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TERMINOLOGY USAGE IN SETSWANA RADIO AND TELEVISION: A COMPARATIVE STUDY OF TRANSLATIONS

by

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A research report submitted to the Faculty of Humanities, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Arts in Translation

Johannesburg

2005

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Abstract

This research report compares the translations of terminology used by radio and television to designate specific concepts. It examines the different strategies adopted by television in the translation of specific terms on the one hand and compares them with those adopted by radio on the other. Terms are grouped into two categories; (1) phrasal terms in the source language and (2) established words in the source language. The study describes the semantic shifts in meaning in the translation versions of each of the terms discussed. In studying the patterns of term formation adopted by both media, the study focuses on the three approaches by Sager (1990) in the creation of new designations. The first focuses on the use of existing resources, the second on the modification of resources and the third on the creation of totally new linguistic entities. The study challenges the theoretical terminological principle that one designation corresponds to one concept and uses television and radio translations to substantiate this argument. The research is qualitative and does not make any general conclusion about term usage on radio and television. It does however compare the strategies employed by each medium and makes certain recommendations concerning future translations on radio and television.

Declaration

I declare that this research project is my own unaided work. It is being submitted in partial fulfilment for the degree of Master of Arts (Translation), University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in any other university.

B D Masasanya

---- day of ----------, 2005

Acknowledgements

My gratitude to the following people:

My supervisor, Dr Judith Inggs, for the time she took in guiding me through the research writing process and her comments on the different versions of this research report. Her persistence ensured that I work hard towards the completion of this report.

The head of the department, Dr Libby Mentjies for her encouragement and feedback.

My family and friends who have been the pillar of strength throughout, especially my son, Oabetswe.

Thank you all.

Chapter 1
Introduction

The advent of the new political dispensation in South Africa has transformed the functional role of African languages in South Africa. The pre 1994 era restricted the use of these languages within the confines of general discourse. With the dispensation, the mission is now to broaden the use and application of African languages beyond everyday communication and use them in business, politics, medicine and other fields. This would therefore necessitate the development of terminologies and other resources to facilitate the communication of modern developments.

The process of terminology development does not, however, proceed independent of the actual communication process within the different speech communities. In the discourse involving specialised terms, terminology development is stimulated by the desire to communicate to the masses. This has placed great responsibilities on the channels of mass communication we have at our disposal. According to Mtintsilana and Morris (1988:109), "The development of the black media, in particular broadcasting and telecasting, created a demand for wide ranging terminologies". The increasing demand for terminology has therefore led to a proliferation of uncoordinated activities to address the demands, and work in this area is continuing without proper coordination to avoid the misinterpretation of concepts in communicating to the people.

Exact and unambiguous communication between subject specialists is of utmost importance. This poses more challenges when specialist jargon has to be used that is imported from the source language into the target language. To overcome this problem, it is necessary to establish the precise meaning of terms, and the concepts behind them, before attempts to coin equivalents are made. Terms in a target language are often far more than mere translations from a source language and can be coined in different ways, and therefore give rise to different alternatives.

The premise of this study is that, despite the theoretical claims of univocity of reference, there are, in fact, considerable variations in terminology. This study illustrates this

phenomenon by comparing terminology usage on radio (*Motsweding FM)* and television *(SABC 2)* and therefore challenges the theory that a term should have one meaning only to refer to one concept, and disproves the notion that each concept is named by one term (Mtintsilana and Morris, 1988:109). The study shows in fact that different terms are sometimes used to designate the same concept.

A corpus of terminology compiled for the purpose of this study illustrates that terminology application on radio and television is different.[1] For the purpose of this study, the corpus of terminology compiled is not confined to new lexical entities (i.e. created or borrowed), but also includes terms that have been in existence in the target language and appeared to be part of its lexicon until they underwent a process of remodification, e.g. terms such as 'television', 'project' and 'debate'. The focus is therefore on a range of terminologies (i.e. old and new) that reveal varied designations for the same concepts. This, it may be argued, is largely due to the lack of collaborative efforts between institutions such as *Motsweding FM* and SABC 2.

This study does not argue for the use of differences in the application of terminology but demonstrates that it does, however, occur, and standardisation, a retrospective activity which follows naming after an intermediate length of time may not necessarily eradicate this phenomenon. The hope that standardisation will solve problems caused by alternate designations is therefore not likely to be fulfilled. In many cases alternative naming continues to exist indefinitely (Sager, 1990:115). However the work of coining terms and developing terminology cannot be carried out efficiently by dispersed efforts. This study demonstrates the disparities that exist between terms that are coined and used on *Motsweding FM* on the one hand, and those that are used on SABC 2 on the other. The focus is on radio and television because these are the most widely used means of communication today, and an investigation into the collaborative efforts, or the lack thereof, in developing terminology is necessary.

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[1] The study compares Setswana terminology used on SABC radio, *Motsweding FM*, and *SABC 2*, the television channel. Although the former Bophutatswana Television now falls under the control of the SABC, it does not form part of this study; nor does the former Radio Bop.

The fact that *Motsweding FM*, the Setswana radio channel, broadcasts from Mmabatho, the heartland of Setswana and has been in existence longer than television which broadcasts mainly from Johannesburg, a highly cosmopolitan area where all the Sotho languages have had some influence on one another, may account for their differences in terminology usage. Strategies displayed by practitioners in these varied environments are a reflection of their linguistic perceptions. Translators assuming terminographic roles function within a specific setting and therefore there is an ideology manifested in their work. In addition, there is a spatial difference of about 350 km between Johannesburg and Mmabatho that may deter collaboration between the two channels.

It is not the intention, though a worthy cause to pursue, of this research to investigate how these terminologies are received within the different sub-Setswana speech communities, but this has somehow influenced the rationale for this work. A rural community that subscribes to a puristic approach towards a language is more likely to reject traces of foreign language influences than a cosmopolitan one that has had some influences from other speech communities within which it functions. Language practitioners within such environments would, therefore, produce what the community understands and their work is a reflection of the language used or accepted in those communities.

In specific terms, the aim of this research report is to demonstrate through samples of terminologies compiled (for the purpose of this study) that SABC radio uses terminology differently from television. To illustrate this, this research report:

- Identifies translation options and strategies that *SABC 2* prefers;
- Identifies translation options and strategies that *Motsweding FM* prefers;
- Demonstrates that there is no collaboration in terminology development between *SABC 2* and *Motsweding FM*;
- Demonstrates that the lack of standard terms accounts for inconsistencies in terminology use.

The outcome will, hopefully, stimulate further research work that will limit the creation of translation equivalents on an ad hoc basis. This research will contribute towards the

realisation that there is a need for coordination of scattered terminology work in order to assist in harmonizing the divergent usage of terms, recommending usage, maintaining and promoting consistency, and possibly exploring the feasibility of establishing an accessible Language data-bank for all African languages in South Africa.

The research process

This study is essentially comparative in nature, comparing a list of Setswana terminology that was compiled by listening to news bulletins and actuality programmes on the Setswana radio channel, *Motsweding FM,* and Setswana news bulletins on the television channel, *SABC 2*. Terms that were coined and used differently in both media were identified and recorded for this study over a period of six weeks during May/June 2002. The focus is on terms that reveal inconsistencies in the way they are used by *Motsweding FM* and *SABC 2*. This report does acknowledge that there are terms that are shared in usage to designate the same concept on radio and television, but it is the subject of neologism[2] that is the focus here.

This research project is therefore a case study of a selected set of terms and studies these to identify the strategies and options that each medium prefers. As indicated above, data was collected over a period of six weeks from actual news bulletins and, in the case of radio, the actuality programme *Tsele le Tsele* was also used. The data collection process of the research involved identifying terms from news bulletins on television's *SABC 3* and *Motsweding FM* on radio. Terms used by one medium were collected and the alternatives used by the other identified. The process of collecting used terms by one medium and identifying alternatives used by the other had to take place on the same day(s) of the eight weeks where both media covered the same news items. This assisted in ensuring that the same subject matter was covered by both media and thereby simplified the process of establishing what term each medium used for a given concept.

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[2] Neologism is defined as the creation of new terms associated with new concepts or the acquisition of new meaning by existing terms. Since neologisms arise in response to a particular need, the majority has a single meaning and can therefore be translated out of context, but many of them soon acquire new meanings and sometimes lose the old meaning in the Target Language (Cabré, 1992:205).

In collecting data used in the analysis of this study, terms are identified as used by one medium and then establishing what the other medium has used to designate the same concept. In most cases, terms were easily identifiable from radio because it has more airtime than television[3]. In conducting the study, searching for alternative terms used by radio after identifying them first on television proved more workable. Reversing the process and working from terms first identified on radio and identifying the alternative used on television was counter productive because of the limited television airtime which means that there would be a limited scope of terms used to be able to identify alternatives used on television. Identifying terms during the twenty minutes of news broadcasts on television and establishing what radio uses during the five minutes of news broadcasts of every hour on radio and the daily actuality programme was therefore the more functional method. This process is used in the data collection phase of the study and produced terminology presented in Appendices A and B and has no bearing on the outcome of the study.

The next phase of the research involves the analysis of the available data, i.e. terms in Appendices A and B. The communicative and linguistic approaches towards terms are used as the theoretical basis for analysis of the available data. The communicative approach towards the study of terminology recognizes that terms operate within a particular discourse and experts in their varying disciplines opt for specific jargon that contributes to the achievement of effective communication. On the other hand, the linguistic approach dissociates all contextual factors in studying terms and studies terms as isolated linguistic terms as recorded in dictionaries (Sager, 1990:55). It is therefore the linguistic approach that forms the basis of analysis in this research project (See section

[3] Television has four news bulletins on weekdays for twenty-five minutes shared between the three Sotho languages. This means that Setswana news is broadcast only for three days and shares the slot on each occasion with another Sotho language. Over weekends, starting on Fridays, each of the three Sotho languages has a slot for twelve minutes on Friday, Saturday or Sunday to broadcast the news in that language. No actuality programmes on television are broadcast in Setswana. Radio, on the other hand, has a channel dedicated to Setswana. News broadcasts are presented for about five minutes every hour throughout the day. There are also two actuality programmes of an hour each, one in the morning and the other in the evening. It was therefore easier to compile terms first from radio and then move to search for the alternatives used on television.

2.2 on a discussion of the Communicative and Linguistic approaches towards terminology studies). Terminology usage on radio and television is identified and recorded at a particular point in time, and does not necessarily reflect a norm, but an occurrence identified at a point in time of usage.

To gather insight into how language practitioners/news writers working for television and radio operate and attempt to explain the differences in terminology options they use and strategies they adopt, informal interviews with language specialists working for radio and television were conducted. The same questions were asked to four language specialists (two for radio and two for television) working as news producers/presenters/editors. In the television services, an additional specialist in the general news production of the Sotho language was also interviewed. The information gathered is incorporated in the analysis process to provide insight on the operational activities of language practitioners and other language specialists working for *SABC 3* and *Motsweding FM*. The information they provided is the only basis of reliable data as they are the only language specialists responsible for language services, including terminology usage and development, and draw their expertise from their general reading and speaking of the language as mother tongue speakers of Setswana. They are not required to possess any formal qualifications in languages or linguistics.

Developments and communication

> Progress in science, technology, and economy is heavily dependent on the communication of information. This communication of information, however, is strongly impeded by difficulties that arise because of ambiguous terminology. Unambiguous communication is only possible if the concepts, the elements of thinking, have the same meaning for all who participate in the communication process. (Felber in Cabré, 1999:194).

Special fields such as science, medicine and politics require that developments in these fields be communicated to people outside these areas of specialisation. This requires more precision in communication than in normal everyday communication where

alternatives are readily available and generally understood within a speech community. In specialised fields, developments in science and technology, for example, are generally understood to mean progress. Prah (1997:25), however, postulates that progress may not necessarily be directly linked to developments but is only registered when the results of scientific and technological developments reach mass society through mass communication. Communication is therefore not only a facility used to inform about developments but also influences such developments by allowing for discourse in these areas. As the world develops and becomes advanced in technology, communication is therefore challenged to develop discourse among specialists and also inform communities about these developments.

In monolingual communication, there is a process that unfolds from the moment the message is encoded, transmitted, received and decoded by the receiver. This, however, is not a simple and linear process that follows a chronological order[4]. The process is more complex in bilingual communication where translators have to communicate a message that was originally in a foreign language. The coining of terminology is a priority as new ideas and concepts are discovered in the source language. The challenge intensifies within bilingual communication. The employment of terminologists alongside subject specialists and translators is therefore vital in communicating developments from one language to the other.

English is the dominant medium for scientific and technological communication in South Africa and is the first to grapple with terminological needs when developments are communicated to people. Parallel developments of terminology in other languages such as African languages are also appropriate as the source language grapples with the new naming of concepts and discoveries. The work for those who work as language specialists

[4] Bell, R (1991:19) identifies a model of the communication process with nine steps from the selection of the message to retrieval and comprehension of the message in monolingual communication. He further provides a second model that contrasts monolingual communication and communication through translation. Amongst the differences that surface between monolingual and bilingual communication involving translation is that the latter has two codes and the impossibility of a 100% equivalent is strengthened.

in African languages involves transference of source language[5] concepts together with their designations to arrive at an equivalent in the target language. Without this, these languages stand to lag behind. Terminologists and translators would ideally collaborate to ensure that these developments are communicated to the audience of the target language. An ideal scenario is that in which translators seek assistance from terminographers for answers to terminology problems. Terminology development is an area of focus that is different from translation, but fundamental to accurate communication in technical fields. Language practitioners working for the South African Broadcasting Corporation (SABC), both radio and television, are tasked, in addition to the translation activities they have to fulfil, with the responsibility of planning and coordinating terminological resources.

