

Translation Deviations of Mother Tongue News Texts in a South African Radio Station: a case of Thobela FM, Limpopo Province

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Abstract

For most South African Northern Sotho mother tongue speakers who reside in the rural villages of Limpopo Province, Thobela FM radio station serves as one of the most common indigenous South African mass communication channel which is expected to be a good model for their language. Whereas translation as a strategy to convey information in various media outlets has received some attention in the earlier works on linguistic research, translation language used in the radio for news bulletin purposes has not been empirically studied to date, particularly in relation to Thobela FM radio station. In order to close this gap, this study investigated this phenomenon. It is a qualitative study which is undergirded by Social Learning theory. Random sampling was used to collect data from various audio recorded news bulletin excerpts. Discourse analysis was then adopted as a data analysis strategy. The findings of the study provide evidence that Northern Sotho news bulletin translators at Thobela FM radio station are indeed faced with translation and linguistic challenges hence the deviations. This, therefore, means that reliance on the news presenters as news translators needs to be re-imagined. This repurposing of the news reading unit of the radio station implies that current news readers be (re)trained and (re)skilled in translation and editing. The other recommendation may be employment of relevant professional translators to come and strengthen the division.

Keywords: mother tongue, deviations, translation, news reading, (re)trained, mass communication

Background

Thobela FM radio station has been using Northern Sotho as its principal indigenous language of broadcasting since its inception for well over two (2) decades. This language is a mother tongue to over 54.8% of the residents of Limpopo Province in South Africa (Statistics SA, 2012). However, recently there has been a general feeling of discontent among mother tongue speakers of the language about the linguistic errors committed by news presenters during the broadcast (Mpapu, 2019). Existing literature in linguistics and translation has pointed out a number of factors which contribute to this linguistic challenge during the translation of news

bulletins for radio broadcasting: lack of understanding of the language used in the source text; inadequate knowledge of terminology; unprofessional style of writing; lack of knowledge of various translation strategies; pressure regarding time allocation (Leiter, Harriss & Johnson, 2000; Conway & Bassnett, 2006; van Rooyen & Naudé, 2009; Hall, 1974). These linguistic challenges lead to poor content generation in the radio station (Fourie, 2003, p.154).

Whereas the importance of accurate translation in the development of news bulletins on vernacular radio is acknowledged, the challenges besetting the news bulletin readers in these radio stations have not been sufficiently documented in a scholarly way. Therefore, there is a need for more systematic investigations regarding the linguistic challenges faced by news bulletin readers in mother tongue radio stations during translation of the news bulletins to eschew these challenges. The aim of this study is, therefore, to explore linguistic discrepancies displayed by news bulletin readers during translation of the news bulletins from English to Northern Sotho at Thobela FM radio station. The following research questions were set to guide the enquiry:

- What are the linguistic errors that radio news bulletin readers commit in the process of translating the news?
- What are the probable factors that cause these news bulletin readers to commit these linguistic errors and how can they be overcome?

The Value of Accurate Translation of Radio News Texts for Bulletin Broadcasting

Translation of news texts to become radio news has its own challenges. Leiter, Harris and Johnson. (2000, p.207) refer to this as “the immediacy nature of radio news” in situations such as “Breaking News”. Conway and Bassnett (2006) concede that in news translation there are enormous constraints of time, and this is, indeed, witnessed in radio news. Radio news and print media usually comprise condensed, few sentences whereas print can carry a broad a spectrum of items (Van Rooyen & Naudé, 2009, pp.251-253). This is the reason why some radio stations have developed some guidelines that help them discuss and determine the translation strategy for news bulletins. However, the problem is that many vernacular radio stations such as Thobela FM use radio announcers as translators of news texts and not professional translators. This poses a challenge because many of the mother tongue news readers are not trained in translation.

