

INSTITUTE FOR STRATEGIC AND POLITICAL AFFAIRS

UNIVERSITY OF PRETORIA
PRIVATE BAG X20, HATFIELD, 0028
SOUTH AFRICA

INSTITUUT VIR STRATEGIESE EN POLITIEKE AANGELEENTHEDE

UNIVERSITEIT VAN PRETORIA
PRIVAATSAK X20, HATFIELD, 0028
SUID-AFRIKA

The Institute for Strategic and Political Affairs is a multi-disciplinary, academic organisation which engages in research in the area of strategic and political studies. The Institute studies strategy in the modern and widest connotations of the concept, with the emphasis on Southern Africa, Africa and the surrounding ocean areas.

The Institute publishes a STRATEGIC REVIEW FOR SOUTHERN AFRICA. Conferences, discussions and seminars on questions of strategic interest are arranged. The Institute also undertakes consultation and contract work.

Die Instituut vir Strategiese en Politieke Aangeleentheid is 'n multi-dissiplinêre, akademiese instelling wat navorsing doen op die gebied van strategiese en politieke studies as oogmerk het. Die Instituut bestudeer die konsep strategie in sy moderne betekenis en wydste gebruik, met die klem op Suider-Afrika, Afrika en die omliggende oseaangebiede.

Die Instituut publiseer 'n STRATEGIESE OORSIG VIR SUIDER-AFRIKA. Konferensies, besprekings en seminare oor aangeleentheid van strategiese belang word gereël, terwyl die Instituut ook konsultasie- en kontrakwerk onderneem.

The *Strategic Review for Southern Africa* is an accredited journal of the Institute for Strategic and Political Affairs (ISPA) in the Department of Political Sciences at the University of Pretoria. It is included in the International Bibliography of the Social Sciences (IBSS) list.

All submissions are peer-reviewed by at least two members of the journal's editorial group all of whom are from the University of Pretoria, and external reviewers. Opinions expressed in contributions are those of the individual authors.

Since its establishment in 1978, the *Strategic Review* has witnessed major social and political changes in Southern Africa, the wider African continent and the rest of the world. The *Strategic Review* engages in strategic and political analysis of socio-political developments that impact on or provide lessons for Southern Africa. As a multi-disciplinary platform, it facilitates vigorous and enlightened debate among scholars, policy makers, practitioners, students and activists, in order to contribute to the wider global discourse on the strengthening of democracy, human rights, security, good governance and the rule of law.

In addition to thorough scholarly analyses, the *Strategic Review* offers topical reports and assessments, debates, briefings and reviews to reach as wide a readership as possible, thereby promoting plural and open-minded interaction between various stakeholders. The journal is published in May/June and November/December. In addition, one guest edited special issue per year could complement the regular issues of the periodical. Issues are available in print and in future also *open access*.

Editorial Group

Roland Henwood
Henning Melber (editor-in-chief)
Katabaro Miti
Alois Mlambo
Jan Mutton (book review editor)
Maxi Schoeman
Johannes J Spies
Siphamandla Zondi (senior editor)

International Advisory Board

Kwesi Aning, Accra
André du Pisani, Windhoek
Monica Juma, Nairobi
Carlos Lopes, Addis Ababa
Björn Möller, Aalborg
Cyril Obi, New York
'Funmi Olonisakin, London/Nairobi

We invite manuscripts on subjects related to the wider scope of the journal. Please follow our guidelines for articles and book reviews, which can be accessed at: <http://www.up.ac.za/en/political-sciences/article/19718/strategic-review-for-southern-africa>. Submissions should be sent electronically to Henning.Melber@nai.uu.se; or heather.thuynsma@up.ac.za book reviews to jan.mutton@gmail.com. For further enquiries and comments, feel free to contact Henning Melber.

COPYRIGHT RESERVED / KOPIEREG VOORBEHOU

Price/Prys:

R90,00 (VAT included/BTW ingesluit)

US\$45,00 (postage included/posgeld ingesluit)

Layout done by Wilma Martin using Microsoft Publisher.

STRATEGIC REVIEW FOR SOUTHERN AFRICA

Vol 39, No 1, May 2017

CONTENTS

	Page
In this issue	
<i>Henning Melber</i>	1

SPECIAL FOCUS

THE NATION BRAND AND ITS STRATEGIC REFLECTION *Guest Editors: Maxi Schoeman and Heather Thuynsma*

Introduction <i>Guest Editors</i>	3
Africa's foreign policy and nation branding: Regional leadership and its discontents <i>Mzukisi Qobo</i>	9
Towards measuring social cohesion in South Africa: Lessons for nation branding developers <i>Lindokuhle Njozela, Ingrid Shaw, Justine Burns</i>	29
A competitive assessment of South Africa's leading cities — National, continental and global perspectives <i>George Angelopulo</i>	65
<i>Ubuntu</i> as foreign policy: The ambiguities of South Africa's brand image and identity <i>Garth le Pere</i>	93
The branded national imagination and its limits: Insights from the post-socialist experience <i>Nadia Kaneva</i>	116

RESEARCH ARTICLES

African structures for governing foreign direct investment: A critique <i>Albert Edgar Manyuchi</i>	139
---	-----

Collective security in Africa: The tension between theory and practice <i>Evert Jordaan</i>	160
---	-----

ANALYSES AND REPORTS

Comprehensive and holistic human security for a post-colonial Southern Africa: A conceptual framework <i>Siphamandla Zondi</i>	185
--	-----

The poverty of the 'middle classing' of development: Key problems in Southern Africa <i>Roger Southall</i>	211
--	-----

ESSAYS

Empathetic cosmopolitanism: South Africa and the quest for global citizenship <i>Chielozona Eze</i>	236
---	-----

The phenomenology of <i>Rhodes Must Fall</i>: Student activism and the experience of alienation at the University of Cape Town <i>Anye Nyamnjoh</i>	256
---	-----

BOOK REVIEW

Silent no More: Challenges Facing Black African Academics at South African Universities (Itumeleng Meko) <i>Kgothatso Bruce Shai</i>	278
---	-----