African languages and the media

In African Languages, radio and television are the only media that appear to be growing in use and application. Newspapers are almost non-existent with very few daily newspapers such as *Ilanga,* which is published in Zulu. Television and radio have a major influence on language development because the majority of the population have access to radio and a large proportion to television. Although television was introduced in South Africa in 1976, African languages only started being used on television in the late eighties and early nineties. Radio services in African languages started much earlier and therefore their influences have been felt for many years within the speech community.

The post-1994 era brought changes to Setswana broadcasting services as a result of the incorporation of the former independent homelands. Prior to this, Bophutatswana provided its own Setswana radio and television services independent of the SABC. The scene is very different today with the SABC being the primary provider of African language services in the country although we still have *Bop TV* that is now under the management of the SABC but has retained its broadcast centre in Mafikeng.

[5] Hewson and Martin (1991:1) distinguish between the source language (SL) as the language of the original message and the target language (TL) as the language of the translated text.

Standardisation and African Languages

In order to enhance common understanding as the world advances and develops, there is a need to standardise terminology. There needs to be a record of accepted terms and glossaries of terms that would serve as a resource for language practitioners. Standardisation is therefore a necessary consequence of naming and re-naming. The question that arises is, who sets the standards?

The past era of Language Boards in South Africa was always clouded with controversy. For Nkondo and Mochaba, quoted in Van Huyssteen (1997:181), "...these were undemocratic structures established to prescribe terms without consulting the users of the languages". Efforts of these boards cannot, however, be condemned entirely as these were useful structures able to guarantee that some measure of standards were maintained in orthography and spelling (Van Huyssteen, 1997:180). These boards were disbanded after 1994 and the Pan South African Language Board (PANSALB) is a body that is now delegated with the responsibility of ensuring that the language rights of people are upheld. It facilitates the development of all languages, particularly African languages that were previously marginalised, in conjunction with the African Languages' Councils that emerged from the Language Boards. These formal structures facilitate and coordinate the process of standardisation, but the major responsibilities lie with terminologists.

According to Van Huyssteen (1997:181), "The most important task of a terminologist is not merely to coin terms and popularise them, but also to initiate the standardisation process and record terms". Popularisation of terms may either succeed or fail within a speech community. This is due to the possible error in shifting meaning between a new concept and a new term in the target language. In other words, the error may involve the coinage of a term that does not sustain a successful and acceptable meaning shift between the source concept and the new target concept (Fourie, 1993:13). The major responsibility in the process of standardisation lies therefore primarily with the terminologist, and the Language Councils are the standardisation authorities after

receiving some form of response from the speech community about terms created by terminologists.

Terms are often created spontaneously and on an *ad hoc* basis in African languages. The result is that there is much duplication and activities proceeding without the knowledge of the Language Councils. Language practitioners, who in most cases assume the role of terminologists, are employed to provide language services in institutions such as the SABC, government departments and courts of law do not compile and submit lists of coined terms to the Language Councils. At the same time, Language Councils can only devote a part of their time to terminology standardisation (Mtintsilana and Morris, 1983:112). The outcome is that progress in terminology development in African languages is relatively slow and creates a gap for language practitioners with very few terminological resources and uncoordinated activities, thereby perpetuating the status quo.

International initiatives demonstrate that computerization and networks make terminology collections more accessible and thereby reduce duplication and encourage uniform standards. For example, the creation of a Language Data Bank (LDB) in bilingual Canada at federal and provincial levels has benefited languages through its purpose of recommending usage and keeping consistency (Sager and McNaught, 1981:3). It reduces duplication, encourages higher standards and makes coordination easier (Van Huyssteen, 1997:185). Despite problems experienced by language practitioners in South Africa, work has begun in designing computer packages that are available for coordinating purposes. The National Terminology Services (NTS) has a computer data programme, *Multiterm*, which offers terminologists and other term collectors a standard format for recording terms and information associated with each term. Access to such programmes is still a concern for all practitioners.

According to Madiba (1997:63) one cannot investigate African language development in South Africa without mentioning the effect of the apartheid policy. The depth of studies investigating the effects of apartheid policies in language development has been inadequate. However, several studies by Morris, Mtintsilana, Mtuze, Cluver and Webb

mentioned by Madiba (1988: 65) reveal that there is some disagreement regarding the degree of benefit that African languages gained from this policy. Some scholars believe that African languages benefited greatly from the system of *Bantustans* that segregated people ethnically and linguistically. The assumption is that different homelands adopted African languages as their language of operation in science, medicine, commerce, education and other specialised fields. This was evidently not the case as parliamentary debates in these homelands continued to be held in English even though all parliamentarians were, for example, Setswana or Venda speaking. Consequently, terminology lagged behind and efforts of terminology development were aimed at ensuring parity between English and Afrikaans. African languages enjoyed only symbolic status as official languages. Setswana, for example, was one of the two official languages in the former Bophutatswana, but had no recognisable functional status.

The other view expressed by Madiba (1997:65) is that policies of apartheid retarded the development of these languages as the perceived opportunity of language development occurred in isolation. Speakers of these languages who were not in the homelands were separated from their groups and this therefore discouraged linguistic nationalism. Some scholars, according to Madiba (1997:66), even attribute the division of the Nguni languages into Zulu and Xhosa, and the Sotho languages into Setswana, Sesotho and Sepedi, to the policies of 'divide and rule' of the apartheid regime. The present explosion of term creation in African languages is a result of political developments in the country that have created opportunities for the advancement of these languages through legislation. The challenge is therefore to coordinate of all dispersed activities aimed at developing all African languages.

CHAPTER 2

Theoretical basis

2.1 Terminology as a science

The study of terminology as a subject is probably as old as that of semantics even though claims elevating it to the status of a discipline only started emerging in the twentieth century (Sager, 1990:5). Advocates of the study of terminology as a discipline believe that, terminology is an autonomous and self-sufficient branch of study with its own foundation. Although it is linked to other disciplines, it does not depend entirely on these disciplines to pursue empirical research. Conversely, there is a view that regards terminology as a limited branch of study that forms part of other disciplines such as linguistics and philosophy. In this case, it is not autonomous but only a part of other fields. A moderate position between these two extreme views regards it as "an autonomous subject of an interdisciplinary nature" (Somers, 1996:19). It becomes a discipline because it has a well-defined object of study and specific theoretical goals, but owes its existence to a variety of original disciplines such as linguistics, ontology and sociology. Sager (1990:1) is a scholar who subscribes to the independent status of terminology as a discipline but believes that everything that can be studied in terminology is an import from linguistics, information science or computational linguistics.

According to Cabré (1996:22), the focus of terminology as a sub-branch in linguistics is very specific. While the domain of lexicology - a branch of linguistics - is the word, terminology focuses on the term. The term is more specialised than the word. In fact, a term is a specialised word and, therefore, terminology would be part of lexicology where words of specialised fields are studied. 'Specialised' is here not restricted to science and technology but would include other areas of specialisation such as politics, law, education and sociology.

Neologism is an area of special focus in terminology studies. A simple definition of neologism is, " ...word of recent creation or recently borrowed" (Rey, 1984:63). It is also

defined as "the process of forming new lexical units". Terminology goes beyond this and incorporates terms that have become part of a corpus of a language but assume new meaning as a result of technological advancements and linguistic developments. There is some debate on what really constitute neologisms due to the application of the concept to combined structures lying between morphemes and phrases. However, there is consensus that a new sentence within a language doesn't constitute neologism because "... a language has unlimited creativity capable of generating an infinite number of sentences from a finite number of elements" (Rey, 1984:63). New morphemes are also not neologisms irrespective of whether they are due to natural evolution or borrowing.

2.2 The linguistic and communicative approaches in terminology analysis

According to Sager (1990:55), the linguistic approach towards terminology studies investigates terms as isolated linguistic items that "... occur in the metalinguistic discourse of dictionaries and glossaries", and considers the actual contextual settings within which terms are used secondary.

In reality, however, communication exists within a particular context and is influenced by participants' terms of reference. Contextual factors influencing the terms of reference for individual participants and the entire communicative process assume primary status only in the communicative approach. These factors include the terminology that is used in encoding the message. In terms of this approach, terms operate within a particular discourse and experts in their varying disciplines opt for specific jargon that is assumed to contribute to the achievement of effective communication. In general discourse, the sender's intention is to transmit information by drawing from his/her own store of knowledge, choosing a suitable language, encoding the items into a text and then transmitting the message to the intended recipient.

According to Sager (1990:100), perfect communication can be said to have occurred when the recipient's state of knowledge after the reception of the text corresponds exactly to the sender's intention in originating the message. External factors such as the

receiver's knowledge of the subject matter and his/her understanding of the terminology used may influence how the recipient will decode the message. Terminology, therefore, is a factor, amongst others, that contributes to the successful decoding of the message. Unfamiliar terms will subject the message to misrepresentation and a breakdown in the communication process. Approaching terminology as a variable factor, amongst a range of others, in discourse analysis lends itself to the communicative approach. In terms of this approach, words or terms are meaningful with respect to their use in context and are considered to be important elements of discourse. Words and terms identified and used out of context are subject to misrepresentation.

In an alternative approach, terms are isolated from context and studied as isolated linguistic items that appear in dictionaries and glossaries. The linguistic approach towards studying terminology therefore pays relatively little attention to usage in communication. According to Cabré (1992:112), "much linguistic theory generally ignores the diversity with which any one language manifests itself in acts of communication". Rey (1984:80) asserts that, in studying neologism, terms have no socio-linguistic impact because they are identified from written texts and recordings, extracted from their context, classified and processed. This approach is also useful in the analysis of terminology lists and glossaries and is adopted in this study. To be able to use terms in discourse, speakers need to know terminology as expressed in these lists and glossaries, without reference to context. For one to use a term, one needs to understand the concept independent of context, although I do concede that very often it is only the context that can give the full and correct meaning of a term.

Although terminology may not be independent of social practice, as it occurs within the discourse of speakers, the approach adopted in this research report studies terms independently. In this study, terms are identified from the actual communication mode of news and actuality presentations, extracted for the purpose of this study and studied outside the communication environment to primarily explore their meaning. In this research, these terms are of interest on their own account and neither context nor syntax, that inserts them in proper grammatical context, is of primary consequence. Isolating terms as used on television on the one hand and radio on the other renders their context

irrelevant as these differ within each medium where they have been used. It is the meaning of the terms before they are used on radio and television that is the subject of research in this report. According to Cabré (1992:115), terms are there in the discourse of subject specialists and need to be discovered as they are used. In this way, terms are isolated from context and studied.

The two approaches will generally complement one another in terminology studies and the focus of each study will determine the relevance of each approach. In studying terms as elements of discourse analysis, the communicative approach focusing on contextual inferences become primary. In studying terms as separate entities such as in dictionaries and glossaries where they are identified and studied outside the discourse within which they are used, the linguistic approach assumes prominence.

The theoretical framework used for the description and analysis of data in this study is therefore based on the conceptual differences between the linguistic and communicative approaches in terminology analysis.

2.3 Lexicology and terminology

Lexicology is the study of the basic component of a language, namely the lexicon. This consists of the words of the language and the rules of putting these words together. The lexicon is described as, "... the set of lexical units containing phonological, morphological, syntactic and semantic information" (Cabré, 1992:29). Lexicology therefore describes the words of a language and explains how speakers operate lexically. Terminology studies, on the other hand, are concerned with studying words used in specialised contexts and how these are created.

According to Cabré (1992:36), lexicology deals with words in order to account for the lexical competence of speakers. Terminology, on the other hand, deals with terms in order to establish a reference to concepts of the real world (i.e. context). The approach in terminology studies will therefore be different from that of linguistics where the interrelatedness of the lexicon is studied. Lexicologists analyse samples of a speaker's

discourse to refute or confirm theoretical hypotheses whilst terminology ignores human behaviour and looks for terms to fill in on a previously established conceptual grid. Whilst the lexicon cannot be of any meaning without relation to the word, and can therefore not be studied as such, terms may be studied in isolation from context.

Although there are some shared characteristics between lexicology and terminology in that both deal with words, there are more other distinguishing characteristics between the two in that lexicology deals with the analysis and description of the lexical competence of speakers, while terminology considers competence on how these words are put together irrelevant. The domain for lexicology is the lexicon in general and the domain for terminology is words of a specialized nature. Terminology is therefore a branch of lexicology. The basic unit of study in terminology is the name of the concept that the term has come to represent, i.e., the noun. Lexicology would study the range of grammatical categories such as nouns, verbs, adjectives, adverbs, etc. (Cabré, 1992:36).

