of the youngest of the University Colleges of the Union, none has made its mark more rapidly. Students of the Transvaal University College have distinguished themselves in the examinations of the Cape University (notably in 1911), and already its alumni are winning fresh laurels for themselves and for the college in America, at Oxford, and on the continent of Europe.

The establishment of the Faculties of Agriculture and Veterinary Science in 1917 and 1920 respectively, was of utmost importance for the TUC in cementing its position as an institution of note. Over the next decade the TUC would make use of any opportunity to promote these two Faculties in the press.<sup>29</sup> This is also clear when one considers that, at a time when the College had limited funds, it was considered worthwhile to spend money on a brochure with photographs to promote Agricultural and Veterinary Education at the TUC.<sup>30</sup> In the publicity of the Faculty of Veterinary Science specifically, Sir Arnold Theiler's opinion was regularly quoted. This former state veterinarian was considered a hero by many farmers because of his efforts to eradicate devastating cattle illnesses and his appointment as first Dean of the Faculty, greatly enhanced the public's regard for of the Pretoria campus.<sup>31</sup>

By actively participating in agricultural shows, the TUC was assured of receiving publicity and support from various newspapers. This also allowed the TUC to get exposure in newspapers and journals that normally would not have considered the University College as falling within the ambit of their

---

28 Lochhead's Guide, Handbook & Directory of Pretoria, 1913.

29 University of Pretoria Archives (UPA), B-5-1-1 Minutes of the Senate 79<sup>th</sup> regular meeting, 10 April 1916, p. 150; Anon., "Boerderij en Wetenskap", *Volkstem*, 12 November 1921; Anon., "University of the North. Agricultural School opened", *Pretoria News*, 12 November 1921.

30 Anon., "Training vets!", *Sunday Times*, 22 February 1920; Anon., "Veterinary School. Gain to student staff and farmer", *Sunday Times Agricultural Supplement*, 6 June 1920; Anon., "Higher Agricultural education", *Pretoria News*, May 1920; Anon., "Noodsaaklike landbou-navorsing", *Volkstem*, 2 September 1927.

31 Anon., "A College which helps the farmer", *Rand Daily Mail*, 20 March 1925; Anon., "Nursery grounds for future farmers", *Rand Daily Mail*, 5 October 1927; UPA, B-5-1-1 Minutes of a special meeting of the Senate held in the Board Room on Thursday, 19 February 1920, p. 360.

readers' field of interest.<sup>32</sup> These included *The Farmers' Gazette*; *Die Boere Koerant* and *Die Landbou Weekblad* which called on parents to send their sons to the college ("oproep aan ouers om seuns na matriek na landboukollege te stuur").<sup>33</sup> The *Sunday Times Farmers Supplement* of 26 September 1920 ran a detailed article on the Agricultural education at the TUC, complemented with photographs of the buildings and equipment. The TUC's standing was greatly enhanced by statements such as "The thinking farmer, on reflection, will readily admit that more ought to be done in Agricultural education and research in this country."<sup>34</sup>

and...<sup>35</sup>

South Africa has peculiar problems of its own, and these cannot be studied overseas, but have to be solved here. With this facility to train our men here and to work out local problems, such failures can largely be averted. The action for the future, then, is quite clear: get our men trained here.

Even *The Rand Daily Mail*, which was often extremely critical of the TUC, published an article in 1925 with the heading and subheading: "A College which helps the farmer"; "Experimental work of great national value is being carried out by the young Agricultural Faculty of the Transvaal University College."<sup>36</sup>

### **Nation-building: The Afrikaner centred**

The 1930s saw the growth of Afrikaner Nationalism in South Africa. The first visible signs of these nationalist feelings at the University of Pretoria were on the covers of the student magazine, aptly named "Trek", after the Great Trek of 1838. Between 1930 and 1949 no less than 10 covers of this magazine included Great Trek imagery,<sup>37</sup> such as ox-wagons and "Voortrekker-noitjies" (see Images 2 and 3):<sup>38</sup>

---

32 UPA, B-5-1-1, Senate's memorandum on Faculty of Agriculture. Points in favour of immediate action, 1916, p. 158.

33 Anon., "Agricultural education", *Farmers' Weekly*, 13 October 1920; Anon., "Ons Landboukolleges", *Die Landbou Weekblad*, 15 Desember 1920.

34 Anon., "Agricultural education in the Transvaal", *Sunday Times Farmers' Supplement*, 26 September 1920.

35 Anon., "Agricultural education in the Transvaal."

36 Anon., "A College which helps the farmer", *Rand Daily Mail*, 20 March 1925.

37 UPA, E-5-3, *Trek* 1931; 1935; 1938; 1939; 1942; 1944; 1945; 1946 & 1949.

38 A "Voortrekker-noitjie" is a girl in Voortrekker dress. This image of a young girl wearing a bonnet became the symbol of purity and civilization that was closely linked with the Afrikaner Nationalist cause.

