EXPLORING PLACE-IDENTITY AT WORK

by

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Submitted in fulfillment of the requirements for the degree of

MASTER OF ARTS

in the subject

PSYCHOLOGY

at the

UNIVERSITY OF SOUTH AFRICA

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JUNE 2004
ACKNOWLEDGMENTS

I thank the almighty God for giving me the strength, perseverance, and most of all, the patience to go through the journey of writing this thesis.

I thank my family, my mother Maleshoane and my dear brother Tsietsi “Laity”. You two have been my support system throughout my studies and your patience with me has not gone unnoticed. Words cannot even begin to describe how much I appreciate and love you. Thank you very much.

To you Johan, my mentor and my supervisor, we have gone through this journey together. I remember the days when I would come to your office and cry; your reassurance gave me the courage to go on. You made me believe that I can do this and now I have done it - thanks to you. Matshepo, thank you for your willingness to act as joint supervisor. I appreciate your diligent comments on my work.

I would also like to thank Banti a big sister I never had, and Thembela a colleague and dear friend of mine. You guys contributed so much to this work. Your advice and recommendations did not go unnoticed. To Matema and Don who helped me with the technical side of things, thank you very much.
DECLARATION

“I declare that Exploring Place-Identity at Work is my own work and that all the sources I have used or quoted have been indicated and acknowledged by means of complete references.”

Puleng J. Segalo
Abstract

Exploring Place-Identity at Work.

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Degree: Master of Arts

Subject: Psychology

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In this study the stories of Unisa academic employees and fashion models were explored. The aim was to understand the nature of place-identity at work and to also look at what impact do changes to these working environments have on place-identity. Another aim of this study was to compare these two work contexts. The data was collected through interviews combined with an auto-ethnographic approach. The study suggested that people form an identity towards their places of work and also that changes within the workplace can be perceived as a threat. The study also showed that there are similarities between Unisa and the catwalk as contexts of place-identity.

Key terms: place-identity, workplace, auto-ethnography, catwalk, fashion, Unisa, modeling, stereotypes, casting, academic.
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