2.4 Term creation in practice

In practice, term creation occurs at two levels. At the primary level it occurs when new concepts are discovered and there arises a need to name the new concept. At the secondary level, revision of an existing term may give rise to the creation of a new term in two ways. In the first instance, it occurs as a result of the reviewing process because the meaning of an existing term no longer represents what the concept denotes as a result of new discoveries and technological advancements. In the second instance, term creation at the secondary level occurs as a result of a need to transfer new knowledge and concepts to another speech community. This is particularly relevant for the purpose of this study because terms that are studied are imported from the source language (English) to the target language (Setswana).

In the primary phase, monolingual term creation occurs in a particular discipline between specialists working together to enable them to communicate amongst themselves. This term creation process accompanies scientific and technological innovations and is therefore spontaneous and does not involve any language specialists. In such an instance,

there exists no prior linguistic precedent of the new term as this process accompanies the concept discovery by subject specialists. The concept is therefore central to term creation, without which there is no need to create terms because the new concept has just been discovered and subject specialists would spontaneously create a term for the latest discovery. Terms are designated to represent concepts by specialists working within their own environment. Subject specialists therefore engineer this process in the primary phase with no previous linguistic entities prevalent and language specialists play no role here. Although there is no previous linguistic precedent, term creation always occurs within the established linguistic structure of a language.

In the monolingual term creation of the primary phase, the responsibility of creating the term lies with the scientist, technologist or any other subject specialist involved in discovering the new concepts. In this situation, subject specialists are more likely to be more immediately involved in term creation than terminologists. The theoretical basis provided by Cabré (1992:115) means that terms exist in the discourse of specialists and need to be discovered as used by specialists. Terms for a special language glossary must be collected from real texts by specialists and not invented or created by terminologists. They may not be the best descriptions of the concepts, but terms are coined by subject specialists to facilitate effective communication amongst themselves. Knowledge is here restricted to specialists within their working environment. The terminologist is only brought to the fore at a later stage in order to ensure precision. In primary term formation, rules are less significant and the scenario is less controllable.

Exporting knowledge and new concepts to an environment outside the confines of specialists in the ordinary world of people introduces the notion of secondary term formation. At the secondary level, term formation generally occurs with a known concept and an initial term that has already been created in the primary phase. "A major distinction is being recognized between terminology creation which accompanies scientific and technological innovation in any one linguistic community and that which accompanies the transfer of scientific and technological knowledge from one community to another" (Sager, 1990:80). Within the monolingual term creation setting of the secondary phase, new terms are created as a result of re-engineering terms created in the

primary phase by subject specialists within one speech community. This happens as a result of the monolingual revision of a term for the purpose of standardisation or re-evaluation. As terminology is created in the primary phase by subject specialists with limited expertise to capture precision of the concept, language specialists may be compelled to review the term created earlier for the purpose of facilitating communication amongst specialists. In this instance, the need for the re-engineering of terms is negotiated with language specialists to create standard terminology, which is not exclusively restricted to subject specialists but can be accessed, used and understood by all members within a speech community. Subject specialists are here compelled to share their understanding of the concept with language specialists to arrive at standard terms (Sager, 1990: 81).

In the second scenario, term formation at the secondary level may also result from a need to communicate new scientific and technological advances to a different speech community. In this scenario, just like secondary term formation in monolingual settings, a known concept and a negotiated term in the source language are already in existence. The transference of the exact meaning of the concept has to happen first in the target language, and then coinage in the target language should follow. Often no known subject specialists in the target language are available to support language specialists in the creation of terms in the target language. Justification of the term must, however, include reference to the existing concept and term in the source language. Term formation is therefore influenced by circumstances such as the subject area in which the term occurs, the nature of the people involved (i.e. whether they are specialists or non-specialists within a speech community) and the origin of the stimulus for term formation (Sager, 1990:80). Parallel developments of terminology in other languages, as technology and science experience innovations, are the direct responsibility of terminologists in those languages. Secondary term formation is therefore subject to existing precedents of concepts and terms and language specialists have to find appropriate designations for these.

Subject specialists use the naming approach in the primary phase where the basis for term formation is the concept. This approach starts with the concept and searches for names

for these concepts and is called the onomasiological approach, (Sager, 1990:56). This approach characterizes the scientist who needs to find a name for his/her new invention. The terminologist is rarely involved in the naming process of a new concept and his/her role is mainly secondary, working from a corpus of existing terminology either in the re-naming process, or more relevant for this study, the naming of concepts as they are transferred from one speech community to the other. The onomasiological approach avoids the occurrence of homonyms because each concept has its own name or expression and each meaning is represented by a separate term. In bilingual technical dictionaries and glossaries, dictionary entries correspond to a concept that is fixed by definition in a source language.

2.5 Term formation in African Languages

Terminology development in the African languages of South Africa has been retarded by the pre-1994 polices that did not encourage the use of these languages. English and Afrikaans were the official languages and terminology developments were geared at ensuring parity between these two languages to enable them to function beyond the confines of everyday communication between people in specialised fields such as commerce, science, technology, etc. Political changes in the post-1994 era have reversed this practice and created a demand for the development of African languages. Although translation has been a common practice for some years, theoretical work in terminology development of African languages occurred at a very slow pace (Fourie, 1993:81). What the literature in the field is attempting to do now is to describe the term creation processes that are receiving some attention as a result of the new political dispensation.

In developing terminology, African languages draw from two sources: Firstly, from its intra-linguistic resources that are internal to the target language itself, and secondly, from inter-linguistic resources that are external to the target language and therefore dependent on other external linguistic resources, i.e. other languages. In both instances, the language's natural morpho-phonological processes are integral to the term-creation process. According to Mtintsilana and Morris (1988:109), term creation strategies internal to the language are the following:

(a) Semantic transfer

This term creation process involves attaching new meanings to an existing word by modifying its semantic content. The new term therefore assumes new meaning in specialised discourse whilst retaining the original meaning in general vocabulary.

(b) **Paraphrase**

This strategy uses description for designating a new term. This strategy is common in African languages and has the disadvantage of being less economical with words. Also paraphrases comprise simplified wordings of given conceptual definitions that leave several premises for misinterpretation.

(c) Compounding

This strategy is similar to paraphrasing but distinctive in its use of combining existing words.

(d) **Deideophonisation**

This strategy involves the creation of terms from sounds that resemble those associated with the object or action to be named. A prefix is normally added to the ideophone.

(e) **Synonyms**

The use of synonyms as a strategy in term creation is a contradiction to the notion of monosemy: that a term represents one concept and that one concept is represented by one term. The corpus of terms compiled for this study contests this notion. Terms extracted from television and radio show that

different designations are used for the same concept. The validity of this contention is supported by Al-Kasims quoted in Mtintsilana and Morris (1988:111) as follows:

> "It will appear that monosemy holds true only for standardised terminologies and not all terminologies are standardised. Even in standardised terminologies it is difficult to maintain monosemy, because terminology is subject to the same developmental processes as everyday vocabulary e.g. development of polysemy through frequent use."

The second source in the term creation process is external and uses other languages as a basis for coinage by borrowing. Many languages have a tendency to influence one another and borrow directly from one another. The tendency is for an underdeveloped language to borrow directly from a developed one. African languages rely on this as a strategy. The multilingual nature of the South African situation creates opportunities for African languages to borrow from each other in addition to borrowing from English and Afrikaans. Although the method is easy and often appropriate in addition to being efficient in respecting the original concept, it is sometimes viewed as jeopardising the inherent character of the target language (Rey, 1984:105). Matsela and Mochoba, in Mtintsilana and Morris (1988:111), also argue that the lexical items coined from the internal resources of a language are preferable because they form part of the language. They argue that, if the term is unfamiliar, native speakers can often deduce its meaning from their knowledge of the language. This argument advances the contradiction between linguistic nationalism (i.e. purism) and the desire for international communication (i.e. borrowing) that is a subject of intense debate in terminology development and terminologists in African languages are also divided on this issue. According to Van Huyssteen (1997:184), African languages are not simply recipients of foreign terms as may be believed, but supply the Western world with a number of unique concepts such as *indaba* and *ubuntu*, and therefore these reflect some independence in term creation processes.

Whilst coining strategies may be identified in African languages and also used in the analysis of data in this study, Fourie (1993:11) has highlighted some of the problems experienced in the term creation process that give rise to inconsistencies in terminology usage. These inconsistencies are:

(a) All possible concepts in a given field are not taken into account before coinage takes place, thereby stretching the meaning of a given concept beyond what it represents.
(b) Concepts that are non-existent in African languages are imported to these languages and their novelty does not fit in the target language.
(c) Transliterations of foreign terms are well established and preferred to the coined term.
(d) Several terms denoting the same concept may be in popular use at the same time.
(e) Traditional terms are used that, through meaning shift, acquire a new meaning.
(f) There is a difference in concept definition of the source language culture and the target language culture.
(g) The difference in concept definition of the term denotes that which the term is meant to denote.
(h) A predicted meaning shift is obtained between a new term and a new concept. Here the term assigned to a particular source concept undergoes meaning shift in the process of successful coinage. Unlike the other problems indicated above, even with the best insight into the problem, this may not be completely avoided as it involves cognitive difficulty in the encoding and decoding process of the concepts, (Fourie, 1993:14).

These are some of the considerations used in analysing inconsistencies that emerge in the term creation process of African languages and forms the basis of analysing inconsistencies identified in the term-creation processes used on radio and television in this study.

CHAPTER 3

Description and analysis of data

The corpus of terminology compiled for the purpose of this study reflects term variations as these terms are used on radio and television respectively. For the purpose of this analysis, terminologies have been categorized as follows:

- phrasal nature of terms (Appendix A),
- single-word terms that have been accepted in the general discourse of the source language (Appendix B), and
- other terms resulting from the remodification of the source language concepts (Appendices A and B).

3.1 Translation of phrasal terms

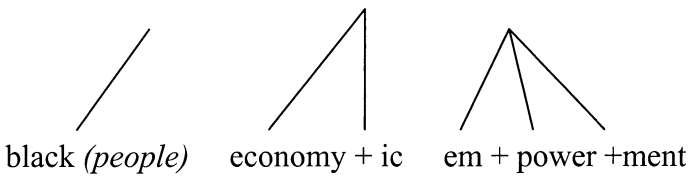
The theoretical hypothesis for this study is based on Sager's (1990: 213) assertion that the longest and most complex terms occur in lists where their meaning is not necessarily supported by context. In analysing terms extracted for the purpose of this study, terms may be grouped together in terms of their phrasal nature (see Appendix A).

Most of the terms used in this section have been created in the source language to define concepts that arose, for example, as a result of the post-1994 political dispensation. Terms such as *Black Economic Empowerment*, *Job Creation*, and *Poverty Alleviation* are typical examples. Such terms are constituted through compounding, a term creation process in the source language resulting from the need to name concepts, and may be referred to as collocations. According to Newmark (1988: 212), collocations are typically defined as the habitual co-occurrence of individual lexical items. According to Cabré,

> "Words forming terminological phrases do not combine with each other in a linear fashion, but rather form morphological and lexical constituents that follow the basic patterns of a language's lexical system and respect the binary principle of combination".

An important aspect in the creation or formation of phrases that receives attention here is the complex nature of the source language phrasal terms, e.g. Black Economic Empowerment.

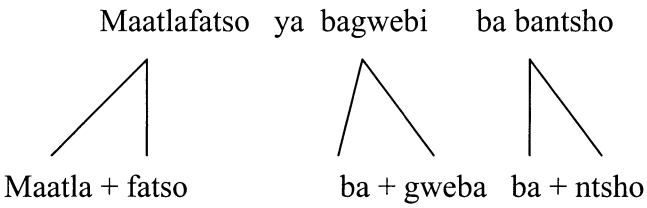
Black Economic Empowerment



The above illustration of the constituent components of a collocation shows the complex nature of phrasal terms in the source language that would possibly yield more complex structures in the target language. Complex terms can be made up of a combination of lexical items that follow one another in a syntactic structure. These structures of terminological phrases are more frequent in terminology than in the general language lexicon. Separate efforts to arrive at an equivalent for this term indicate that the target language will inevitably produce varying results due to the constituent components of the phrase in the source language. To illustrate the basic patterns of the lexical system in Setswana and the binary principle of combination in the target language, the following language structures emerge:

Target language variants

(1) radio



(2) television

Tokafatso ya bantsho seemong sa tsa ikonomi



Toka+ fatso ba + ntsho seemo +ng ikonomi

The variants above illustrate that the more the components of a phrase in the source language, the more likelihood of several versions in the target language. Newmark (1978:145) explains the creation of variants such as these by saying that the translation of collocations is likely to be more descriptive and consequently longer in the target language. Radio, in (1) above, has opted to translate *empowerment* in *Black Economic Empowerment* as *maatlafatso* which means *strengthening*, whilst television has opted for *tokafatso* which means *betterment*. Whilst *maatlafatso* and *tokafatso* may be used interchangeably, neither captures the developmental aspect associated with empowerment. The descriptive elements conveyed in (1) *'... ya bagwebi ba bantsho'* meaning *black traders* for radio, and (2) *'... ya bantsho seemong sa tsa ikonomi'* meaning *blacks holding positions in the economy* for television illustrate the radio and television variants that are a result of different strategies used. Paraphrasing is a common strategy (Mtintsilana and Morris 1988:109) that is used to varying degrees. Radio's paraphrase is equivalent to *strengthening of black business people* whereas television's equivalent is *blacks as bearers of positions in the economy.* Whilst the radio description focuses on business-persons, television's focus is on blacks and the positions they hold in the economy, thus the longer description for television with more lexical items than radio. This longer description therefore introduces an additional strategy referred to as semantic transfer. Semantically, *empowerment* has been translated with a slight shift in meaning to be *strengthening* in (1) but (2) has retained the source language meaning.