Conway and Bassnett (2006) posit that news translation is not strictly a matter of interlingual transfer of text A to text B but also necessitates the radical rewriting and synthesising of text A to accommodate a completely different set of audience expectations, criteria applicable to the analysis of the translation of print documents, whether technical or literary, no longer serve the same purpose. It is because of this rewriting and synthesising of text A that news readers in mother tongue radio stations such as Thobela FM need to be equipped with adequate translation knowledge to be able to successfully navigate their linguistic and translation challenges. Mabule (2016, p.224) emphasises that ‘misunderstanding of the message by those for whom translation is intended will render the translation a failure’.

By virtue of the fact that Thobela FM radio station is one of the vernacular radio stations that broadcast also online and now enjoys massive listenership in South Africa and abroad, it needs to refine its translation of news bulletin texts. Cunliffe (2007, p.133) corroborates that the internet provides many opportunities for making languages visible to a greater audience. This is because “translation and trans-editing remain central features of all international broadcasting of all news organizations” (Baumann, Gillespie, & Sreberny, 2011, p.137). This is crucial to Thobela FM because there could be a situation where non-native speakers of Northern Sotho could decide to use Thobela FM radio station to learn Northern Sotho. This makes correct translation even more important. The other reason for the need for error-free translation of news bulletins is that Northern Sotho is now taught internationally in countries such as China and Germany.

The move by the SA government to use radio for teaching and learning purposes as a result of the lockdown situation due to the COVID-19 (Corona Virus) pandemic, makes the issue of translation, language and radio even more important. In other words, radio is an important tool for teaching and learning languages at all levels of education hence the students’ tendency to imitate the language of the presenters.

Theoretical Framework

This study is underpinned by the Social Learning Theory which posits that behaviour is learned through observation. This theory is relevant for this study because of the probability that radio listeners can, consciously or unconsciously, learn the type of language that is broadcast on radio by radio announcers such as news bulletin readers. This highlights the importance of the role played by radio, through its presenters, in the development of the identity, language and culture of a people, in this case, Northern Sotho speakers (Mphela, Mogoboya & Chokoe, 2020). The fear is that fossilisation of the linguistic errors in the Northern Sotho language, as exhibited by news bulletin readers, has the potential of permanently distorting and destroying the language. Fardon and Furniss in Lekgoathi (2009, p.577) state that the language used on air may help construct the types of audience, public or community that listen to the radio station. Therefore, the challenges emanating from the probable fossilisation of linguistic errors can be dire for the listeners.

News Bulletin Translation at Thobela FM Radio Station

Orientation of the study

News bulletins in vernacular radio stations of The South African Broadcasting Corporation (SABC) such as Thobela FM, are mostly translated from the English language before they could be read on air. At Thobela FM, a radio announcer who is scheduled to read the news at a particular hour has to collect the news produced by a centralised news unit and translate it. This put news bulletin readers in an invidious position as they are not trained translators. Translation is at the heart of news bulletin development at Thobela FM radio station. For this reason, it must not be compromised.

This study forms part on an on-going research project in South Africa by the current researchers which seeks to establish comprehensive contextual factors that prohibit adequate, relevant and

acceptable quality of translated Northern Sotho news bulletins at Thobela FM radio station. This part of the study reports on an exploratory investigation that examined translation challenges exhibited by news bulletin readers at Thobela FM radio station.

Research Methodology

Data collection method

Data from various news bulletins was collected using an audio recording device between the year 2018 and 2020. Radio was also used as a research instrument. The full news bulletins were recorded and transferred to a computer which were later replayed and transcribed. The total data comprises approximately 218 minutes of recorded time. It should be noted that news bulletin at Thobela FM takes approximately between 6 to 8 minutes per session. The current researchers transcribed the recorded news bulletins themselves.