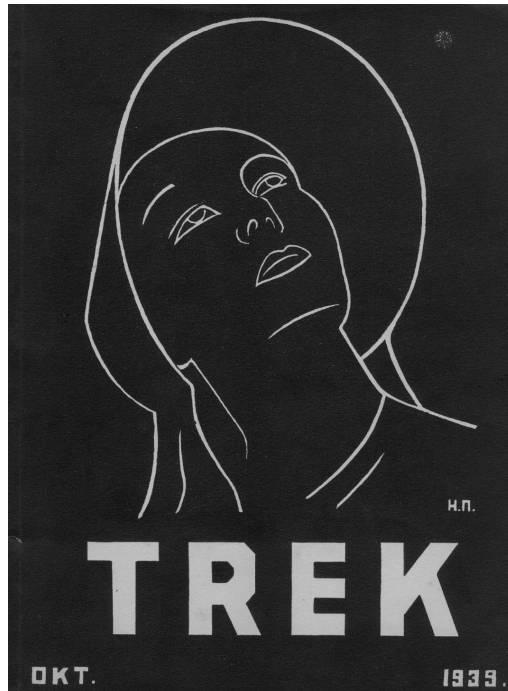


Image 2

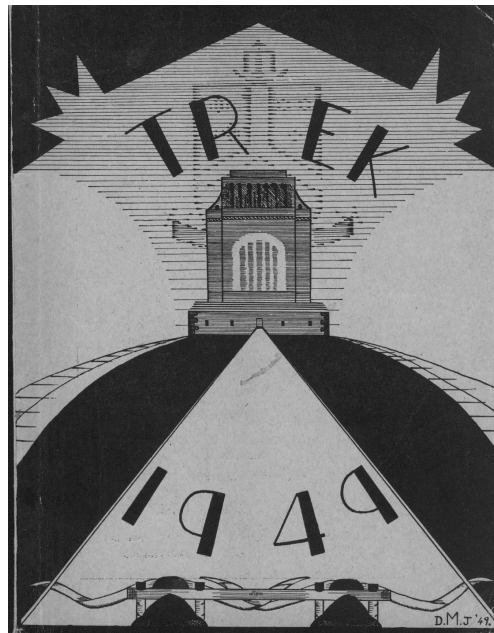


Image 3

Support for the Afrikaner nationalist cause did not only come from the students, but from staff members as well. Unfortunately the outspoken views of some members lead to political divisions between the more English and imperial minded staff and those who supported Afrikaner Nationalism. The language question became a vehicle through which these differences could be expressed and in 1932 the University changed its language policy to the single medium of Afrikaans.<sup>39</sup>

Even though the Rector, Prof AE du Toit, claimed that the University of Pretoria's first responsibility and concern was the wellbeing of the Afrikaans speaking students,<sup>40</sup> who now constituted the majority of the student body, the language question was also used by the Rector himself "as a cloak for personal or party favouritism",<sup>41</sup> and the change in the policy was hailed by some as a great victory for Afrikaner Nationalism.<sup>42</sup>

However, the subsequent reaction and vehement outcry against the policy change was probably not expected by the Rector.<sup>43</sup> For one, the Pretoria City Council informed the University in 1933 that, "as trustees of the ratepayers of Pretoria", it was "unable to render the University any financial assistance."<sup>44</sup> In addition some of the donors, many of whom were English-speaking, also decided to withdraw their financial support to the institution.<sup>45</sup> This placed the University in an extremely difficult financial situation.<sup>46</sup>

Despite these financial consequence, as well as the resignation of lecturers of stature, who were deemed "not politically or ethnically 'correct'" under

---

39 UPA, B-5-1-1, Report of a committee of Senate, 10 and 11 June 1929, pp. 697-698; CH Rautenbach e.a. (reds.), *Ad Destinatum*, 1908 – 1960 (Voortrekkerpers Beperk, Johannesburg, 1960), pp. 48-73; "A poor look-out for learning", *Rand Daily Mail*, 27 June 1932; "To the Editor", *Rand Daily Mail*, 1 July 1932; WK Hancock, *Smuts. The Sanguine Years, 1970-1919* (University Press, Cambridge, 1969), pp. 176-179; FA Mouton (ed.), *History, historians and Afrikaner Nationalism. Essays on the History Department of the University of Pretoria, 1909 – 1985* (Kleio, Vanderbijlpark, 2007), pp. 21-22.

40 UPA, B-5-1-1, Notule van 'n Buitengewone Vergadering van die Senaat, 19 Oktober 1932, p. 888.

41 "To the Editor", *Rand Daily Mail*, 1 July 1932.

42 CH Rautenbach e.a. (reds.), *Ad Destinatum*, pp. 48-68.

43 UPA, B-5-1-1, Letter from the Pretoria Branch of the Transvaal Teachers' Association to the Council of the University of Pretoria, 26 September 1932.

44 UPA, B-5-1-1, Notule van 'n buitengewone vergadering van die Senaat, 11 Desember 1933, p. 1026; UPA, B-5-1-1, Agenda Gewone Maandlikse vergadering van die Senaat, 5 Oktober 1932; CH Rautenbach e.a. (reds.), *Ad Destinatum*, 1908-1960 (Voortrekkerpers Beperk, Johannesburg, 1960), pp. 70-71.

45 Anon., "Stellenbosch of the North. Pretoria University campaign", *Pretoria News*, 2 September 1932.

46 Anon., "University Policy. Dissatisfaction of Donors", *Pretoria News*, 26 October 1932; "Grant to Pretoria University. The City Council's Attitude", *Star*, 1 December 1933; "City Council and University. Grant not to be paid", *Pretoria News*, 8 December 1933.

the “new spirit of intolerance”<sup>47</sup> together with the negative press that the University received as a consequence, the University continued almost stubbornly on its chosen course. At a Senate meeting in 1933 it was decided that the University would only grant contracts to businesses sympathetic to the University’s policy.<sup>48</sup> This decision in some way compensated for the loss of income from English-speaking donors and in the years that followed names of Afrikaans businesses, individuals as well as branches from the Afrikaner Broederbond appeared on the University’s donor list.<sup>49</sup>

At the same meeting of Senate, a “Propaganda Committee” was nominated and established to oversee the marketing of the University, as well as to approve any publication published under the University’s name. This Committee had only one English-speaking member and the Rector served on the subcommittee, giving weight to accusations that he used his position to further his own personal interests.<sup>50</sup>

One of the early publications approved by the Propaganda Committee was the University’s commemorative publication of the Great Trek, *Voortrekker-Gedenkboek van die Universiteit van Pretoria*, consisting of a collection of academic papers from staff members from a range of departments, including Economics, Philosophy, History, Roman Dutch Law, Church History, African Languages and University Administration.<sup>51</sup> Although the name “Voortrekker Universiteit”<sup>52</sup> was never officially accepted, it appeared as such on the cover of this book (see Image 4):

---

47 FA Mouton (ed.), *History, historians and Afrikaner Nationalism...*, (Kleio, Vanderbijlpark, 2007), pp. 27 & 29; UPA, B-5-1-1, Report of Committee appointed by the Faculty of Science to investigate the possibility of the more extensive use of Afrikaans as medium in the Department of Quantity Surveying and Architecture, 5 December 1934, p. 1198; CH Rautenbach e.a. (reds.), *Ad Destinatum*, 1908-1960 (Voortrekkerpers Beperk, Johannesburg, 1960), p. 87; “Don’t give offence’, Mr. O Pirow at Pretoria”, *Rand Daily Mail*, 24 October 1932; “University of Pretoria. ‘Not Anti-English’”, *Pretoria News*, 24 October 1932.