According to Newmark (1998:145), phrasal terms are frequently translated using descriptive equivalents until a target language standard term is formulated. In the translation of *poverty alleviation*, for example, the following variants are used:

(3) *twantsho ya botlhoki* (radio)
(4) *phimolo ya botlhoki* (television)

In the two options, a standardized term is here possible as both variants are characteristically descriptive as the back-translations are *fighting against poverty* and *wiping of poverty* in (3) and (4) respectively. The descriptive element in both cases is focused on describing *alleviation*, which is fronted in both variants. Radio has opted for *twantsho* in (3), which means *fighting* and television has opted for *phimolo* in (4), which means *wiping*. The first part of the phrase, *poverty* has been translated in the same way although the more appropriate translation would be *khumanego*.

Similarly, radio and television adopt similar variants that are generally descriptive paraphrases with slight variations in certain lexical items in the translation of *skills development*. Variants used for this term are as follows:

(5) *Tokafatso ya batho* (radio)
(6) *Tlhabololo ya batho* (television)

The back translations of these are *betterment of people* in (5) and *development of people* in (6) and indicate a similar approach in the same way as in the preceding examples with the difference here on the translation of *development*. Radio has opted for *tokafatso* in (6), which means *betterment* and television for *tlhabololo* in (7), which captures the essence of the term *development*.

The differences in the translation of certain lexical items in radio and television for *poverty alleviation* and *skills development* are due to the incorporation of synonyms in paraphrasing. The phrases in both instances have been translated in a similar manner through a strategy of paraphrasing incorporating synonyms of certain lexical items in the translations. *Tokafatso* in (5) and *tlhabololo* (6) are used as synonyms for *development* in *skills development*; and *twantsho* in (3) and *phimolo* (4) for *alleviation* in *poverty alleviation* in the preceding example. The semantic differences that arise may be resolved

through collaboration of the two institutions, radio and television, and thereby could assist in the standardisation process.

The translation of *job creation* may be compared to that of *skills development* analysed above. *Job creation* has yielded the following variants:

(7) *Go tlhamiwa ga ditiro* (radio)
(8) *Tlhabololo ya ditiro* (television)

The back-translations for these are *creation of jobs* in (7) and *development of jobs* in (8). The use of *tlhabololo* in (8) for *creation* is of interest as *tlhabololo* was also used for *development* in *skills development* by television in (6). *Tlhabololo* is therefore used in both equivalents by television to stand for *development* in (6) and *creation* in (8) and the semantic distinctions for these are blurred as television uses *tlhabololo* generically to mean both. Radio on the other hand has kept the descriptive element through paraphrasing as a strategy that introduces more lexical components to clarify meaning by using *go tlhomiwa ga ditiro* in (7) which back-translated is *the creation of jobs*.

Another example illustrative of how source language collocations adopt different descriptive elements is the translation of *women and child abuse* with the following variants used:

(9) *tirisodikgoka kgatlhanong le basadi le bana* (radio)
(10) *tshotlako ya basadi le bana* (television)

In the example above, radio in (9) has opted for a more descriptive paraphrase that uses more lexical items than television. *Abuse* in (9) has been translated as follows '*Tirisodikgoka kgatlhanong...*' which when back-translated means, "use of force against women". Television on the other hand has opted for a less descriptive substitute for *abuse* in (10) that is, however, more generic by using *'tshotlako...*' which could also mean *to use something or somebody wrongfully*, or *to ridicule* or *to ill-treat or manipulate*. *Tshotlako* is therefore a more generic term that, amongst its multiple meanings, could

also mean *abuse*. Newmark (1988:148) describes the process whereby a generic word that has multiple meanings stands for a specific one as 'pseudo-neologism'.

Another example of pseudo-neologism used earlier in this analysis is that of *Black Economic Empowerment* in (1) and (2). *Maatlafatso* and *tokafatso* have replaced empowerment in radio (1) and television (2) respectively. They are generic terms that semantically have elements associated with empowerment and are therefore not new creations of the term in the target language. Perhaps, as in English, it is the specific collocation that is new.

Another generic term that may confuse the intended meaning of the source language phrase is used by television in the translation of *booking deposits* as follows:

(11) *dipeeletso tsa maroko* (radio)

(12) *dipeeletso* (television)

The generic option of *dipeeletso* in (12) by television means *deposits* and ignores the second part of *booking* in the source language phrase. This renders the equivalent inadequate and too general, as it does not confine deposits to those associated with booking. The discourse within which this was said may assist in clarifying the meaning. However, this study examines terminology outside its context, but as lists in the form of glossaries. The users of a language should be able to identify a term and attach meaning to it immediately without any contextual reference. The radio variant, on the other hand, has confined *deposits* to those dealing with accommodation and back-translated the radio variant means *deposits for accommodation* in (11). This is also a limiting option confining bookings to those that deal with accommodation when the source language term is more generic and not confining. Both variants reveal some inadequacies, but the television option is less precise.

In the creation of target language terms for *retirement annuity*, the following translations are used:

(13) *madi a go leboga tiro* (radio)

(14) *retirement annuity* (television)

In this example, radio has used the strategy of paraphrasing to describe the phrase in the target language. The back-translation is *cash received as a thank as you leave your employment* and semantically inadequate whilst television introduces the strategy of borrowing to attempt to restore the original meaning. Cabré (1992:94) defines borrowing as "taking over a word or expression with its spelling into the target language" and distinguishes it from loan-translation defined as "translating the components of a foreign word". In this example, television's strategy is to use the phrase in the original form of the source language. Although radio attempted the descriptive equivalent, it also used the source language phrase in juxtaposition with the new term. This is a characteristic feature of newly created words that is employed to assist in codifying usage. Although the use of borrowing is common, it may sometimes be used as an easier option with no attempts at creating an equivalent in the target language.

Another feature of television's translation of phrasal terms is the use of the source language acronyms or abbreviations. In translating the proper nouns, *African Union*, and *Adult Basic Education and Training*, television has opted for the acronyms that are used and accepted in the speech community. Radio, on the other hand, has opted for the paraphrases *Mokgatlo wa kitlanyo ya Aforika* and *Thuto ya bagolo* respectively. The two are descriptive, and back-translated they mean *an organisation of the coming together of Africa* and *education for adults* respectively. Unlike television, where the implication is that the target audience has encountered the phrases in the source language and understands their meaning, radio paraphrases the term in the target language to assist speakers who have had no prior knowledge of the phrases in the source language.

The other technique used in the creation of new terms is compounding where, through the modification of existing resources, existing words are combined to form new ones (Sager, 1990:72). An example of this is used by television in the translation of the term *interim government*. The equivalents used are as follows:

(15) *puso-kgabaganyo* (radio)
(16) *puso ya nakwana* (television)

Radio has, in this instance, avoided description that is a common feature and normally uses the possessive marker *ya* to infuse the two lexical items, a noun *puso* and the verb *go kgabaganya* to form *puso-kgabaganyo* in (15). Television on the other hand has opted for the regular descriptive term, with the possessive marker *ya*. Semantically, the slight difference between the two versions can be explained in that *puso-kgabaganyo* in (15) implies that the government is in a transitionary mode. Television's variant, on the other hand, emphasises the fact that the government is temporary. The semantic differences in the variants used in (15) and (16) are indicative of a lack of correct understanding of the concept as engineered in the source language by subject specialists. The divergent attempts displayed by radio and television variants do not assist in codifying language usage.

The difference in radio and television variants for phrasal terms in the source language is not confined to variants between the two only. Variants for phrasal terms can also be observed within radio. The translation of *crude oil*, for example is as follows:

(17) *Oli e sa tlhotlhwang* (radio)

(18) *Oli e tala* (television and radio)

Television's back-translation is *raw/green oil* where *green* is symbolic of anything that is not ripe or processed. Radio has used two different options on different occasions. On one occasion it used the same equivalent as the one used by television and on the other it reveals its inclination towards descriptive terms in using *oli e e sa tlhotlhwang*, which, when back-translated, is *unrefined oil*. In the latter, more lexical items have characteristically been used to show the descriptive element. The translation of "crude" is still, however, problematic for radio as it is with the common translation by both channels. The literal meaning of *tlhotlhwa* is *brewing* which has been metaphorically used for processing. Radio therefore reveals some inconsistencies by using different options.

Other examples illustrating radio's lack of consistency in the coordination of terminology usage is the translation of *World Summit on Sustainable Development* and *School Governing Body* with the following two radio variants for the former:

(19) *Kopano ya lefatshe ka tlhabololo e e tsweletseng* (radio 1);

and

(20) *Kopanokgolo ya lefatshe e e ka ga ditlhobololo tsa leruri* (radio 2),

and the one television variant of:

(21) *Kokoano ya baetapele ba lefatshe ka tlhabololo e e tsweletseng* (television)

Looking firstly at the adoption of the paraphrasing strategy in the two radio variants in (19) and (20), the first option used in (19) is a fair translation indicating that the meeting is about *the world* and *sustainable development*. Option (20) also carries the same meaning though less economical in words but with a slight emphasis on the idea that it is a high profile gathering by using *kopanonokgolo* and not a mere *meeting*, i.e. *kopano*. The meaning in (19) and (20) is essentially the same with additional lexical inflections in the phrase due to the use of synonyms *e e tsweletseng* and *tsa leruri* which both signify the progressive modality of development. Comparing these two variants with the television option in (21), the latter *Kokoano ya baetapele ba lefatshe ka tlhabololo e e tsweletseng* indicates that television has opted for an emphasis on *gathering for world leaders* and thereby introduces a distinction between *a meeting* and *a summit*. The paraphrase used in (21) uses more lexical items to highlight the differences. Once more, a feature that characterizes all collocations is the descriptive element. Too much emphasis on a particular word in a phrase, e.g. *summit* in (20) for radio and (21) in the television translation expressed by the progressive modality in both cases, is a descriptive feature common in the strategy of paraphrasing used in African languages.

Again, radio uses two different variants for *School Governing Body*. These are:

(22) *kgotlatsamaiso-sekolo* (radio 1) and

(23) *kgotla-taolo ya sekolo* (radio 2)

In both options by radio, compression of the noun *lekgotla* has produced *'kgotla...'* in both instances where the prefix *-le* has been deleted through morpho-phonological processes. The first radio option in (22) has further strengthened the compression infusing *kgotla ya go tsamaiso* which is descriptive and *sekolo* to produce a single compound lexical item, *kgotlatsamaiso-sekolo* in (22) with fewer lexical items as a result of using the compounding strategy. The second radio option has only infused the first part *kgotla* and *ya go laola* to produce *'kgotla-taolo...'*. The other part of the phrase *'... ya sekolo'* is descriptive with the possessive inflection *'ya'* to introduce the descriptive element. The one television option used is:

(24) *Lekgotla la sekolo* (television)

The television option used has ignored the compression of
le + kgota ⇨ *kgotla* used in the two radio options. The result is the adoption of the proper noun *Lekgotla*. The second element of the television equivalent remains descriptive with the possessive marker *'la...'*. Descriptive terms are therefore a feature again for television in this translation whilst radio uses it partially in (23) and adopts only compounding in (22).

Semantically, the two radio options in (22) and (23) above reveal some slight differences in the interpretation of *to govern*. For the first radio option in (22), to govern means to assist in running the affairs of the school. The second radio option in (23) means to be the main body that determines the course of action within the school. The former's emphasis is on its facilitatory role whereas the latter reveals the body's role as regulatory and therefore the more accurate meaning from the source language. The meaning for the television option in (24) is less committal about the level of authority of the body. It is a simple option that loosely translated means *a school body*.

Other examples discussed in earlier sections demonstrating radio's use of several variations for a single phrasal term include translation of *crude oil* in (17) and (18) and *women and child abuse* in (9). Another example to be discussed in a later section showing variation in the target language term is that of *grant*. Variations of the target language terms observable within radio are, possibly, a reflection of the personal

preferences by language specialists working for radio. Coinage of terminology therefore happens in an uncoordinated and unstructured manner. A possible reason for this is the lack of proper term bank facilities where terminology that was previously used or coined could not be accessed and re-used to codify usage. Instead, new equivalents are created depending on who the news-writer is. This, as indicated, is discernible within radio where the broadcast time is limitless relative to that of television. Radio broadcasts for 24 hours a day and employs more language specialists who will also be news presenters throughout the day and each is likely to create his/her own terminology in the absence of a term bank. Television on the other hand has limited broadcasting times and does not show any variations in the use of terms, possibly because of a smaller number of people working as language specialists. The Setswana television channel shares the 20 minutes news presentation with other Sotho languages four times in a week. Personnel numbers are therefore lower in the television channel and may therefore limit the variations in the creation of new terminology on television.