Sampling

In order to draw data from the radio station, a number of news bulletin slots were randomly selected. This was to avoid using data that could be coming from one source (a single news bulletin reader). This pool of news bulletins was relevant for this type of study. The current researchers physically listened to various news bulletins via radio and recorded them. Radio served as the primary source of data for this study. Data comprised excerpts extracted from various news bulletins read at various times. Twenty-seven (27) news bulletins were recorded. News bulletins recorded ranged from the following time slots:

- morning (6h00-10h00)
- midday towards afternoon (13h00-16h00)
- afternoon to evening (18h00-22h00)

This was done to avoid collecting data from one news reader, and also to allow generalisability to occur. The current researchers painstakingly went through the hard work of scrutinising the recorded news bulletins in order to identify and harvest problematic sentences. In other words, this study is based on qualitative data only. According to Nunan (1992, p.231), qualitative data refers to data which is recorded in a non-numerical form. Thus, data came in the form of various statements read by various news bulletin readers at Thobela FM. It (data) helped in identifying the recurring translation errors which enabled the researchers to identify recurring error-patterns for analyses. Foci were only on the excerpts that were deemed to be problematic or contains linguistic or translation discrepancies, deviations and errors. It was assumed that data collected from those recordings was enough for the research to draw generalisable conclusions. This reconciles with Silverman (2000, p.41) who posits that qualitative research designs tend to work with a relatively small number of cases.

Data analysis

Since the study explores Northern Sotho translation errors that news readers at Thobela FM commit, it was carried out as a discourse analysis of spoken language exhibited by different news readers at Thobela FM radio station. An audio recording device was used to collect data

which was later transcribed for analysis purposes. Statements were grouped in various categories based on the type of errors, discrepancies or deviations observed. Researchers selected a few specimen excerpts from each category to be used in this study because it was not going to be possible for all the statements to be included in the article due to article length limitation. This selected data was analysed based on, among other things, the mother tongue (Northern Sotho language) guidelines enshrined in Pan South African Language Board (PanSALB) Act. PanSALB is established by the South African parliament (Act 59 of 1995) to, among other things, develop the 11 South African official languages and this development includes aspects such as standardisation of the former marginalised indigenous languages. In addition, one of the language development strategies that PanSALB focuses on is translation, lexicography and terminology. In a nutshell, PanSALB is the watchdog of language use and development in South Africa. This board is established based on the Constitution of the Republic of South Africa (Act 106 of 1996).

Results and Findings

Data elicited and analysed from Thobela FM radio station shows a number of both linguistic and translation challenges. What follows is a compressed account of the linguistic and translation challenges that beset Thobela FM news bulletin readers. The following linguistic discrepancies and deviations from the standard Northern Sotho as per PanSALB documents, some of which were manifestations of wrong translations provided by the news readers, were observed on the selected news bulletins:

The use of correct Tense

“...no one thought that Pirates can be <u>defeated</u> by Chiefs...”	(1a) “...go itaetša go be go sa gopolwe gore <i>Pirates</i> e ka <u>fenya</u> ke <i>Chiefs</i> ...”
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In the sentence above, the word *fenya* which means to defeat is not appropriate as it constitutes a Tense error because the soccer game reported about already took place. Therefore, the correct term should be the verb *fenywa* and not *fenya*. This usage can be attributed to inadequate Tense knowledge of the Northern Sotho language. For the above statement to be correct, it should be translated as follows:

“...no one thought that Pirates can be <u>defeated</u> by Chiefs...”	(1b) “...go itaetša go be go sa gopolwe gore <i>Pirates</i> e ka <u>fenywa</u> ke <i>Chiefs</i> ...”
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Omission in sentences.

“... the community was up in arms against the man after reports stated that it is him who raped the child...”	(2a) “...setšhaba se ile sa tsogetla monna yoo maatla ka morago <u>ga go ya</u> ka dipego, a katile ngwana wa lesea...”
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The statement (2a) does not follow PanSALB rules. A conjunction *gore* (so) is omitted in the statement. Thus, the correct statement should be:

“... the community was up in arms against the man after reports stated that it is him who raped the child...”	(2b) “... setšhaba se ile sa tsogela monna yoo maatla ka morago <u>ga gore</u> go ya ka dipego, a katile ngwana wa lesea...”
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The use of incorrect terminology

The statement below indicates a problem that relates to lack of knowledge of Northern Sotho terminology. In Northern Sotho, the word *neetšana* designates the distance between people. For example, if one is unable to get salt on the dinner table because one is sitting on the far side, he/she will ask the person sitting close to the salt to pass them the salt and that is *go neetšana*. Therefore, *neetšana* in this context is wrong. The correct word should be *go šielana* (to wait for your turn).