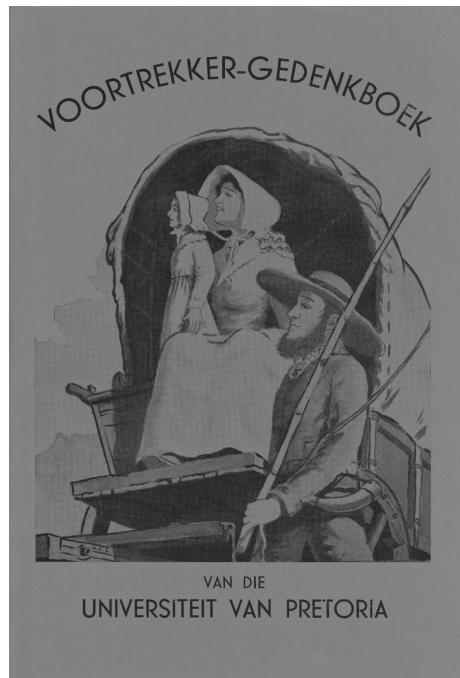
48 UPA, B-5-1-1, Agenda for the ordinary September meeting of Senate to be held on 4 September 1929, p. 10; UPA, B-5-1-1, Notule van ’n buitengewone vergadering van die Senaat, 11 Desember 1933, p. 1026.

49 UPA, E-1, Jaarboek van die Universiteit van Pretoria, 1937.

50 Anon., “To the Editor”, *Rand Daily Mail*, 1 July 1932.

51 ID Bosman, e.a. (reds.), *Voortrekker-gedenkboek van die Universiteit van Pretoria* (Pretoria, Universiteit van Pretoria, 1938).

52 UPA, B-5-1-1, Minutes of a special meeting of Senate, 9 October 1929, p. 714.



**Image 4**

This was the culmination of the University's involvement in the centenary of the Great Trek. In 1936 the University Senate, in the person of the head of the History Department, Prof ID Bosman, who supported Prof Du Toit during the change in the language policy, requested that the Voortrekker Monument be built in Pretoria.<sup>53</sup> In 1938, the centenary year, the symbolic ox wagons were received at the University grounds with 300 female students, dressed in white, forming the guard of honour and the Chancellor, Rector, and Deans of Faculties, acting as "touleiers"<sup>54</sup> of the wagons. The University also acted as host to almost 30 000 people who gathered on the sport grounds in front of the New Arts Building for the festivities; the *Andries Pretorius* left its wagon tracks in front of the Old Merensky and the wagon *Louis Trichardt* became UP's own ox wagon, and stood in the foyer of the main building for many years.<sup>55</sup>

53 UPA, B-5-1-1, Gewone maandelikse vergadering van die Senaat, 4 Maart 1936, no. 13, p. 6.

54 A "touleier" leads the oxen that pull the wagon. At this specific occasion the staff of the University walked at the front of the ox wagons and escorted them into the University grounds.

55 CH Rautenbach, e.a. (reds.), *Ad Destinatum*, p. 87.

Although not an official University publication, a senior lecturer in the Department of Sociology,<sup>56</sup> Dr S Pauw's book entitled "Die Beroepsarbeid van die Afrikaner in die stad" received approval from the University's officials. Published in 1947 by the Reddingsdaadbond, an organisation which actively worked for the uplifting of the Afrikaner, this book addressed aspects such as the "backward position" of the Afrikaners in the business world, as opposed to their English compatriots.<sup>57</sup> The book was advertised in *Die Huisgenoot*, a popular Afrikaans family magazine, giving the University exposure to an Afrikaans readership nation-wide.<sup>58</sup> The University's support for the upliftment of the Afrikaner, coupled with the change in language policy and the participation in the Great Trek centenary, signalled a definite move away from the Smuts government's policy of reconciliation in favour of the National Party (NP).<sup>59</sup> The NP's election victory in 1948 was indeed beneficial for the University, considering the direction the institution decided to take.

The next two decades saw the University's continuous effort to promote the Afrikaner's position in terms of trade and industry, which was in line with the policy of the National Party government. The first alumni to become Principal, Prof CH Rautenbach, summarized these sentiments when he stated that: "Geen universiteit kan die pligte teenoor die wêreld en die mensheid nakom as hy nie eers die pligte teenoor eie land, gemeenskap en kultuur behartig nie"<sup>60</sup> (No University can do its duty towards the world and humanity if it does not, in the first place, do its duty for its own country, community and culture) - underlining that UP's first responsibility would be towards the Afrikaner community.

Shortly after Rautenbach took tenure in July 1954, the University brought out its own publication, *Skakelblad* (literally translated "Communication page"), which would serve as the University's mouthpiece for the next 27 years. Even though the University of the Witwatersrand had a well-established Faculty of Engineering, the first article in the first issue of *Skakelblad* was to promote the establishment of an Afrikaans language Faculty of Engineering at UP. In justification of the establishment, Pretoria's strategic position was highlighted, detracting from the actual political reasons for the decision. Of

---

56 CH Rautenbach, e.a. (reds.), *Ad Destinatum*, p. 124.

57 *Die Huisgenoot*, 27 September 1947.

58 S Viljoen, "Imagined community: 1950s *kiekies* of the *volk*", *Image and Text. A Journal for Design*, 12 (2006), 27.

59 CH Rautenbach, e.a. (reds.), *Ad Destinatum*, pp. 87-88; DM Joubert, "Generaal Smuts by UP vereer", *Tukkie-werf* 4, 1988, pp. 14-16.