Whilst radio does not exploit the human resource capital in the number of language specialists it has in order to codify usage instead of the proliferation of variants, television, on the other hand, reveals the shortcomings of relying on fewer language specialists. To illustrate this, we can explore the television translations of two distinct concepts of *budget* and *budget allocation*, one a noun, and the other constituted by the same noun with a qualification in the source language. The variants are as follows for *budget*:

(25) *tekanyetsokabo* (radio) and
(26) *tekanyetso ya ditšhelete* (television)

For *budget allocation*, the variants are as follows:

(27) *thefosanyo ya matlole* (radio)
(28) *tekanyetso ya ditšhelete* (television)

A focus on television's translations for both *budget* in (26) and *budget allocation* in (28) shows that there is no distinction that television makes between the two concepts. In both

instances, the source language term has been translated descriptively in the same way. The paraphrase for both concepts is the same and no distinction is made between the two concepts where both are described as *an allocation of finances*. Radio, on the other hand, has attempted to draw the distinction between the two concepts. *Tekanyetso-kabo* in (25), the radio equivalent for *budget,* is a compressed term using the compounding strategy to capture the estimative and the allocation aspect of the concept of *a budget*. *Thefosanyo ya matlole* in (27), the radio translation for *budget allocation,* is similar to the television variant of *tekanyetso ya ditšhelete* in (28) with the difference only a matter of synonyms. The focus, however, in these examples is indicative of the limited range of the scope of coinage exhibited by television. In failing to draw the distinction between "budget" and "budget allocation", television illustrates its inability to relate the term to the concept.

The phrasal nature of terminology identified for the purpose of this study complicates responsibilities for language specialists meant to be working as translators of news items. Whilst the distinction between translators and terminographers is often blurred, translators are not terminographers. Because language specialists, translators in this case, have assumed terminographic roles in radio and television, this has had an effect on the products of their work.

The solution for the creation of an appropriate equivalent of terms, e.g. in (17) and (18) for *crude,* lies in collaboration; firstly, between language specialists working for institutions such as the SABC (i.e. starting within either radio or television, then extending this across the two) and, secondly, through the involvement of subject specialists who understand the concepts and need to work with language specialists to explain concepts such as *crude* to language specialists and to arrive at an acceptable term. One of the criteria and rules for naming cited by Sager (1990: 89) is that terms must relate directly to concepts. It must express the concept clearly and this is the challenge that translators in secondary term formation must grapple with.

The analysis of the source language phrasal terms in the foregoing section for radio and television has revealed the following about their translation into the source language:

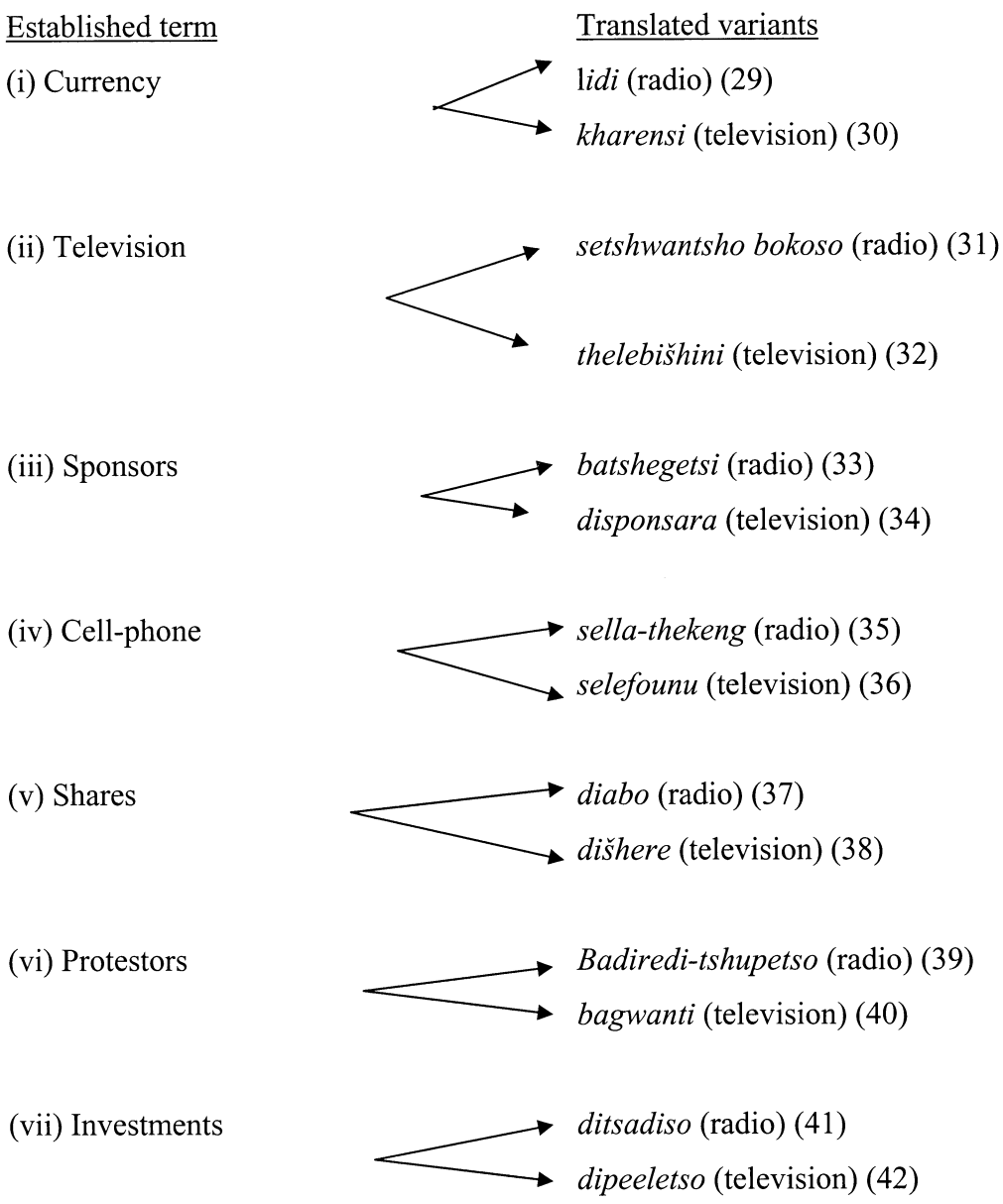
- The differences in radio and television equivalents exhibit some semantic difference in the terminology used for the same concepts.
- Both radio and television variants are generally more descriptive and adopt the strategy of paraphrasing with more lexical items than the source language phrase.
- Both radio and television adopt descriptive terms by paraphrasing in an inconsistent manner. Where radio chooses this as a strategy, television opts for a different strategy such as borrowing, acronyms, or compounding.
- Television is inclined to adopt the existing available options such as borrowed terms and acronyms of the source language whilst radio is more inclined to adopt a strategy that requires new coinage using the target language resources.
- Radio has a tendency to use more than one variant on different occasions for the same phrasal term whilst television has, in one instance, used the same target language term for two distinct concepts (budget and budget allocation).

3.2 Translation of single-word terms

For a word to be called "a term," it must be distinguishable from all the other words as an item within a group. According to Rey (1984:41), "the only means of expressing the system of reciprocal difference is the operation called definition." This assists in distinguishing a term from other possible words or terms within that group. Defining a term expresses the relevant features of the term while reflecting on the notion or concept. "We name in order to differentiate, to recognize and finally to know" (Rey, 1984:47). As language specialists become involved in language development, there is some desirability of eliminating older borrowed units in favour of improved neologism. This potential task introduces an element of evaluation, which cannot be avoided and is therefore indispensable in matters of usage (Rey, 1984:81).

The notion of term re-engineering or remodification is a feature for single-word terms that have been used for some time in a speech community and have become established terms in the corpus of a language. Neologism, in the form of reengineering or remodification of existing terms alters the meaning of the original concept. The source

language single-word terms analysed in this section are considered to be generally accepted lexical entities that are established in the speech community but their translations into the target language have yielded different variants on radio and television. The following are examples of established source language single-word terms with the translated radio and television variants:



In studying patterns of term formation, Sager (1990:71) identifies three major approaches in the creation of new designations.

These approaches are:

- the use of existing resources
- modification of existing resources
- the creation of new linguistic entities

(a) Using existing resources

Existing terminology within the corpus of a language may be developed to embrace the meaning of a new concept. As new concepts and ideas evolve, existing terminology or existing lexical items may be used to embrace current developments and new designations may be added using metaphorical entities. New names may be given an analogy of existing designation and meaning may therefore be transferred (Sager 1990:72).

An example of this phenomenon is found in the radio translation of the concept *television* as *setswantsho-bokoso* in (31). In this example, radio has used the existing word *lebokoso*, which means *a box* in the target language, and *setshwantso,* which means *a picture*, to designate the concept of television. In this descriptive term, television is paraphrased to reflect that it is a box that emits pictures (electronic). According to Sager (1990:73), "… we call something by the thing it resembles". In this case, *television* resembles *a box* and therefore the radio translation is drawn from this phenomenon, ie of *a box*. The other component of this translation '*setshwantsho*...' extends the metaphorical usage. Back-translated it means '*a picture*..." and therefore bears resemblance to *electronic pictures* displayed on television. The example therefore displays usage of two metaphorical words, of firstly '*setshwantsho*...', (picture), and (2) *'... sa lebokoso'* (box) that are both inherent parts of the concept of *television*. These elements are compressed by using the compounding strategy. The designated is compressed and represented in a descriptive and metaphoric term drawing from the existing language resources of the target language. The television variant is translated more simply by borrowing the term from the source language and naturalising it to fit the target language structure. The

television variant is therefore a borrowed word *thelebišhene* and will be analysed in more detail in the section on the creation of new lexical entities.

Another example that reveals metaphorical elements between the source language term and the target language translation used by radio is that of *shares*, translated as *diabo* in (37) which means *inheritance*. In this radio translation, *diabo* is represented by a designation bearing the same resemblance in character and function as *inheritance*. In this particular case, the metaphor is complete and stands on its own. According to Sager (1990: 72), "A special designation in one field can also be re-used in another for a different concept". Here the concept of 'shares' in economic terms is associated with *inheritance* in the target language and would therefore function as a homonym[6] in the target language. *Diabo* would have two meanings: a specific one with an economic sense on the one hand, and a more general meaning on the other, which would mean inheritance of wealth. Television has opted, once again, for borrowing and naturalization processes to produce *dišhere* in (38).

A similar analysis can also be applied to the translation of *investments* in (41) translated by radio as *ditsadiso*, meaning *that which bears fruit*. In the same way as *diabo* in (37), *ditsadiso* would assume a specific meaning with an economic sense to mean *interest* when used in the discourse of economics. If used in general discourse, it would retain its general meaning of *anything that bears fruits*. The comparison between general usage and specialized economic usage therefore affords the term the opportunity to represent different designations in other fields. This allows for the creation of new designations of existing terminology with a new sense and is a translation strategy of semantic transfer (Mtsintsilana and Morris, 1988: 109). The television translation has, uncharacteristically, the metaphorical element in (42) of *dipeleetso* meaning *to put something for reward* and the translation therefore has a metaphorical sense and assumes a specific economic sense. This is the only deviation and is a common strategy of borrowing.

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[6] Cabré (1984:111) defines homonyms as terms that have the same form but represent entirely different concepts. A further distinction is made between phonological homonyms (homophony) where lexical units are pronounced the same but spelled differently and orthographic homonyms (homography) where words that have the same spelling differ in origin, meaning and sometimes pronunciation.

This process of term formation where existing resources (words and terms) are used to represent new or modified concepts does not constitute coinage of new terminology. According to Newmark (1988:148), this rather constitutes 'pseudo-neologism'. It is a process where a generic word stands in for a specific word. In the examples cited above, e.g. *ditsadiso* and *diabo,* the terms assume specific meaning with an economic sense but remain generic terms in general discourse and are therefore not genuinely new creations. This is a feature displayed by radio translations of source language established terms while television borrowed and naturalised an adoptive or loan word from the source language, with (42) being the only exception. The stance displayed by radio translations may be a result of the need to minimize borrowing, a common feature in television translations of established single-word terms discussed later, and keep the target language pure. The other identifiable feature of radio translations is that of metaphorical interchange where target language concepts bearing the same resemblance in character and function are adapted to designate different concepts.

(b) Modification of existing resource

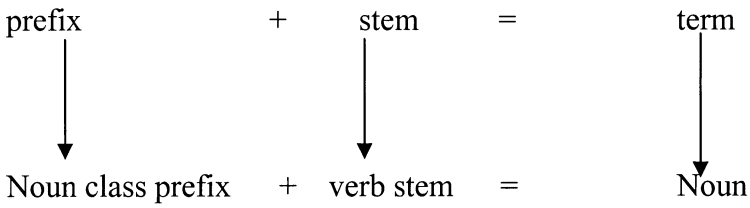
Amongst other forms available for the creation of new terms is that of modification of existing resources. Although this does not constitute genuine neologism as is the case with the process discussed in (a) above, it is similar because existing resources are adapted to represent new designations. This is therefore referred to as pseudo-neologism, as no 'real new' lexemes/lexicons are discernible in the new designations. Existing lexical items are therefore modified to express newly designated concepts.

