

ABSTRACT

This research focuses on the translation of the South African Broadcasting Corporation's (SABC) news bulletins from English into Sotho languages, particularly Sepedi. The main aim of this study is to analyse the strategies, methods and approaches used by the translators. The study also tests Stephen Maphike's 1992 hypothesis which states that the news translators translate literally or word for word, instead of translating conceptually. In order to achieve these aims both the English and Sotho versions of the news were recorded over a period of approximately two weeks, from 22nd September to 5th October 2003.

The study falls within the framework of Descriptive Translation Studies, and the analysis is based on translation theories and strategies proposed by authors such as Mona Baker (1992), Peter Newmark (1991), Christiane Nord (1991 & 1997) and Gideon Toury (1980).

The conclusions drawn regarding the appropriateness or otherwise of the strategies used are intended to increase an awareness of the problems involved and the solutions available to translators.