60 UPA, B-2-2-6, CH Rautenbach; PS Dreyer (red), *Prof Dr CH Rautenbach. Versamelde Geskrifte* (Pretoria & Cape Town, HAUM, 1975), p. 310.

note is that the second article in this issue was on Pretoria as capital city, going back to its “foundation” by the first arrivals, namely the Voortrekkers.<sup>61</sup>

The November issue of the same year published an address of the Principal entitled “Bakens langs die Weg van Afrikaanswording” (Landmarks on the way to becoming Afrikaans). Prof Rautenbach delivered this address on Spring Day, which celebrated the University becoming an Afrikaans institution. UP also ensured that the ruling party was recognised and photographs of the guest of honour at the event, the National Party leader and Prime minister, Dr DF Malan and his family, as well as Adv JG Strydom, the leader of the NP in Transvaal, who attended the Student Council dinner that evening, were placed with the address.<sup>62</sup>

The advertisements that appeared in the first issues of *Skakelblad* are also very telling of which market the University was addressing and which businesses supported it. On the page opposite the article on the Engineering Faculty was an advertisement for Volkskas Bank, a bank founded in 1918 specifically for Afrikaners. The illustration shows an engineering works, hinting that the “Afrikaner” bank supports the establishment of an Afrikaans Engineering Faculty at UP. The advertisement for Veka mens outfitters stated: “UP verseker u toekoms... Veka u voorkoms. Verseker dus u voorkoms deur aan te dring op die tradisionale Afrikaanse drag”; (UP ensures your future.... Veka your appearance. Therefore ensure your appearance by insisting on the traditional Afrikaans apparel).<sup>63</sup>

In 1965 the University published a brochure to encourage investment in it. Although some text was included, the bulk of the publication consisted of photographs of the modern equipment and facilities of the University. This publication appeared not only in Afrikaans, but in English as well, and came out at the height of Afrikaners’ self-confidence in terms of their political and economic position. The sentiment that the Afrikaner, and no longer only the English-speaking section of the population could lead the way in the development of the country, is reflected in the brochure.

---

61 UPA, B-4-1-2, Notule van ‘n gewone vergadering van die Raad, 12 April 1956; UPA, E-5-10, Anon., “n Tweede Afrikaanstalige Fakulteit vir Ingenieurswese”, *Skakelblad*, 1(1), Julie 1954, pp. 3-7.

62 UPA, E-5-10, Anon., “Bakens langs die weg van Afrikaanswording”, *Skakelblad* 1(2), November 1954, pp. 17-21 & 38.

63 UPA, E-5-10, *Skakelblad* 1(1), Julie 1954, pp. 2 & 6.



A short CV of the Chancellor, Dr Hilgard Muller was placed with his opening message, listing the achievements of this former TUC student, namely that of Rhodes Scholar at Oxford, High Commissioner in London and Minister of Foreign Affairs. A comprehensive list of the Rector's achievements was also published. The rest of the publication was devoted to themes such as "The educational task of the University", "The second task, equal to the first: Research", "The University in the Service of the Community" and "The extended Senses of a University" which focus on advanced research in nuclear physics, physics and medicine. Comprehensive statistics on student numbers and the average of the top achievers were also included, reinforcing the idea that the University, as an Afrikaans institution, did not have to stand back for any international institution.<sup>64</sup>

In April 1975 a new University publication came into existence as it was felt that there was a need for a campus newsletter that would appear more often, so that the latest news was available on a regular basis. *Tukkie-Werf* (Tukkie yard) was aimed not only at staff members, but also former students and benefactors of the University.<sup>65</sup> The term "werf" is often used to describe the homestead of a farm,<sup>66</sup> linking up the Afrikaners' affiliation with the land and their history as farmers ("boere").<sup>67</sup> As the name suggested, this publication was of a more informal nature, containing a lot of photographic material. This made it accessible to a wide audience, and the inclusion of the relatively new medium of colour photographs was also an excellent way to showcase the University's achievements. The very first article was entitled "Iranese studente word Tukkie" (Iranian students become Tukkie) with a photograph of three Iranian students who were selected to study at UP.<sup>68</sup> The acceptance of foreign students who were culturally very different to the average Tukkie student was in line with the government policy of a more open relationship with the outside world, initiated by the then Prime Minister BJ Vorster.<sup>69</sup>

Close links with the government were maintained during this time and the cover photograph of the *Skakelblad* in 1976 showed the Prime Minister, who had received an honorary doctorate from UP, with Dr Hilgard Muller, Chancellor of the University and former of Minister of Foreign Affairs; Adv

---

64 UP Liaison Department, "University of Pretoria", Pretoria, 1965.

65 UPA, E-5-15, *Tukkie-Werf* 1(1), April 1975, p. 1.

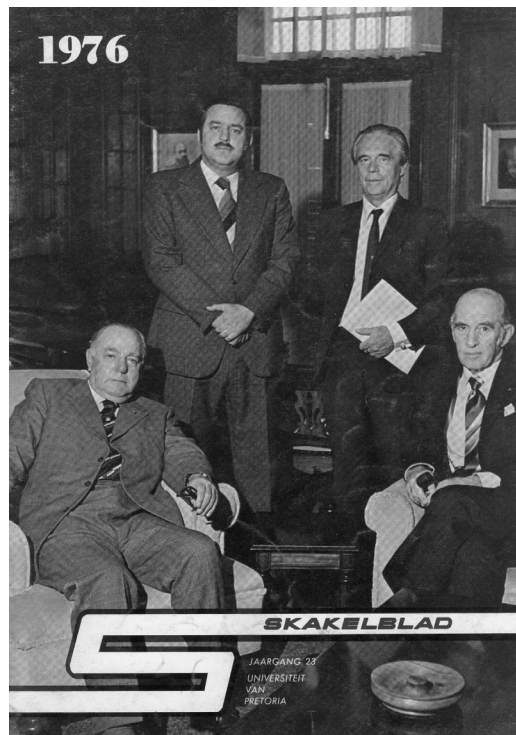
66 UPA, E-5-15, Anon., "Op TukkieWerf", *TukkieWerf* 1(6), Oktober 1976, p. 5.