Sager (1990: 72) identifies four methods used in modifying existing linguistic resources. The first involves additions to the existing words and terms through a process of affixation[7]. The second method of compounding[8] involves combining existing words into

[7] Affixation, also referred to as derivation, may introduces a new morpheme (i.e. a smallest unit of a word) as a prefix (before the unit), a suffix (at the end of the unit) or an infix (within the structure of a unit).

compound words/terms. According to Sager (1990:73), "Functionally, derivation/affixation and compounding serve the purpose of closer determination of a concept-narrowing its intention – while at the same time showing the relationship that exists between the new concept and its origin." The third method identified in modifying existing resources is called conversion which is neither affixation nor compounding, but a varied use of the same form such as a noun used as a verb, adjective used as a noun, etc. In this instance, the functional usage of a term or a word is altered through processes such as lexicalisation and nominalisation. The fourth method in the modification of existing resources is one of compression in the form of shortening an expression by means of abbreviations, clippings and acronyms.

The two radio examples of *ditsadiso* and *diabo* for *investment* and *shares* respectively used in the foregoing section to illustrate terms that employ a specialized sense and meaning when used in specialized economic discourse, and therefore function as homonyms, are at another level, products of process, namely that of modification of existing resources. To function as terms, word categories change through phonological processes, and in the derivation of the two examples *diabo* and *ditsadiso*, the following accounts for the processes:

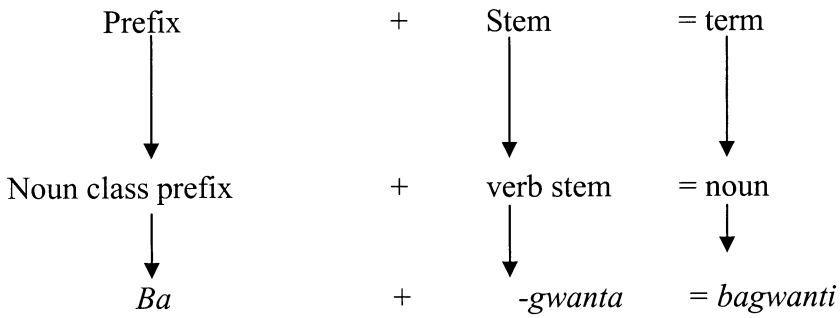


example (37): *diabo* → *di* + *aba* = *diabo* (noun)
example (38): *ditsadiso* → *di* + *tsadisa* = *ditsadiso* (noun)

In the two examples above, noun class prefixes are attached to verb stems to produce the terms. The derivational process has changed the word categories from verbs to nouns by means of phonological processes. These terms are therefore derived from the existing

[8] Sager (1990:76) defines compounding "... as a combination of two or more words into a new systematic unit with a new meaning independent of the constituent part." He goes on to add that in terminology, we add the requirement that the new entity created must represent a concept.

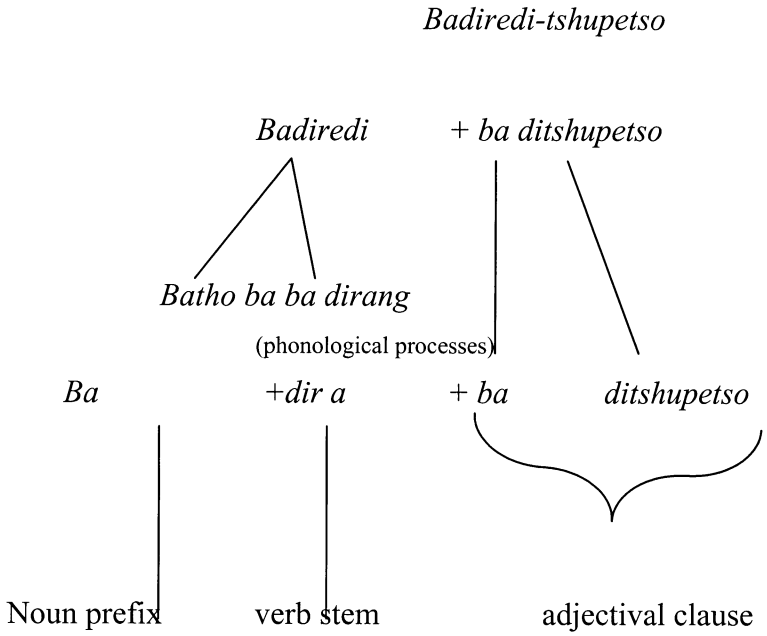
corpus of lexical entities, in this case from verbs to nouns. Another example that does not comply with the two examples cited in that it does not acquire a new sense in a special field, i.e. not used as a homonym, but falls within this category of derivation, is the television translation of *protesters* as *bagwanti* where the verb stem *-gwanta* has, through a process of affixation, become a noun as illustrated below:



In the list of terms analysed for this section, i.e. single-word terms in SL, this is the first example where a television translation has deviated from the soft option of borrowing and the accompanying naturalisation process. The change of a word category in the three examples cited is accompanied by some type of determination; ie. to indicate a specific process associated with a more general verb action.

The radio translation of *protesters* introduces compounding as a method in the modification of existing resources. An example here is the radio translation of *protesters* to *badiredi-tshupetso*.

The term may be split as follows:



The above structure indicates that the first component *badira* is constituted through phonological processes to produce *badiredi* originating from *batho ba ba dirang* compressed to *badira*. *Badira* means *those who perform an action* and not *badiredi* meaning *those who perform on behalf of.* in the actual translation. Semantically, the translation is therefore inappropriate as it literally means *those who work for demonstration* instead of the intended meaning of *those who perform the demonstration*. The semantic and syntactic ordering of the second component of the term functions qualificatively in relation to the first. In Sager's (1990:78) terms "compound adjectives serve to describe processes of production, to typify and specify operations and to identify new entities".

The creation of terminology through a process of modifying existing lexical items is a feature that is also predominantly used in radio translation. Common amongst the range of possible methods used by radio is that of derivation through affixation and a rare usage of the complex units of designations using compounding. Television translations on the other hand, has in one instance used the affixation process, but shows a greater inclination for borrowing 'internationalised words', which forms part of the discussion in the next section.

(c) The creation of new lexical entities (Neologisms)

Terminology creation in the real sense, unlike the creation of designations through existing lexical entities described in the preceding two sections, occurs when there is a creation of entirely new lexical entities with the basic principle that it abides by language rules. It arises from the need to name a uniquely new concept. Neologisms are essentially of two types: they may either be new creations that have never existed in the lexicon of any language, including the target language, or borrowed elements from other languages, including other African Languages. African languages, like English borrows from Greek and Latin, create terminology by borrowing and naturalising the syntactic components of the new lexical entity. Cabré (1996:94) distinguishes between borrowing and loan translations in that borrowing involves using a foreign word or expression with its original spelling in another language. Adapting the foreign morphological components of a foreign language to another language would constitute a loan translation.

In the translation of source language single-word terms under discussion here, radio has illustrated its preference for using existing resources in its representation of newly designated concepts, by using either existing resources as they are, or modifying them slightly to adapt to the new designated concepts as discussed in (a) and (b). Television translations, on the other hand, reveal its inclination to adopt foreign expressions in the source language and naturalise them to fit into the structure of the target language.

Single-word terms under discussion here, as indicated earlier, are established words in the source language and are not expected to produce varying options in their translations. Radio and television have, however, translated them differently. This may be due to terminologists who believe in the purity of the target language and therefore desire to eliminate older borrowed units in favour of improved neologism. This therefore introduces an element of evaluation, which according to Rey (1984:81) "... is unavoidable and indispensable in matters of usage." Terms continuously undergo a process of evaluation and terms that were previously established as part of the corpus of a language may be further modified. This accounts for the reviewed terms that radio has

opted to re-engineer and produce the variants in (29), (31), (33), (35) and (37) as discussed in the foregoing sections (a) and (b). The focus now shifts to their corresponding television equivalents.

In the five examples (i)–(v) under section 3.2, television has borrowed from the source language and naturalised the source language word to normal pronunciation and morphology of the target language. The translated television versions for these terms in the source language are therefore *kharensi* in (30), *thelebišini* in (32), *disponsara* in (34), *selefounu* in (36) and *dišhere* in (38). According to Rey (1994:105), "Borrowing is the most obvious and laziest solution, but also the internationally most efficient one because it is easily done and because it partially neutralises interlingual differences and respects the original concept". It is a natural process, particularly when different cultures are in close contact with one another. Concepts which were previously foreign to the target culture are introduced through borrowing. According to Louwrens (1993:9), borrowed foreign words may be adapted partially or totally into the target language or may be adopted (i.e. called adoptives) with complete adaptation to the target language's morphological, phonological, syntactical and topological characters. The five examples under discussion here are adoptives. For example, *disponsara* and *dišhere* have assimilated well into the plural structure of the target language:

Di + *seponsara* ⟶ *disponsara*

In the above example, affixation of the plural marker *di* to a noun *seponsara* would occur through a phonological process of vowel deletion of 'e' to produce the plural term *disponsara*. Similarly, the term *dišhere* has followed the proper process of affixation of the plural marker;

di + noun ⟶ plural noun
Di + *šhere* ⟶ *dišhere*

The proper morphological rules have been followed and signify total adoption in the target language. The other three examples of *kharensi*, *thelebišhene* and *selefounu* are

singular nouns that also conform to the linguistic properties of the target language with no irregularities traceable.

In all the television translations under discussion, the borrowed term names the concept in the same way as the original and connotes its origin. This method, though an easier option, may assist in the future where the need for new designations may arise as a result of an expansion within a particular group of terms. The economy of words in this translation method is another added advantage for translators who may be inhibited by the translation initiator's[9] prescriptions and other factors such as limitations in number of words and the broadcast time available, especially in television where it is limited and shorter variants that are less descriptive are the best options.

For translators working on a news-script for television, borrowing may assist to condense lexical expression that the limited broadcast time available demands. Radio, on the other hand, may venture into the creation of totally new creations in the target language with total disregard of time constraints as it has a longer broadcast airtime throughout the day relative to television. As indicated in the introductory section of this report, radio has 24 hours of broadcast in Setswana with (5-10 minutes) time to news broadcasts and 1 hour actuality programmes twice a day. Television, on the other hand, is limited in this regard and would therefore be inclined to employ borrowing strategies in order to use the available time fruitfully.

In addition to linguistic units that are borrowed from the source language, the second type of neologism also comprises entirely new linguistic units of a language. According to Louwrens (1993:9), "By neologism, we must understand the bestowal of a new meaning on an old word as well as the introduction of a wholly new vocable". In secondary term formation where there is a known concept and a negotiated term in the source language, the designation in the new target language must, from the outset, represent in the target language nothing other than what the term represents in the source language, i.e. what the

[9] Translator' Initiator is the driving force behind the act of translation (Hewson and Martin, 1991: 113)

term has come to represent in the source language should be exactly what the new term in the target language represents.

In the corpus of terminology gathered for the purpose of this study, traces of new designations (neologism) in the target language that are non-descriptive and are single-word terms like the source language terms are only traceable on radio. Television reveals no inclination towards single-worded new creations, except borrowed terms. The following examples illustrate this:

viii) Currency → *lidi* (radio) (43)
→ *kharensi* (television) (44)

ix) Bribery → *pipa-molomo* (radio) (45)
→ *madi a go tswala molomo* (television) (46)

x) Nutrition → *kuno* (radio) (47)
→ *kago-mmele* (television) (48)

xi) Hostage → *motshwara-kananyo* (radio) (49)
→ *motshwarwa* (television) (50)

The four radio translations in (43), (45), (47), (49) above are new creations that may have arisen as a result of the reengineering of existing terms, as these are not new designations due to new developments. The two radio translations of *currency* and *nutrition* translated to *lidi* in (43) and *kuno* in (47) respectively are examples of neologism and may therefore not be back-translated to English. They may also be rendered meaningless if not used in juxtaposition with the source language terms when introduced for the first time in the target language. They are entirely new creations that remain meaningless to the target language speakers because they are simply new. The other two radio translations, *pipa-molomo* in (45) for *bribery* and *motshwara-kananyo* in (49) for *hostage* may be understood with no additional information. *Pipa-molomo* is a

cultural expression with connotations of secret dealings and therefore bears some semantic relations with the represented concept. *Motshwara-kananyo,* another new creation, may be back-translated to *a person held as a victim at time of disagreements.* The four radio examples in (43), (45), (47), and (49) are therefore new additions, as a result of redefinition of term and the consequent semantic shift and vocabulary of the target language. The formation of new terms can therefore still take into account the existence of widely used prefixes and suffixes which permit the integration of the new term into a system of existing designations.

Television translations of these terms in (44), (46), (48), and (50) conform to a particular pattern. For *currency*, as discussed earlier, the variant used is *kharensi,* a direct loan word with natural adaptations. The two other options of *bribery* and *nutrition* are *madi a go tswala molomo* in (46) and *kago-mmele* in (48) respectively. (46) is typically a descriptive paraphrase with more lexical entities that explain what a bribe is, and (48) also descriptive and means *that which builds the body*. This has, however, been compressed to *kago-mmele*. (50) can be back-translated to *captive*. Here no particular translation patterns by television can be traced compared to neologism used by radio.

