

**SUBTITLING PRACTICES IN SOUTH AFRICA: A CASE STUDY OF THE
SOAP OPERA *GENERATIONS***

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Abstract

This study represents a case study of subtitling practices in the South African television broadcasting media, with reference to the soap opera, *Generations*. The aim of this research is to carry out a descriptive study to establish the actual practices of subtitling in the South African television broadcasting media, using the soap opera *Generations* as a case study; how these practices match international, theoretical and methodological practices; and whether they have been affected by changes in legislation calling for the status and use of indigenous languages to be enhanced.

Although the research sets out to discuss the actual processes in the subtitling of *Generations*, it includes an analytical and evaluative component. It examines episodes of *Generations* for the years, 1999, 2003, 2005 and January 2006, looking at the languages spoken in these episodes, the percentage of subtitling in each episode, and the nature of subtitling in the soap opera. Finally, it assesses what progress has been made towards multilingualism, and subtitling since the two go hand-in-hand because whatever is spoken in the vernacular languages calls for subtitling. It was concluded that the level of multilingualism and, therefore, subtitling, is not yet up to the level envisaged although a lot of progress has been made.

DECLARATION

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

(Violet Busisiwe Msimang)

_____ day of _____, 2007.

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TABLE OF CONTENTS

Abstract	i
Declaration	ii
Acknowledgements	iii
*List of Abbreviations	vi
CHAPTER 1:	
INTRODUCTION	
1.1. Statement of the Problem	1
1.2. Aims of the Study	2
1.3. Rationale	2
1.4. Corpus	4
1.5. Contextualisation of the Problem: Legislation on Language Policy: Overview of Relevant Legislation	4
1.6. Background Information on <i>Generations</i>	14
1.7. The South African Context of <i>Generations</i>	17
1.8. Power Relations in the Subtitling of <i>Generations</i>	17
1.9. Outline of Chapters	20
CHAPTER 2: THEORETICAL BACKGROUND TO DTS	
2.1. Descriptive Translation Studies: The Descriptive Approach	23
2.2. Delabastita's Application of DTS to Screen Translation	28
2.3. The Relevance of the Model to the Case Study	30
Screen Translation and Translation Theory:	
2.4. Screen Translation	31
2.5. Translation Theory	32
2.5.1. The Nature of Subtitling	34
2.5.2. Film and Semiotics	42
2.5.3. Film and Dialogue	44

2.5.4. Film and Punctuation	47
2.6. Summary	48
CHAPTER 3: ANALYSIS OF THE SOAP OPERA <i>GENERATION</i>	
3.1. RESEARCH METHODS	49
3.2. The Description of the Text: Production Processes and Practice in the Subtitling of <i>Generations</i>	52
3.3. Summary	54
3.4. Frequency of Use of Vernacular Languages and their Increase over Time	54
3.5. Summary	65
3.6. Analysis of Code-Switching	65
3.7. Analysis of Actual Subtitling	73
CHAPTER 4: CONCLUSION	
4.1. Evaluation	100
4.2. Conclusions	101
4.2.1. Conclusion: Impact of Legislation	101
4.2.2. Conclusion: Matching Subtitling on <i>Generations</i> with International Practices	105
4.2.3. Conclusion: Analyses	108
4.4. Recommendations	114
Appendix A: Mid-Turn Switches	115
Appendix B: Final-Turn Switches	117
Appendix C: Reviews of <i>Generations</i>	121
Appendix D: Interviews Carried out at <i>Generations</i>	124
References	132

LIST OF ABBREVIATIONS

SL = Source Language

TL = Target Language

ST = Source Text

TT = Target Text