

Perspectives Of Sabc News Bulletin Readers At Thobela Fm Radio Station: Insights Into The Challenges Of News Translation

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Abstract

The article reports on the perspectives of News bulletins' readers regarding translation challenges plaguing South African Broadcasting Corporation (SABC) at Thobela FM radio station. Despite a deluge of literature in this area, there is a gap on in media regarding how news are translated particularly when it comes to indigenous SA languages. Thus, a perspective harvesting activity through one on one interviews was carried out with eight (8) SABC journalists reading the News bulletins at Thobela FM , one (2) News bulletin Editors and one (1) Regional Editor were also interviewed. This was an exploratory qualitative study. An in-depth interviews were carried out to explore translation challenges as viewed by the News readers and Editors themselves. Interpretational analysis was then adopted as a data analysis framework were recurring themes were the focus. Among the findings was the absence of a specific adopted translation model specifically for the news process at Thobela FM, lack of adequate monitoring of translation work by the news editors. Also unsurprising was the lack of specifically hired linguist to help in the decoding of the English meaning of the news and also to help with translation of those news .Lack of sufficient dictionaries and glossaries in N Sotho. Unpredicted finding was that of the lack of knowledge regarding word formation processes on the part of news bulletin readers. In addition, the study found lack of support on the part of SABC to provide in-service training to news bulletin readers as a contributing factor. This article underscores the importance of reflective research as a source of information for innovative enhancement strategies to improve performance in a workplace. The findings may inform translation strategies in news production and help anticipate problems in news translation as a transformational tool. It proposes that journalism curricular in institutions of higher learning should comprise among other things a linguistics and translation modules.

Keywords: Meaning-based translation; News production; South African Broadcasting Corporation; News Bulletin, Journalism; Translation; Thobela FM radio station; ICASA.

I. INTRODUCTION AND BACKGROUND

Translation of news is one of the utmost crucial steps in news production. Newsmakers across the globe appropriate various news production strategies in contextually situated ways when it comes to news-making and this is so because news production in itself is a very complex process. Increasingly, newsmakers are turning

their attention to trying their level best to produce news in a language that is understandable, formal, error free, unambiguous, socially acceptable and most of all, a true account using various strategies. However, recently there has been a substantial amount of literature on the above matter indicating challenges associated with it. For example, "SABC News in Sotho Languages: A

Case study in translation” (Mmaboko, 2007), “Tracing the translation of Community Radio News in South Africa: An Actor-Network Approach” (van Rooyen, 2020), “A model for the translation of news agency texts (Sapa) for radio (OFM) news” (van Rooyen & Naudé, 2009), “Fifteen years of journalistic translation research and more” (Valdeón, 2015), “News translation as collaboration in multilingual community radio stations in South Africa” (Van Rooyen, M & Van Doorslaer (2021) and “Translation Deviations of Mother Tongue News Texts in a South African Radio Station: a case of Thobela FM, Limpopo Province (Kekana & Mogoboya, 2022) – all these researches reflect a pertinent issue surrounding news-translation in journalism practices in South Africa which is a problematic area. This is so because, news aired on the radio in an acceptable language are believed to be critical for the successful development of that language. However, it is a pity that journalists do not necessarily recognize the importance of translation in news production (Bielsa and Bassnett, 2009:1).

It is important to note that this article complements the other study done by Kekana and Mogoboya (2022). Furthermore, it is a sequel from the investigation done by the same authors around this issue (c.f. Kekana and Mogoboya, 2022). Hence, there is an attempt here to critically explore the translation challenges at the SABC through in-depth interviews. Indeed it is an attempt to interrogate the perspectives of the SABC news bulletin readers themselves about the challenges they face when translating the news as well as other contributing factors. It offers a critical reflection on these perspectives and how they impact news-reading through the lens of radio-news production. It is the contention of the researchers that such an assessment, though critical, is lacking in media production that involves indigenous languages such as Sepedi/N Sotho. This paucity in SA media literature is a serious gap. Thus, this article interrogates the perspectives of this research subjects with the intention to provide solutions and also to lessen the impact of this quagmire. In particular, the focus is on

techniques, formats and norms employed in translated radio news content production.

In addition, three most important motivations led to this study. Firstly, research from other studies consistently concludes that translation of news for radio cannot be addressed by a one size fits-all kind of an approach (e.g. Trengove 2017, Mmaboko, 2007). Secondly, in South Africa there is a paucity of scholarly literature in research regarding appropriation of translation as a strategy in news production and it is disappointing to observe that there is no cumulative body of research in this area in SA and this study tries to contribute in filling that gap. Thirdly, there are few works constitutive of a local-centric literature on the subject particularly SABC Thobela FM. This study, therefore, aims to address this void in the literature in media and translation, by focusing on the translation challenges and other systemic or institutional factors contributing to the problem. Therefore, the aim of this study is to explore the translation challenges and other contributing factors that these news bulletin readers face as viewed by them. The following research questions were set to guide the enquiry in realizing the above primary objective:

- What are the translation challenges that SABC news bulletin readers face when translating the news from English to Sotho/Sepedi as viewed by them?
- What are the intervention strategies that can help curb, alleviate or even lessen these translation challenges?
- What translation model or approach can help improve the news translation process at Thobela FM radio station?

Mabweazara (2015:15) argue that ‘there is a need to examine how localised circumstances and situations provide ground for the development of uniquely African journalistic experiences and perspectives’ and this study attempts to that specific body of literature’. Thus, the researchers embarked upon this study.