67 H Giliomee, *The Afrikaner* (Cape Town, Tafelberg, 2003), p. 35; Anon., "Nuu op TukkieWerf", *TukkieWerf* 6 (1/6), Oktober 1976, p. 5.

68 UPA, E-5-15, *Tukkie-Werf* 1(1), April 1975, p. 1.

69 H Giliomee, *The Afrikaner*, p. 551.

Pik Both, South African ambassador to the United Nations and the USA and Brand Fourie, Secretary of Foreign Affairs. In the foreword it was stated that the reason for the placement of the photograph was to thank and praise these men for their tireless efforts in the international discussions on the South West Africa question to establish peace in South Africa and give to South Africa its rightful place in the international community.<sup>70</sup> Image 5 was an excellent marketing opportunity for the University to showcase its alumni achievements on the international stage:



**Image 5**

However, as sanctions against South Africa mounted in the wake of the 1976 Soweto riots, the Afrikaner community became more inward looking, and the “laer-trek” mentality when feeling endangered became more evident.<sup>71</sup> These sentiments were echoed in a welcoming address of the Principal, Prof EM Hamman,<sup>72</sup> when he expressed his conviction that the University of Pretoria could not turn its back on the traditions of the community which it serves.

<sup>70</sup> UPA, E-5-10, *Skakelblad*, 23, p. 1.

<sup>71</sup> H Giliomee, *The Afrikaner*, pp. 578-580; L Thompson, *A History of South Africa*, p. 212.

<sup>72</sup> UPA, B-2-2-7, EM Hamman.

He stated categorically that the University was an Afrikaans institution which held in honour all the things that had always been meaningful to the Afrikaner: his Christian faith, his language, his morals, habits, traditions and his history and felt that giving these things up would make the University a colourless institution without identity.<sup>73</sup>

The University publications mirrored these statements and the focus moved away from the wider South African community to what was happening in Tukkies' own "eie werf" (own back yard). The cover of *Tukkie-Werf* of September 1981 (Image 6) showed the three spring princesses on an ox-wagon, the iconic image of the Afrikaner.<sup>74</sup>



**Image 6**

The *Tukkie-werf* of March of that year featured the Principal with the Van der Spuy family whose fifth of 10 children also had come to study at UP,

73 FJ du Toit Spies & DH Heydenrych (reds.), *Ad Destinatum II*, 1960-1982 (Pretoria, Universiteit van Pretoria, 1987), p. 14.

74 UPA, E-5-15, *Tukkie-Werf* 7(4), September 1981; A Grundlingh & H Sapire, "From feverish festival to repetitive ritual? The changing fortunes of Great Trek mythology in an industrializing South Africa, 1938-1988", *South African Historical Journal* 21, 1989, pp. 19 & 29.

evoking the sense of the University as a big, caring family.<sup>75</sup> This linked up with the Principal's statement that the University should be an extension of "our student's parental home, school and church" and that the students should belong to a church, a volk, a language and maintain the fundamental spiritual, moral and character values of the Afrikaner volk.<sup>76</sup>

### **Transforming: The new South Africa embraced**

Towards the end of the 1970s cracks in the apartheid system started to become evident, which was once again mirrored in University publications.<sup>77</sup> People of colour started to make their appearance in these publications, and the message conveyed in the articles was that "whites" were using their skills to improve the lives of "non-whites."<sup>78</sup>

In his inaugural address Prof DM Joubert, Principal from 1982-1991, said that "a university was no longer an ivory tower, but a house with wide-open windows, built on four pillars, namely students, lecturers, administrative staff and research assistants".<sup>79</sup> The first visible sign of this "opening-up" was a 58 page supplement to the *Financial Times* of 29 July 1983 which focused on the University. This was the first time in many years that the University was marketed in an English newspaper, signalling a move away from its "Afrikaans-only" policy. Secondly, in his contribution to the publication, under the heading of "The world outside", the Principal stated "We cannot today run a University of this size and ignore the outside world", giving weight to the statement at his inauguration. Thirdly, on the same page as the Principal's address, a segment under the heading of "Ethics and Ethnics" appeared, stating the following: "In common with other community-orientated universities in South Africa, the University of Pretoria is giving attention to increased admissions of black students".<sup>80</sup> This would be one of the first indications of the University opening its doors to students of colour and was in line with the government's somewhat more critical view of its own apartheid policy.<sup>81</sup>

---

75 UPA E-5-15, *Tukkie-Werf* 7(1), Maart 1981.

76 FJ du Toit Spies & DH Heydenrych (reds.), *Ad Destinatium II*, 1960-1982, p. 14.

77 H Giliomee, *The Afrikaner*, pp. 606-609; L Thompson, *A History of South Africa*, pp. 221-223

78 UPA, E-5-15, *Tukkie-Werf* 7(4), September 1981, pp. 22-23 & 36-37.

79 UPA, B-2-2-8, DM Joubert; FJ du Toit Spies & DH Heydenrych (reds.), *Ad Destinatium II*, p. 17.

80 Anon., "The University of Pretoria. A special report." Supplement to *Financial Mail*, 29 July 1983, p. 3.

81 Anon., "The University of Pretoria. A special report." Supplement to *Financial Mail*, 29 Jul 1983, p. 3; F van der Watt, *Rectores Magnifici*, pp. 128-132.