The foregoing section has introduced neologism at two levels. Firstly, the one associated with the translation strategy of borrowing and is used more by television for source language terms that have established themselves as part of the speech community. Radio, on the other hand, adopts more of the second form of neologism that result from a process of re-evaluation of borrowed terms and creates new terms that have not been part of the target language.

3.3 Translation of modified concepts

The foregoing sections, 3.1 and 3.2, have focused on the source language terminology and compared radio variants with those that are used on television. In section 3.1, the source language phrasal terms were analysed and section 3.2 investigated the source language single-word terms that undergo a process of remodification in one medium (radio) and adopts the strategy of borrowing on television. This section focuses on the

translations of other terms that arise as a result of concepts that have been modified. Modification of concepts affects designations that have come to be associated with concept and challenge language specialists to capture the exact meaning as modification to the original concept takes the concept to another level. The concept therefore moves to another level and has two levels, the original and the extension. The focus in this section is on how do radio and television handle shifts in conceptual meaning.

The translation of *CEO* and *MEC* is a typical example. The translations are as follows:

CEO - *mookamedimogolo* (radio) (51)
- *mokhuduthamaga* (television) (52)

and

MEC - *mokhuduthamaga* (radio) (53)
- *mokhuduthamaga* (television) (54)

In the translation of the two terms *CEO* and *MEC*, television has used the same translation to designate two different concepts. In both instances, *mokhuduthamaga* has been used, and it is a new creation that has no prior reference within the target language, to represent relatively new concepts. In extracting the two designations for the purpose of this study during news broadcasts, the usage of the source language terms after the target language option and the context of usage assisted in comprehending what the concept under discussion was. Although the two concepts (i.e. of *CEO* and *MEC*) represented by the same designation for television in (52) and (54) share a similarity in that both designate leadership at the highest levels, their differences are very significant. For *MEC*, leadership is confined to politics within a specific area (i.e. province) whereas *CEO* operates within a business environment. The domain of operation therefore differs for both, and treating the concepts as synonyms by awarding them the same designations in the target language is inappropriate and misleading as designated in (52) and (54) by television. Radio, on the other hand, has only used the same translation as television for *MEC*, and opted for a different alternative for *CEO*. The radio translation for *CEO* is therefore *mookamedimogolo* in (51).

The usage of *mookamedimogolo* may however be misleading as it is already an established designation in the target language used to represent *director*. With the evolution of the concept of *CEO* in the recent past, there is an indication of a semantic transfer and *mookamedimogolo* is used here to represent a different concept. The distinction between *director* and *CEO* is lost in the target language just as where television fails to distinguish between *CEO* and *MEC*. Justification of such processes may be sought in the explanation by Louwrens (1993:10) that when some kind of resemblance can be observed between a referent to which a word originally referred and another referent which appeared on the scene at a later stage, the original meaning can be changed to include that of the new referent. In terminology, a semantic change of meaning occurs when a word is employed to express a meaning that it has not previously expressed, a widening of meaning. Louwrens (1993:9) goes on to define this notion as;

> "… the habitual modification, among a comparatively large number of speakers of the traditional semantic range of the word, which results from the use of the word to denote one or more referents which it has not previously denoted."

What this illustrates is a change in the relationship between the designation, the concept and the consequent change of meaning. This widening of meaning can be observed in the creation of *CEO* which broadens to incorporate *directorship* at the highest level of an organisation. According to Rey (1984:109), "Once a standardised term is associated to a concept in an important area of usage, it survives as a name of this concept, even if the concept evolves or if the conceptual system changes". The justification of the television usage of *mokhuduthamaga* for *MEC* and *CEO* in (51) and (53) does not however follow the same logic. Political and business leadership denoted in the two concepts respectively, require distinct terms. The source language terms do not function as synonyms and do differ markedly in meaning and may create confusion because these do not refer to the similar concepts nor are they extension of the same concepts. The target language must therefore not employ the same terms to denote the two concepts.

Other examples used by television that are illustrative of lexical entities that employ the same designations to represent different concepts in the target language are those of *debate* and *conflict*. Similar to the discussion of lexical entities that are used commonly in

general discourse (section on single-word translation in 3.2), the lexical entities *debate* and *conflict* are not specialised terms but have produced translation variants indicative of the uniqueness of radio and television terminology usage. The translation variants for these are as follows:

Debate	-	*dingangisano* (radio) (55)
	-	*dingangisano* (television) (56)
		and
Conflict	-	*dingangisano* (radio) (57)
	-	*dikgaratlho* (television) (58)

In the above examples, television has used *dingangisano* in (56) and (58) for both *debate* and *conflict*. According to Rey (1984:109), "when the word chosen to function as a term is polysemic, the selection of a meaning, a 'sense' is implicit, when it is monosemic or not very polysemic, a semantic shift is often operated". The television translation of *dingangisano* in (56) is polysemic because it is already in the corpus of target language with a variety of meanings. In this instance, the polysemic term may not readily reveal the designated concept, as it is not used in specialised discourse where it may readily assume a specific sense. This may lead to misappropriation of the designated. In order to resolve this, radio has created individual representations for the designated. It has retained *dingangisano* in (55) for *debate* and used *dikgaratlho* in (58) to represent *conflict*.

In the foregoing examples, radio reveals its inclination to resort to neologism in order to denote concepts that have been modified to assume new meaning. Semantically the translations bear no prior meaning to the target language and they are classical examples of neology. Due to the neological (i.e. newly created) nature of the variants, they are new creations that are neither modifications nor extensions of existing resources. In the examples used, the difference between *a debate* and *a conflict* is being catered for by television. Similarly, the creation of a new designation to distinguish between *MEC* and *CEO* in this section reveals radio's role in focusing on modified concepts and the widening of meaning thereof by creating distinct translations for these. In codifying usage

of these, television used these in juxtaposition with the SL terms. Television, on the other hand, ignores the opportunity to highlight the differences of modified concepts and the expected equivalents but retains the same translations for different concepts. Television, does, however indicate the new senses of the new concepts by introducing new creations, either from the existing language resources or new lexical entities in the language. This is done by using the new term with the source language term juxtaposed.

Whilst this study does not propagate the adoption of a particular approach (i.e. radio's or television's) over the other, it does concede that;

> "... terms are caught up in a language, its history, its usage and social circumstances. Conceptual coherence, absolute monosemy, absence of synonymy and ambiguity are commendable aspirations but not the reality", Rey (1984:91)

Equivalence in terminology formation, as is in translation, is just an ideal and therefore inconsistencies in term formation are a common feature.

CHAPTER 4

Implications

The foregoing analysis on terminology compiled from news items on radio and television for the purpose of this study reveals that radio uses different designations than television to represent the same concepts. In some instances, radio exhibits the use of different designations for the same concepts. Television reveals indications of using the same designations for concepts that undergo a process of modification. The choice of a term that radio would utilise relative to that used on television would be indicative of the modernisation phase at which the medium is. All these features may lead to misrepresentation of concepts in communication and to eliminate this would require that each designation should represent a single concept and each concept be designated by a single term. In general discourse, words are usually polysemic and meaning can be expressed in the several alternatives available, but in specialised discourse, accuracies in the representation of concepts is crucial. To ensure that precision in communication is maintained in specialized discourse, terminological standards are essential. According to Cabré (1992:194),

> "Ambiguous terminology based on polysemy, synonymy, homonymy obviously presents obstacles to communication among specialists and inevitably frustrates efforts to order thought"

How do we account for these inconstancies of terminology usage on radio and television? According to Sager (1990:115), "There is a temporal conflict between the need for naming and the desire to standardize names". Naming occurs as soon as new concepts are developed and could produce a multiplication of terms that may capture the essence of the designated in varying degrees. Standardisation is then introduced later when a conflict in naming occurs. Choices have to be made between two or more alternative designations of the same concepts. In primary term formation where subject specialists coin terms spontaneously with minimal linguistic and grammatical conventions, standardisation is not a feature. The concept of standardisation is introduced later when subject specialists have produced a number of designations that are only understood by them. The need for

standardisation is also significant in secondary term formation when developments have to be communicated to another language displayed by the range of options used by radio and television in the corpus of terms for this study. The range of designations for newly created terms may warrant a process of standardisation, and thereafter be accepted and recorded.

Madiba's (2001:53) model for terminology modernisation[10] indicates the dynamic interphases of language and its development. It is therefore significant to note from the foregoing analysis that terms/words that are not new in the speech community and are generally understood, such as *television*, *sponsors* and *grants,* are part of this study. These terms undergo a process of re-evaluation and therefore produce different equivalents on radio and television. Although the focus of study is on new terminology that arose, for example as a result of social developments in the country, linguistic 'modernisation' that manifests itself in how radio and television use established terminology relative to each other may be explained within the model that follows.

Madiba's (2001:64) pragmatic approach towards the modernisation of African languages accounts for the disparities revealed in this study between radio and television equivalents. He acknowledges that the approach is not a new one but draws from the puristic approach on the one hand, and the liberal approach on the other. A puristic approach to language modernisation is motivated by the desire on the part of a speech community " … to preserve a language from, or rid it of, putative foreign elements or other elements held to be undesirable", (Madiba, 2001, 55). The liberal approach on the other hand relies heavily on borrowing from foreign languages. The adoption of a loan or borrowed word is often an immediate consequence of conceptualisation and therefore a quick and easy solution to the problem of terminology creation. The concept of purism is also problem in itself because,

[10] Modernisation implies that language undergoes a process of change. Terms that have been accepted within a speech community may undergo a process of re-evaluation and its efficacy assessed.

> "it is independent of other dimensions of rationalized evaluation since a pure form may be less acceptable or efficient than a corresponding less pure one" (Van Huyssteen, 1997,183).

Criticism against borrowing is that it leads to the development of an elitist register, since borrowed words are difficult for ordinary people to learn. The solution therefore lies somewhere between the two approaches. The translation of e.g. *television* by *setshwantsho-bokoso* is indicative of radio's puristic approach in terminology whilst television's inclination is towards the liberal approach and borrows terms such as *thelebišini*.

How then does Madiba's pragmatic approach, as mentioned in the foregoing paragraph, account for these disparities in the 'modernization' of terms such as *television*. The pragmatic approach as mentioned earlier incorporates purism and liberalism as stages in the development of a language. *Phase 1* of this approach encourages the official incorporation of the existing loan words into the target language. This is not done on an *ad hoc* basis but is determined by factors such as:

- the type of subject field,
- its degree of specialisation, and
- the target users of the terms.

In Setswana, loanwords are made to conform to the language's morphological and phonological structure, e.g. *thelebišini*. Other loanwords used by television conforming to the morphological and phonological structure in Setswana are *dišhere*, *selefounu* and *projeke*. These borrowed terms are not only the creation of individuals working for television, but are also acceptable terms used within the speech community. Madiba (2001:72) concurs that "most borrowed terms enter the language through speakers themselves rather than institutional means and loan words that do not get assimilated into the language system have a short life span".

Phase 2 of the pragmatic approach is the indigenisation phase of borrowed terms. The radio equivalents, which are borrowed terms of *phase 1*, are here indigenised to enable non-specialists and members of the general public to understand the conceptual

knowledge of the subject specialist and thus make concepts understandable in the target language. Subject specialists have no problem using the foreign terms or register since they have the background knowledge. This phase therefore moves beyond mere adoption and is more productive in generating new terms to express foreign concepts. It therefore follows the first phase. The radio variant *setshwantsho-bokoso*, *diabo*, *sella-thekeng* and *morero* are illustrative of a stage that follow the borrowing phase. It can therefore be concluded that radio displays elements of the second phase of Madiba's model and television strategies of borrowing are reflective of phase 1 of the model. The model does not, however, place one medium above the other, but recognizes that both borrowing and indigenisation are important strategies in terminology modernisation and are reflective of the stages of Madiba's concept of *modernisation of languages*.

Differences in terminology usage by radio and television are therefore explained in the foregoing sections using Madiba's model of modernisation. This model accounts for terms that have been used for years and now undergo a process of re-engineering, for one reason or another, and for new terms that arise as a result of changes in the new political dispensation of the country. The scenario reflected in this study does, however, motivate for some form of standardisation of phrases in order to minimise misrepresentation and move towards codified usage. "The need for standardization may be considered stronger or more urgent if competing terms coexist, perhaps because the associated concept was expressed contemporaneously by different individuals in different terms", (Sager, 1990, 114).

In the translation of , for example, *World Summit on Sustainable Development* and *School Governing Body*, different individuals coined different equivalents for the same concepts. In both instances, individual journalists working on the same subject matter at different times within radio would produce two different variants. The third variant would be produced as a result of a different locality where television work takes place. Reasons for this could be multifaceted. In informal interviews conducted with radio and television journalists responsible for writing and presenting news bulletins, the following were revealed, namely that:

- there is no formal coordinated terminology bank shared between radio and television writers;
- the language services desks of both radio and television kept some form of data of coined phrases for individual use;
- no formal structures exist between radio and television to discuss terminology. Any meetings for this purpose involving these media took place outside bodies such as PANSALB and Language Councils,
- journalists working for radio and television see themselves as such, and any specialist's work outside their journalistic ambit is secondary;
- only one out of the five radio and television journalists interviewed possessed a qualification in language studies; two had qualifications in journalism and communication;
- time constraints and adherence to deadlines left no time for extensive research into terminology.