“...Three men were arrested after it emerged that they raped a woman...”	(3a) “...banna ba bararo ba swere morago ga gore go humanwe gore ba katile mosadi ka <u>go neetšana</u> ...”
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Thus, the correct statement for sentence 3a should be:

“...Three men were arrested after it emerged that they raped a woman...”	(3b) “...banna ba bararo ba swere morago ga gore go humanwe gore ba katile mosadi ka <u>go šielana</u> ...”
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Qualificatives

The following statements are examples that relate to the challenge in the use of qualificatives. For example, the below statements have been read in one of the news bulletins:

“... colonel Ngoepe dismissed/disregarded the reports which reported that...”	(4a) “...kolonele Ngoepe <u>o iteile ka ntahle dipego</u> tšeo tša gore...”
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This is a figure of speech (personification) statement which means to dismiss (*go itia ka ntahle*) a false report or an allegation.

A qualificative should be put after the noun. However, the English syntax rule puts the qualificative before the noun. The English example may be as follows:

A big house	Ntlo ye kgolo
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In the above sentence, *kgolo* (big) is a qualificative which qualifies the house (*ntlo*). The problem with statement (3a) is that the qualificative *ntahle* (back of the hand) has been put before the object *dipego* (reports). This kind of construction flouted Northern Sotho syntax rules. Thus, the correct statement should be:

“... colonel Ngoepe dismissed/disregarded the reports which reported that...”	(4b) “...kolonele Ngoepe o iteile dipego tšeo tša gore.... ka ntahle”.
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The other statement which also indicates the above discussed problem is the following:

“The government prosecutor Gerrie Nel will today grill Oscar with questions...”	(5a) “Lehono motšhotšhisi wa mmušo Gerrie Nel o tla <u>gadika ka dipotšišo</u> Oscar...”
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We “fry” (*gadika*) the person (Oscar) with questions because we cannot “fry” the questions themselves but Oscar. Thus, the correct translated statement should be:

“The government prosecutor Gerrie Nel will today grill Oscar with questions...”	(5b) “Lehono motšhotšhisi wa mmušo Gerrie Nel o tla <u>gadika Oscar ka dipotšišo...</u> ”
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The above statement is also a hyperbole (a figure of speech where exaggeration is used for emphasis or effect). The word *gadika* means to “fry”. In other words, this statement means that Nel is going to ‘fry’ Oscar with questions.

The challenge of direct translation

During data analysis, it emerged that Thobela FM news bulletins contain the challenge of direct translation:

Bafana Bafana game will be played in the new Peter Mokaba Stadium today.	(6a) Papadi ya Bafana Bafana e tla bapalwa lehono ka lepatlelong le leswa la Peter Mokaba.
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The above statement (6a) is wrong:

Bafana Bafana game will be played in the new Peter Mokaba Stadium today.	(6b) Papadi ya Bafana Bafana e tla bapalwa lehono ka lepatlelong la Peter Mokaba le leswa.
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The challenge of ambiguity in translation

Gray (1992, p.18) defines ambiguity as the capacity of words and sentences to have double, multiple or uncertain meanings. Ambiguity can be used for a myriad of reasons, such as different structures which are permitted by the rules of syntax (Fromkin and Rodman, 1993, p.77). Types of ambiguity vary from lexical ambiguity, grammatical ambiguity, and referential ambiguity.

The below ambiguous statements were read in various news bulletins at Thobela FM:

Dangerous prisoners escaped from prison yesterday.	(7a) <u>Bagolegwa ba kotsi</u> ba tšhabile kgolegong maabane.
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The above sentence is ambiguous and should have been translated in a way that the ambiguity is removed. This statement is wrong because it has the potential to communicate mal-information or mis-information. The two below meanings can be derived from such a statement:

Meaning	Meaning
<i>Meaning 1</i> 1. Prisoners who are dangerous	<i>Meaning 1</i> 1. Bagolegwa ba kotsi....
<i>Meaning 2</i> 1. Prisoners of the/that accident	<i>Meaning 2</i> 1. Bagolegwa ba kotsi....