The country's political isolation also impacted on the quality and relevance of research done at its institutions for tertiary education. Already under the tenure of Prof Hamman the importance of "accepting the challenges of the century and of being progressive" was emphasised.<sup>82</sup> Prof Joubert realised that in order for South Africa to break out of its isolation, research and academic work of the highest quality were essential.<sup>83</sup> This was reflected in *Tukkie-Werf* of 1990 where the covers and the main articles of all four editions focused on research that had relevance in the wider community. This included work on horse racing; forests with lichens and fungus; tea plantations and research on dung beetles.<sup>84</sup>

The era was not only characterised with political changes in South Africa, but also a change in the position of women world-wide. Already in 1982 the covers of two issues of *Tukkie-Werf* featured women in work situations which were traditionally considered male-dominated areas (architecture and electronic engineering).<sup>85</sup> In 1987 all three issues of *Tukkie-Werf* had female academics on the covers (see Images 7 and 8). Two of them were involved in ground-breaking research: Prof Malie Smuts of Veterinary Science and Sandy Cummings, an audiologist with the first child with a single electrode bionic ear.<sup>86</sup>

---

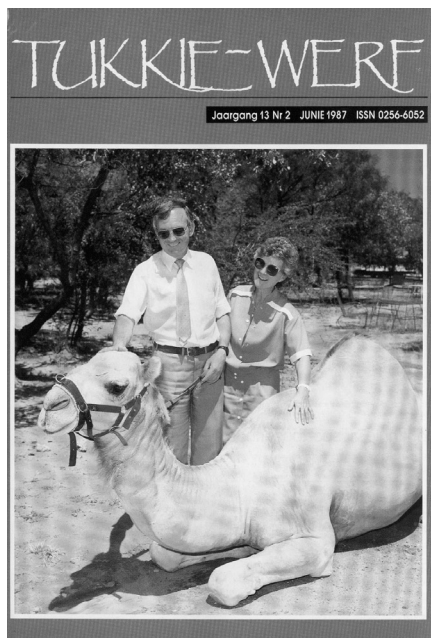
82 F van der Watt, *Rectores Magnifici*, pp. 115-116.

83 UPA E-5-15 Annalize Mare, "Ons moet uit ons isolasie wegbreek' – Rektor beaam internasionale mening", *Tukkie-Werf* 16(3), 1990, pp. 8-9.

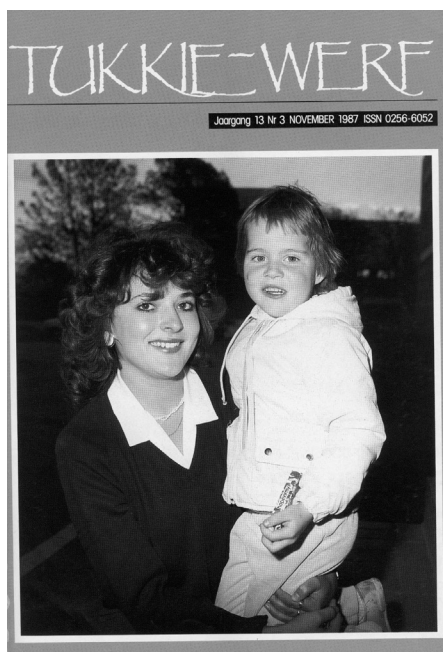
84 UPA, E-5-15, *Tukkie-Werf* 16(1), Maart 1990; UPA, E-5-15, *Tukkie-Werf* 16(2), Mei 1990; UPA, E-5-15, *Tukkie-Werf* 16(3), September 1990; UPA, E-5-15, *Tukkie-Werf* 16(4), November 1990.

85 UPA, E-5-15, *Tukkie-Werf* 8(2), April 1982; UPA, E-5-15, *Tukkie-Werf* 8(4), Augustus 1982.

86 UPA, E-5-15, *Tukkie-Werf*, 13(1), 1987; UPA, E-5-15, "Kameelhandboek 'n groot aanwys in Arabiese lande", *Tukkie-Werf*, 13(2), Junie 1987, p. 3; UPA, E-5-15 "Bioniese oor binne bereik van meer dowe", *Tukkie-Werf*, 13 (3), November 1987, p. 8.



**Image 7**



**Image 8**

This was a considerable change from only a few years earlier when female staff members had to forfeit their medical and pension benefits once they got married and the female staff in the library were expected to wear a prescribed uniform.<sup>87</sup> However, it would only be in 2000 that a woman, Prof June Sinclair was appointed in a top management position, and the same year Prof Marie Muller was appointed the first female dean of the Faculty of Humanities.<sup>88</sup>

This era also marks a move away from the printed media with the first promotional film of the University being made, entitled “Gister, vandag en môre” (Yesterday, today and tomorrow). The film was of a more informal nature as it was to appeal to prospective students, which was in line with Prof Joubert’s statement that students were the “key pillar” on which the University rested.<sup>89</sup>

It was the task of Prof P Smit to steer the University through the ambivalent years of political negotiations in the run-up to the first democratic elections in South Africa. The University had to transform to accommodate a new free and open society, whilst feeling the pressure from the more conservative Afrikaans community to keep the status quo.<sup>90</sup> Negotiating these opposing viewpoints is evident in *Tukkiewerf* of April 1993, where students of colour appeared on the cover for the first time. The issue celebrated the opening of Tuksdorp, which provided accommodation for post-graduate students. The cover consisted of a collage of photographs, which included photos of the buildings, the executive (which still consisted of only white males) at the opening ceremony, as well as a photograph of three male students of colour appearing with three white female students. Although the photograph was small and not that noticeable at first glance, it alluded to the fact that white girls could share accommodation with men of colour.<sup>91</sup> This was quite audacious given the previously prevailing political climate and the fact that the Population Registration Act and Group Areas Act had only just been repealed.<sup>92</sup>

---

87 UPA, E-5-15, *Tukkiewerf* 17(3/1), Februarie 1977, p. 3.

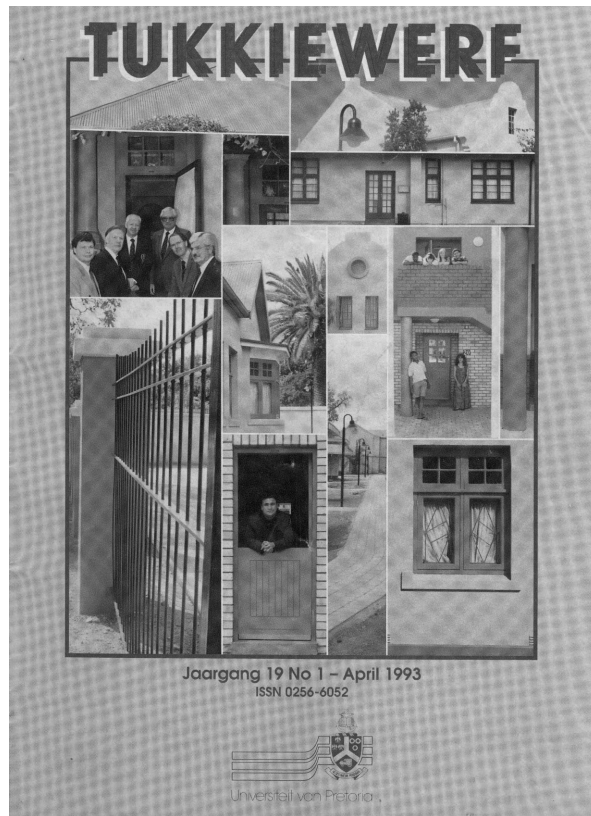
88 UPA, E-5-15, “Women are moving up the campus ladder”, *Tukkiewerf* 17(14), July 2000, p. 1; UPA, E-7-2, “First woman in rectorate position”, *Pretoria News*, 30 May 2000.

