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Terminology usage in Setswana radio and television: comparative study of translations

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2006-11-16T08:19:55Z
http://hdl.handle.net/10539/1767

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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.