Thus, the correct statement should be as follows:

Dangerous prisoners escaped from prison yesterday.	(7b) Bagolelgwa <u>bao ba lego</u> kotsi ba tšhabile kgolegong maabane.
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Here follows another example extracted from data depicting the above-mentioned challenge:

Three thieves shot security guards when they were escaping.	(8a) Mahodu a mararo a thuntšhitše bahlapetši nakong ya ge ba tšhaba.
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The challenge here is not knowing who was/were escaping because that issue is not clarified by the statement. One of the following statements could have worked or clarified the matter:

Three thieves shot security guards when they were escaping.	(8b) Mahodu a mararo a thuntšhitše bahlapetši nakong ya ge bahlapetši bao ba be ba tšhaba
Three thieves shot security guards when they were escaping.	

	(8c) Mahodu a mararo a thuntšhitše bahlapetši nakong ya ge mahodu ao a be tšhaba.
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The challenge regarding the usage of figurative expressions

A figurative statement can be in the form of one of the following: using alliteration, using anaphora, using simile, using metaphors and using euphemism. Accordingly, Fernández (2002, p.47) posits that translation of metaphors is one of the under-researched areas today. Guldin (2010, p.162) echoes that the question of developing procedures for the translation of metaphors is crucial.

In one of the news bulletins at Thobela FM, the news reader read the following statement:

Provision of services is moving very slowly.	(9a) Kabo ya ditirelo e kitima ka Lebelo la leobu.
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The first issue with the above statement is that the news bulletin reader decided to use a figurative statement to try and capture the meaning of the English statement, and that did not work out. It should also be noted that the statement (9a) is a simile. The argument here is that the use of the word *kitima*, which means ‘run’, is inappropriate in that simile expression because a ‘chameleon’ (*leobu*) always moves at a slow pace, which is *go nanya* (to be slow), as opposed to *go kitima* (to run). Therefore, the simile, in this case, is wrongly phrased because of the word *kitima* (run) instead of *go nanya* (to be slow). Thus, the correct translated statement using this simile should be:

“...provision of services is moving slowly like a chameleon...”	(9b) “...kabo ya ditirelo e nanya bjalo ka leobu...”
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In sentence (9a), the image in Source Language (SL) (English) has been replaced with the image in Target Language (TL) (Northern Sotho), which does not clash with the TL linguistic culture.

The scenario above could be as a result of what Nord (1991, p.175) calls the problem of the differences in culture-specific habits, norms and conventions. Nord (*ibid*) argues that translation from one culture to another could lead to translation problems which would not necessarily occur between two other different cultures.

The challenge of acronyms in translation

Tournire (1988, p.142) asseverates that at the level of pronunciation, abbreviations are pronounced letter by letter because they do not conform to the morphological-phonetical

constraints that exist for words. However, when it forms a set that corresponds with existing or possible morphological-phonetical model, it tends to be pronounced as a word, for example, UNESCO, SAASA AIDS. This is one area in translation that often troubles incompetent translators.

Thobela FM news readers frequently use expressions such as the following:

10. The association of FIFA	10. Mokgatlo wa FIFA
11. The association of ANC	11. Mokgatlo wa ANC

The above statements may seem correct until they are scrutinised. The word *mokgatlo* which may mean an “association” or even an “organisation” is used in addition to the acronym. The problem is that “association” or “organisation” is already implied in the acronym and therefore, to use the word *mokgatlo* in addition to the acronym such as FIFA or ANC is wrong. It is like saying the organisation of ANC (African National Congress) which is incorrect. Thus the correct way was just to use the acronyms without the word *mokgatlo*.