89 UPA, G-2 *Gister, vandag en môre*.

90 F. van der Watt, *Rectores Magnifici*, pp. 141-158.

91 UPA, E-5-15, Anon., “Tuksdorp amptelik geopen”, *Tukkiewerf* 19(1), April 1993, p. 4.

92 L. Thompson, *A history of South Africa*, p. 245.



**Image 9**

The impression given by the photograph (Image 9) of the peaceful incorporation of students of colour also belied the actual racial tension that existed on campus.<sup>93</sup>

In 1993 *Tukkiewerf* also changed its name to *Die Tukkier*, the name given to a student of the University. This was a conscious move away from the idea of a “yard” with its connotations of farming and Afrikaner history, and focussing more on the individual, an aspect that became increasingly more important as the University’s student numbers grew.<sup>94</sup>

The Rag magazine of 1995 celebrated the “rainbow nation”, a term coined after the 1994 elections to refer to South African citizenship now including people of all races (colours), more openly. Some of the photographs and

<sup>93</sup> UPA, E-6-4, Anon., “Geen toegang”, *Die Perdeby* 13 Maart 1991, p. 2; UPA, E-6-4, Anon., “Regses dreig met hofsake”, *Die Perdeby*, 20 Maart 1991, p. 2; UPA, E-6-4, Anon., “KKK?”, *Die Perdeby*, 30 April 1991, p. 1.

<sup>94</sup> UPA, E-5-18, *Die Tukkier*, November 1993.



colourful illustrations, such as a boy and girl with crutches and a person in a wheel chair, referred directly to the actual purpose of Rag, namely a fundraising event for various charities. However, included on the cover were illustrations which would have been unheard of a few years earlier, such as a colour photograph of a black and a white boy with “Kom ons maak dit beter tesame” (Let’s make it better together) written next to it and an illustration of a naked black child and a outstretched arm of someone of colour, with African bracelets (see Images 10 and 11 below):<sup>95</sup>



Image 10

95 UPA, E-5-4, *Rag Magazine*, 1995.

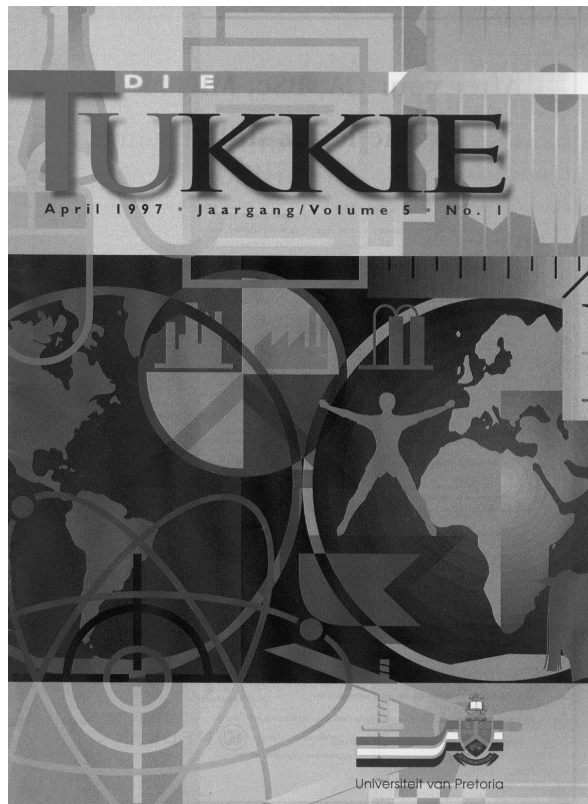


**Image 11**

The years after the initial euphoria of the first democratic elections were characterised by the challenging task of putting these new ideals into practise. The way in which the University would transform and the role it would play in this “new” South Africa came under scrutiny. In his five-year strategic plan the newly appointed Principal, Prof Johan van Zyl, steered clear of overt political terminology and stated that the aim of the institution was to be “internationally competitive, whilst locally relevant”,<sup>96</sup> thus avoiding of overt political terminology, as had been the case in the past, and shifting the focus to research and training. This was portrayed in numerous publications of the time. The cover of the *Die Tukkies* of 1997 showed a map of the world in shades of blue and green, with abstract depictions of scientific and physical endeavour, not only bringing home the message of the University’s role in the wider academic community, but also avoiding any racial connotations (see Image 12):<sup>97</sup>

<sup>96</sup> F. van der Watt, *Rectores Magnifici*, pp. 160-181.

<sup>97</sup> UPA, E-5-18, *Die Tukkies*, 5(1), April 1997.