It can therefore be concluded that in the designation of newly created concepts, parallel efforts occur within radio on the one hand, and those involving radio and television accounts on the other hand for variants in terminology usage by both media.

As mentioned earlier, individual efforts of coinage reflected in the corpus of terms for this study is indicative of a lack of coordination between various institutions, each pursuing its own terminological activities with few traces of collaboration, (Van Huyssteen, 1997:179). Effective communication depends on agreement on the meaning of terms and this can only be achieved by widespread sharing of terminology or by easy means of ascertaining their existence and meaning. Collaboration by language practitioners in ascertaining the real meaning of terms e.g. *World Summit on Sustainable Development*, *School Governing Body* and *poverty alleviation* would assist in constraining meaning and eliminating possible multiplicity of meaning. Terminologists or other language specialists drawn into the creation of terminology need not work in isolation. In coordinating South African languages, a statutory body, the Pan South African Language Board (PANSALB) provides a framework for consultative work

between language councils and journalists who are confronted with the task of creating terms on a regular basis to ensure precision and appropriateness of expression. Some measure of standardisation is therefore essential to facilitate communication within the speech community.

According to Sager (1990:115), standardisation can be introduced for the following reasons:

- In the interest of precision, if one term offers markedly greater clarity of reference or less inherent ambiguity than the other;
- In the interest of appropriateness, if one term has, for example, disturbing connotations not possessed by the other;
- In the interest of economy, if one of the competing terms is noticeably more cumbersome than the other.

Kopano ya lefatshe ka tlhabololo e tsweletseng, (radio 1) and
Kopanokgolo ya lefatshe e ka ga ditlhabololo tsa leruri, (radio 2)
and
Kokoano ya baetapele ba lefatshe ka tlhabololo e e tsweletseng, (television)

The three examples above are indicative of multiple terms that have been created as designations for the concept of *World Summit on Sustainable Development*. Of the three alternatives, two are used by radio and the third by television and the question arises, which of the three displays precision of expression? Which is more appropriate? Furthermore, which is more economic in lexical expressions? Answers to these questions will assist in stimulating collaboration aimed at fixation of meaning.

The option used by television, for example, may appear more cumbersome in expression than the two options by radio. With an emphasis on who constitutes the gathering, the option (television) is elongated and less economical in lexical expression, but possibly more accurate in interpretation. In communicating concepts, linguistic signs made up of a

word or a group of words are used to express how a person has internalised the concept. The designation is therefore a reflection on interpretation that may be subjective. This explains why a single concept may generate multiple terms to designate it. In this instance, the journalist's (television) interpretation of the concept may display his/her personal understanding of the concept. Similarly, the second option (radio) with emphasis on the idea that it is a high profile gathering is reflective of the terminologist's interpretation of the concept. According to Fourie (1993: 13), "concept definition occurs between that which the term denotes, and that which the term is meant to denote". The preferred explanatory coinage method in practice is in descriptive terms. The problem with descriptive terms, however, is that they comprise simplified wordings of given conceptual definitions that may lead to misinterpretation.

The creation of multiple designations for newly created concepts, though a common practice, may prove to be an obstacle in communication. The abundance of terms is normally caused by slow uncoordinated language actions of standardisation institutions, (Van Huyssteen, 1997:184). The advantage though is that precision in term creation can be achieved if such synonyms differ in at least one semantic aspect. If, however, the abundance of synonyms refers to the same concept, this may lead to confusion, e.g. *Khutlatsamaiso-sekolo*, *Khotla-taolo ya sekolo*, and *lekhotla la sekolo* are meant to refer to the one concept of *School Governing Body*. Syntactically, there are shifts in meaning in the three variants. *Kgotlatsamaiso* implies that the structure is merely running the school. The second, *kgotlataolo,* implies that it sets rules for the school, and the third, *lekgotla la sekolo,* means *School Council*. There are therefore inherent semantic implications that are misconstrued during the term-creation process and these therefore account for these differences. This may be attributed to the fact that language specialists with insight in term variations do not always have the necessary subject knowledge to produce reliable evidence for determining regularities underlying the process of term formation and subject specialists on the other hand are not always interested in the process because it is not in their area of focus.

The notion of equivalence is, however, a misnomer in translation. According to Bell (1991:6), the idea of total equivalence 'is a chimera' because languages are different with

distinct codes and rules that create different meanings. Since we can therefore never achieve equivalence in translation, the multiplication of terms is a reality as terminographers grapple with fixation of meaning that is influenced by individuals' interpretation of the concepts. Standardisation will not eliminate this, but may assist in constraining it and codifying usage.

Interviews with language specialists working for radio and television have highlighted the need to strengthen the development and accessibility of a Language Development Bank for African languages in South Africa. As highlighted earlier, efficient communication depends on common agreement in the meaning of terms. This can only be achieved by widespread knowledge of terms or by easy means of ascertaining their existence and meanings. With the work already underway through the National Terminology Services, computer networks have to be made more accessible to ensure that terms are readily available for language specialists working for radio and television who are pressurised by unfriendly deadlines to produce news scripts on a range of subjects that are outside their areas of specialisation. This, however, does not preclude the need for language specialists working within institutions to strengthen coordination of activities within and beyond their locale.

CONCLUSION

The corpus of terminology compiled for the purpose of this study challenges the theoretical terminological principle that one designation corresponds to one concept. Analysis of data in this study shows that this does not always occur in practice. As Cabré (1996:40) puts it:

> "Theoretically, terms should be unambiguous and have one meaning and only one designation corresponding to one form, … in practice however, even within a single subject, we note that a single form can be related to more than one meaning"

Examples used to disprove the theoretical notion of a single designation for a single concept include *World Summit on Sustainable Development* and *School Governing Body* with two distinct translation options for radio and a third option for television. The contention made here is that, depending on who the translator is, source language concepts will be represented in varying forms in the target language by individual translators within radio services and those working for television. Personal interpretations of source language terminology result in multiple designations in the target language used for radio and television. This is accounted for by uncoordinated and dispersed term creation actions of individual language specialists who work primarily as journalists for radio and television. There is evidence of lack of consultation and collaboration between the two channels in their term creation processes and also that dedication towards this activity is minimal because the journalists assume language roles outside their areas of expertise.

This study also reveals that multiple designations of a concept extend beyond a specific medium. Radio, for example, has revealed instances where more that one designation has been used for the same concept. This is an indication that coordination of term creation within a particular medium, in this case radio, is also inadequate. Journalists working as language specialists function as individuals within radio. The outcome is, therefore, a range of target language terms challenging the theoretical claim of uniform designations. The study, therefore, concludes that the notion of multiple designations for a given

concept is not only observable in comparing terminology between radio and television, but is also inherent in the internal work of radio.

The study also reveals that in displaying variations in terminology usage and the creation thereof, radio translators employ coining strategies that are generally distinct from those preferred and used by individuals within television. Individuals working for television have revealed an inclination towards adopting term formation processes that are external to the language resources of the target language. Strategies they adopt include mainly borrowing and using acronyms from the source.

Radio, on the other hand, adopts coining strategies that are internal to the target language and these include descriptive terms (paraphrasing), compounding and semantic transfers of new meaning. The distinctive strategies are not, however, entirely peculiar to radio relative to television, but are generalisations drawn from this study and are accounted for. The time constraints within which the television channel operates favour the adoption of foreign terms that are less descriptive and capture the essence of the concept. The availability of more broadcast time for news on radio, on the other hand, creates opportunities for individuals working for the channel to explore the language resources that are internal to the target language. The strategies adopted by each medium should, however, not be seen as compartmentalised entities but rather as a reflection on options within which each operates. The use of external language resources in term creation signifies the primary phase within which a language operates and the subsequent adoption of internal resources is reflective of the secondary stage in language development. Radio therefore displays more language engineering initiatives than television as a result of the contextual factors (e.g. more airtime, more personnel, etc.) within which the channel operates.

Related to the aspect of language development, and the notion of modernisation of African languages, radio also exhibits initiatives aimed at redefining terms that are part of the target language speech community to eliminate the 'foreign flavour' and assumes a more indigenous practice of preserving the identity of the target language. Television, on the other hand, borrowed terms that are still accepted within the speech community as

designations for these concepts in the form of loan words and adoptives. This observation has, therefore, resulted in the inclusion, in this study, of other terms that are not a result of the discovery of new concepts but are due to the re-engineering of terms. The notion of "real neologism" is therefore more appropriate to radio than television to propagate the ideology that borrowing is unnecessary as most languages have enough resources to create their own terms.

This study neither makes any value judgements on, nor indicates preference for any particular term creation processes. It is, however, reflective of a range of designations that may be constrained through more coordination. The study therefore concludes that monosemy may hold true only for standardised terminologies and not all terminologies are standardised. Even in standardised terminology, for example accepted terms within the speech community, it is difficult to maintain monosemy because terminology is subject to the developmental processes like vocabulary.

As qualitative research, this study is not making any general conclusion about term usage on radio and television. It does not, for example, claim that television adheres only to borrowing as a strategy in term formation. The findings of this research are useful in as far as they reveal terminological variations in radio and television to disprove the assertion that each concept is represented by a distinct concept. Other findings such as the adoption of different strategies by the two channels should inspire more research and reveal other findings than those discovered in this study.

There are still some questions that are left unanswered by this study. Amongst them are:

- to what extent are terminologies created by these channels understood and accepted by the speech community?
- to what extent would standardisation procedures eliminate the proliferation of terms?
- to what extent does the process of language re-engineering influence the way terms are perceived and accepted within a speech community?

Answers to these questions would provide a better insight into the process of terminology development in African languages. Findings of this study do however contribute to studies in terminology development of African languages and recognise that alternate designations do not differ markedly between general discourse and specialist discourse. Equivalence in translation is, therefore, but an ideal and inconsistencies in term formation will emerge.

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Appendix A

Phrasal terms (SL)

English Phrase	**Setswana equivalents**	
	Radio	***Television***
African Union	Mokgatlo wa kitlano ya Afrika	Mokgatlo wa AU
Adult Basic Education and Training (*ABET*)	Thuto ya bagolo	ABET
Black Economic Empowerment	Maatlafatso ya bagwebi ba bantsho	Tokafatso ya bantsho seemong sa tsa ikonomi
Booking deposits	Dipeeletso tsa maroko	dipeeletso
Budget allocation	Thefosanyo ya matlole	Tekanyetso ya ditšhelete
Caregivers	Mekgatlo ya tlhokomelo ya balwetse	Botlhokomedi ba ba sa kgoneng
CEO	Mokhuduthamaga	Mookamedi-mogolo
Crude oil	Oli e sa tlhotlhwang	Oli e tala
Eater egg	Mae a paseka	Easter egg
Interim government	Puso-kgabagano	Puso ya nakwano
Job creation	Go tlhamiwa ga ditiro	Tlhabollo ya ditiro
Legislature	Kokoanopeomolao	Kabinete ya Porofense
MEC	Mokhuduthamaga	Mokhuduthamaga
Organisation of African Unity	Mokgatlo wa kitlano ya Africa	Mokgatlo wa OAU
Poverty alleviation	Twantsho ya botlhoki	Phimolo ya botlhoki
School Governing Body	1. Kgotlatsamaiso- sekolo 2. Kgotla-taolo ya sekolo	Lekgotla la sekolo
Skills development	Tokafatso ya batho	Tlhabollo ya batho
Retirement annuity	Madi a go leboga tiro	*Retirement annuity*
Women and Child abuse	1. Tirisodikgoka kgatlhanong le basadi le bana 2. Tshotlhako ya basadi le bana	Tshotlako ya basadi le bana
World Summit on Sustainable Development	1. Kopano ya lefatshe ka tlhabololo e tshweletseng 2. Kopanokgolo ya lefatshe e e ka ga ditlhabollo tsa leruri	Kokoano ya baetapele ba lefatshe ka tlhabollo e tsweletseng

Appendix B

Established words in SL

English term	Setswana equivalents	
	Radio	*Television*
Bribery	Pipa-molomo	Madi a go tswala molomo
Budget	Tekanyetsokabo	Tekanyetso ya ditshelete
Cell-phone	sella-thekeng	Selefouno
Currency compensation	Lidi Madi a phimola-keledi	Kharensi
Conflict	Dingangisano	
Debate	Dingangisano	
Former (ex)	...wa pele	...wa maloba
Gangsters	Digongwana tsa disinyi	Ditlhopha tsa basinyi
Grant	1. Kotlo 2. Mphiwa-fela	Diabelo
Hostage	Motshwara-kananyo	Motshwarwa
Instability	Ketsaetsego	Ketlaetsego
Investment	Ditsadiso	Dipeeletso
Memorandum	Lekwalo la dingongorego	Lekwalo la dipelaelo
Nutrition	Kuno	Kago-mmele
Project	Morero	Projeke
Protestors	Badiredi tshupetso	Bagwanti
Shares	Diabo	Dishere
Sponsors	batshegetsi	Disponsara
Television	Setshwantso-bokoso	Thelebishene