Soldiers were enforcing lockdown rules	12. (a) Mašole a be a gapeletša tatelelo ya kiletšo ya mesepelo
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In sentence 13 (a), the words *gapeletša tatelelo* are used to refer to the action of ‘enforcing the lockdown rules’. The argument is that the words *gapeletša tatelelo* should have not been used simultaneously in that sentence because *gapeletša* alone could have worked sufficiently because *tatelelo* in the sentence still refers to ‘enforcement’. In other words, two words were used simultaneously in one sentence to refer to one entity or action which is ‘enforcement’ or ‘to enforce’. Alternatively, they (translators of the news bulletins) could have simply just used the correct and relevant equivalent which is *go obamela* (to comply or to obey) instead of *tatelelo*, and that would have changed the entire structure of the sentence. This scenario above is similar to the situation where some people use the phrase *ga go hlokege gore o lefelele dilo tšeo* (it is not necessary to pay for those things). The correct translation is *ga go hlokege gore o lefelele dilo tšeo*. Thus the correct sentence should be:

Soldiers were enforcing the lockdown rules.	13.(b) Mašole a be a gapeletša batho go obamela melao ya kiletšo ya mesepelo.
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The second challenge regarding sentence 3(a) is with regard to the word *tatelelo*. The derivative noun that can be formed from the verb *latela* (follow/obey/comply) is *tatelo* (compliance/obedience) and not *tatelelo*.

Discussion

The aim of this study was to explore linguistic discrepancies displayed by news bulletin readers during the translation of the news bulletins from English to Northern Sotho at Thobela FM radio station. From the linguistic analysis of those selected excerpts, it is evident that Thobela

FM news bulletin readers have inadequate translation skills of news bulletins from English to Northern Sotho. This, therefore, means that news bulletin readers need to be (re)skilled in this process as it is very crucial for them to effectively carry out their work. This can be a daunting task for news readers who are not adequately trained in both linguistics and translation.

The other important issue that was found relates to syntax. The problem arises when news bulletin readers try to translate sentences that have sentence structures that are not consistent with the syntax rules of the language that is translated into (Northern Sotho in this case). This is evident from data analysed in this study. Conway and Bassnett (2006) state that news translation is not strictly a matter of interlingual transfer of text A to text B but also necessitates a whole array of things. Chokoe (2017, p.130) recommends the following booklets that could help regarding Northern Sotho orthography rules: *Northern-Sotho Terminology and Orthography No. 1* (1957), *Sotho Terminology and Orthography No. 2* (1962), *Northern Sotho Terminology and Orthography No. 3* (1972), and *Melao ya mongwalo le mopeleto ya Sesotho sa Leboa* (2007), *the Department of Education and Training's Northern Sotho Terminology and Orthography No. 4* (1988).

It is evident that from the results of this study that Thobela FM news readers need training in linguistics, particularly Northern Sotho syntax. They do not understand the importance of the arrangement of words in a text in creating meaning. Mabule (2016, p.224) concurs that “misunderstanding of the message by those for whom the translation is intended will render the translation a failure”. There is no news bulletin translation strategy or model in place at Thobela FM. News bulletin translators at Thobela FM also have little understanding of statements beyond sentence level. Therefore, it is important that news readers be trained in different translation strategies that are available such as transliteration or hybridisation, borrowing, paraphrasing, semantic extension, semantic abstraction, and compounding.

The other important issue is terminology and context. For example, the word *mokato* may be used as an equivalent of the word “race”, depending on the context. Thus, one would not use the word “mokato” (race) in the context of “car race”, and say, *mokato wa difatanaga*. *Mokato* is only reserved for animals such as *ditonki* (donkeys) and *dipere* (horses). The negative impact of using incorrectly translated Northern Sotho during news bulletins can be calamitous to this language if good translation practices are not observed.

Furthermore, it should be remembered that Thobela FM broadcasts news bulletins every hour from 06h00 to 22h00. The news is read on average for about 6 minutes. What this means is that Thobela FM radio listeners are, by implication, subjected to about 496 hours and 40 minutes per year of incorrectly translated Northern Sotho news bulletins. This makes translation training even more important because this process cannot be left to continue unabated even though there is shortage of competent technical translators (Mabule, 2016, p.222).