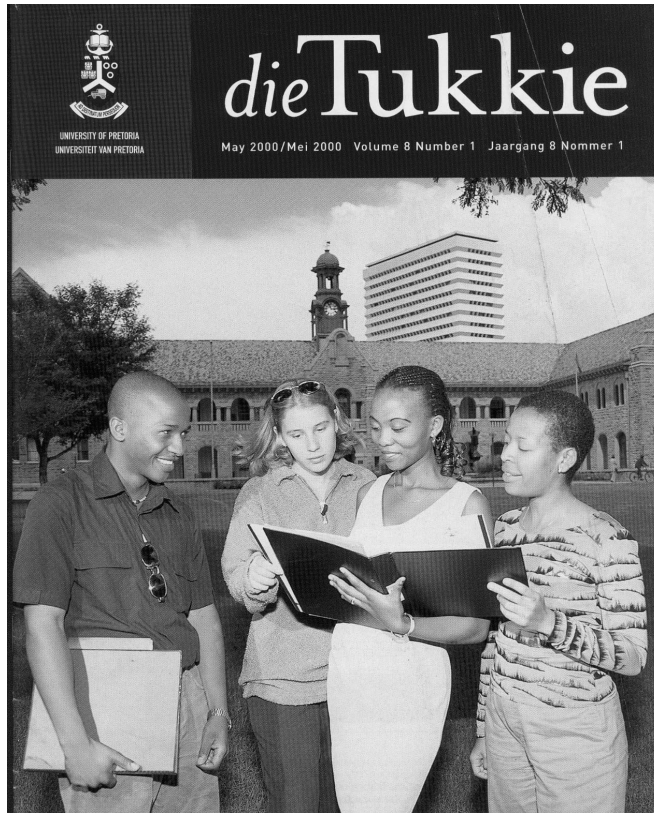
**Image 12**

Despite down playing any overt political affiliation, the University did acknowledge the national government. In 1997 President Nelson Mandela received an honorary doctorate from the University and the Research Reports of 1997 and 1999 linked up with President Mbeki's message of the "African Renaissance." A photographic image of the golden rhino from the ancient African civilisation at Mapungubwe and the quote "ex Africa sempre aliquid novi" (from Africa always something new) on the cover also emphasised the University's affiliation to and grounding in the African continent. This quote from the ancient philosopher Plinius resonates back to the origins of universities in the Greek and Roman civilisations, linking UP with the proud classical tradition of tertiary education.<sup>98</sup> Moreover, the cover of the *Tukkies* of 2000 (Image 13) had four students, three black and one white, three female and one male, in conversation in front of the Old Arts Building. Implicit in this was a communication to the public that peaceful transformation had

---

98 UPA E-2-2, *Research Report*, 1997 & 1999.

taken place and that students of all races met not only in formal academic settings, but informally as well.<sup>99</sup>



**Image 13**

In 2001 the idea of an integrated and well-educated student body was taken further when the Principal, Prof Calie Pistorius, presented the new trade mark of UP. He stated that “if the University wants to be reckoned as a world class institution, it has to produce world class people”<sup>100</sup> and that the name given to these world class people would be the “Innovation Generation”<sup>101</sup>. The Innovation Generation logo consisted of four blocks of contrasting colour to draw attention to the four aspects supposedly represented by the University, namely passion, energy, quality and choice. These concepts are

<sup>99</sup> UPA, E-5-18, *Die Tukkie* 8(2), November 2000.

<sup>100</sup> UPA, E-5-16, Anon., “Innovasie-generasie moet SA tot nuwe hoogtes bring”, *TukkieVaria* 18(13) July 2001, p. 1.

<sup>101</sup> C Nöffke, “University of Pretoria five-in-one”, *Professional Management Review*, November 2003, p. 34; UPA, E-5-16, *TukkieVaria*, 16 Julie 2001.

in stark contrast with terms such as “industry”, “progress”, “civilisation” that were used five decades earlier in University publications. They reflect the tendency in society to focus more on the individual and self-improvement, not only on a physical, but also on a spiritual level, rather than the material and economic expansion of the larger corporation. Initially these four aspects were represented by four abstract figurines, reminiscent of ancient symbols of writing, but a later version only showed a stylised version of the abbreviation of the term “Innovation Generation” (IG), that could be used as an easily recognisable trade mark, devoid of any political or racial connotations (see Image 14 below):<sup>102</sup>



Image 14

The market that the University was targeting also changed and advertisements as well as extensive articles appeared in publications such as *Finansies en*

102 UPA, E-5-15, *TukkieVaria*, 18(14), July 2001.

*Tegniek*,<sup>103</sup> *Financial Mail Innovations*,<sup>104</sup> *Professional Management Review*<sup>105</sup> and *Sake-Beeld*.<sup>106</sup> This reflected upon UP's aim to present itself as a leader in the field of tertiary education.

In 2008, when the institution celebrated its centenary, a television advertisement was also launched.<sup>107</sup> The message of the advertisement was that, with nine faculties offering more than 1800 academic programmes, the University's graduates could be found in all fields of the work place. No direct reference is made to the physical campus and none of the landmark buildings are shown to create the impression that the University has transcended the physical space that it is connected to. Like the World Wide Web that has become the preferred mode of communication, the University is perceived as being able to permeate through society by means of its students. By using an internationally popular and recognised event, namely a sports meeting as the metaphor to bring this message across, the University is trying to reach the widest audience possible.

## Conclusion

By recognising the central role that advertisement plays in modern culture and by using it as an archival repository of cultural material that reflect on relevant aspects of society, the researcher can obtain greater understanding of the historical, social and political debates of a specific era. In order to market itself over the past century, the University of Pretoria and its forerunner, the TUC, have made extensive use of various modes of advertisement. Analysing these advertisements against the cultural backdrop in which they were created, enables the researcher to get a glimpse of some of the political and social demands of the time that were placed on the University. The way in which the marketing strategy changed over time, can be explained by considering the external forces that influenced these changes and can bring greater understanding to the place and role of the University in society.

---

103 Anon., "Tukkies waar almal reik na goud", *Finansies en Tegniek*, 16 Junie 2004, pp. 35-42.

104 UPA, Planting, "Light on a dilemma", *Financial Mail Innovations*, 1 June 2007, pp. 6-8.

105 C Nöflke, "University of Pretoria five-in-one", p. 34.

106 Anon., "Universiteit van Pretoria. Fakulteit Ekonomiese en Bestuurswetenskappe 90 jaar", *SakeBeeld*, 18 April 2010.

107 UPA, A-9 Centenary Celebrations 2008, UP Advertisement. A link to view the advertisement was available on the University's website (<http://web.up.ac.za/default.asp?ipkCategoryID/>) for the duration of the Centenary year.