The other important issue is to check the source texts (ST) of the news (English version) to ascertain if indeed the metaphors used in the target language (TL) (Northern Sotho version) reproduce the same image that is presented in the SL (Newmark, 1985, pp.304-311). The following are examples of metaphors which should be subjected to scrutiny because they are frequently used in various news bulletins at Thobela FM:

To be up in arms	<i>go tsogela motho maatla</i>
To dismiss/disregard	<i>go itia ka ntahle</i>
To grill with questions	go gadika Oscar ka dipotšišo
The funeral ceremony is taking place	modiro wa poloko o a kgatlampana

The unwelcome advent of the corona various globally has necessitated South African Education system to veer towards using multimodal teaching strategies, with radio as one of them. These provide radio with an important role of teaching indigenous SA languages correctly in the lesson broadcast.

It is in the course of this investigation that researchers realised that mother tongue translation deviations do not just affect Thobela FM radio station only but involves the future of all South native radio stations that use former marginalised languages as their languages of broadcast.

Recommendations

This study, therefore, offers the following eight recommendations which take a root and branch approach to the problems that have dogged the news bulletin unit of SABC Thobela FM radio station for quite some time now:

- News readers at Thobela FM should be trained in editing and translation. The translation process needs to be based on a specific translation model. It is further recommended that the translation of news should be a regulated process through the radio stations' internal policies.
- It is recommended that the editing process be used to guide the translation strategy to be employed. It is further recommended that Thobela FM radio station should provide its news readers with an in-service training that is translation and editing orientated.
- That Thobela FM news readers should be encouraged and supported to attend terminology development meetings and workshops run by the Department of Arts and Culture in South Africa. Thobela FM should also be encouraged to liaise with the lexicography unit which is responsible for producing dictionaries that are relevant to the principal language of the station.
- Translation process of the news for radio at Thobela FM should be reviewed to include professional translators and linguists of the language.

The above recommendations also allude to the fact that further studies are needed on the nexus between translated radio sub-standard language use and its impact on the development and use of indigenous languages.

Conclusion

This study has explored, identified and analysed translation deviations that Northern Sotho (mother tongue) news bulletin readers at Thobela FM commit by subjecting these translation

discrepancies to linguistic analysis. Furthermore, it also examined causes of this deviant translation occurrence. The study found that translation errors in the mother tongue news bulletins at Thobela FM radio station occur as a result of the following:

- The problem of using incorrect ‘equivalent’ metaphors in the Target Language (TL) to try and express the meaning expressed in the Source Language (SL) to try and reproduce the same image that is stated or presented in the SL (Newmark, 1985, pp.304-311).
- The problem of utilising incorrect terminology or word equivalents out of context. For example, the word *mokato* can be vaguely used as an equivalent for a ‘race’ if it is used out of context. For example, ‘a car race’ cannot be translated as *mokato wa difatanaga* but well as ‘a horse race’, *mokato wa dipere/ditonki*.
- The problem of providing equivalents for acronyms. This is illustrated by the use of statements such as *Mokgahlo wa ANC* as an equivalent to ‘ANC’.
- No translation strategy based on a specific translation model for the translation of news at Thobela FM.
- The challenge of inadequate translation skills which is mainly reflected in the incorrect use of direct translation. It again leads ambiguity problems.
- Translation discrepancies are a problem because they have a potential to be assimilated by listeners as the correct way of speaking the language (Northern Sotho), which is not. These linguistic errors can ultimately be fossilised. News bulletin readers should always remember that “language is a system of structurally related elements for encoding of meaning... and sentence types” (Richards & Rogers, 1986, p.49).

The frequency of occurrence of the above mentioned challenges over the radio, additionally, suggests a deeper underlying challenge that relates to language, which Thobela FM has to address. This could be done through workshops and in-service training. Furthermore, professional translators may also be employed to come and rescue the situation. It is also hoped that through this research, Thobela FM news bulletin readers as well as other radio presenters will come to appreciate the value of using standard language during their broadcast.

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