II. LITERATURE REVIEW

2.1 Global perspectives on translation and media news

Research studies across the globe reveal that one of the problems in news production relates to translation. There is a growing body of literature that indicates that researchers and scholars are now beginning to be worried about the myriad of problems arising out of incorrectly translated news in radio (see Mmaboko, 2007; van Rooyen & Naudé, 2009; Valdeón, 2015). This is so despite the fact that SABC remains the primary source of news to most South Africans (Tregrove, 2017:12).

Translated news are very difficult to produce. Gambier (2016:900) echoed that it is often difficult to reproduce “the [news] translation process, as journalistic environments are characteristically complex, multi-source situations”. Van Doorslaer (2018) concurred with him when he alluded that “in some instances, it is impossible to determine which part of a news item has been edited or translated”. In highlighting the quagmire brought by incorrect translations in News production Maphike (1992:21) lamented as follows:

“the greatest mistake made by news translators is word translation instead of concept translation”.

Translating is not as simple process of only looking for equivalents in the target language. Scholars such Nida (1964:145) highlighted this assertion by stating the following:

“...if the translator is to produce an acceptable translation, he must, for example, have an excellent background in the source language and at the same time, have control over the resources of the language into which he is translating, he cannot simply match words from a dictionary, he must in a real sense create a new linguistic form to carry the concept expressed in the source language”.

Furthermore, it has been observed that radio and television are an underdeveloped field of African scholarship (Traber 1997: 56). The researchers are contributing in filling this void by embarking on this study. Schlemmer and Mash (2006) indicates six situations that particularly upset people as far as language is concerned and they are:

- The medium of education
- Signs, notices and advertisements
- News broadcasts
- Job-seeking activities
- Service provision in banks
- Union meetings

Bullet number three (i.e News broadcasts) in the above-mentioned list is the focus and among other things, the reason for this study. In addition, news production divisions in other countries where translated news is the norm face different challenges to the type of challenges faced by news production employees such as those in SABC, Thobela fm. For examples, news production divisions in Western countries do not experience a challenge of lack of terminology in the language. We as researchers concur that the work of translating news in African countries (e.g South Africa) has its own challenges and studying it based on Western experiences, theories and views would be somewhat problematic and unfair. Thus, to explore the concerns adumbrated above, it is crucial to understand that the principles espoused in Afrocentric theory (c.f. Asante, 1988) be the guiding framework. Thus, the aim in this article is to investigate these unique experiences (of the SABC, Thobela fm) more intensely – for example, how news at Thobela FM are translated and what the process is, what are the challenges and to find out the loopholes within the process if any. The discussions also explore the issue of the approach to appropriation of various linguistic and technological measures to translation of news within the context of the SABC, Thobela fm.

2.2 South African Radio landscape picture

The table below gives an illustration of the current status quo regarding the three radio stations that broadcast using the predominately spoken indigenous languages in Limpopo Province of South Africa.

Table 2.1: Public Broadcasting Services
(SABC Annual Report 2020/2021: 13)

Radio Station	Language	No of listeners
1. Thobela FM	N Sotho	Average weekly audience: 2 925 000 adults (15+)
2. Munghana Lonene FM	Xitsonga	Average weekly audience: 1 208 000 adults (15+)
3. Phalaphala FM	Tshivenda	Average weekly audience: 804 000 adults (15+)

Currently, as indicated in Table 2.1 above, there are three public broadcast radio stations in SA that are prominent in Limpopo province namely, Thobela FM, Munghana Lonene FM and

Phalaphala FM. The focus of this study is on Thobela FM. According to Ngoasheng, Ngoepe and Marutha (2021:386) “the station prides itself on being the custodian of the Northern Sotho language...”. It is therefore, important for SABC Thobela FM radio station to adhere to correct language usage so that it can indeed be seen to be the ‘custodian’ of that language. The study focused on the news translation challenges and the table below indicates the frequency of the news at Thobela FM.

Table 2.2 On Performance Against ICASA Genre Quotas (SABC Annual Report 2020/2021: 45)

Station	News (Daily)	Current Affairs (Daily)						IKB Weekly
		Mon-Fri	Sat	Sun	Mon-Fri	Sat	Sun	
ICASA Quota	60	60	60	60	60	60	180	
Munghana Lonene FM	83	75	75	112	60	60	1290	
Thobela FM	109	75	75	120	60	60	489	
Phalaphala FM	109	75	75	123	60	60	1550	

Table 2.2. indicate among other things the news the performance against ICASA Genre quotas and from the table it is clear that a significant number of news are produce by Thobela FM. Thobela FM has currently proudly indicated that it has 3049000 (Three million and forty-nine thousand) listeners. It should be noted that news bulletin at Thobela FM takes approximately between 6 to 8 minutes per session. According to STATSSA there are 13.8 million people in SA speaking Sepedi as mother tongue. The assumption is that all those people listen to the news. Therefore, a significant number of the total population of South Africa speaking N Sotho/Sepedi people are fed a language that is littered with inaccuracies. Imagine how much damage it is done if such a number of people listen to the news that are incorrectly translated or the language is fraught with errors. The aforementioned growth in listenership among speakers of African languages such as Sepedi/N Sotho, however, has occurred alongside an accelerating decline in correctly translated news on radio and this should not left to perpetuate.

III. THEORETICAL FRAMEWORK

As mentioned earlier in previous article (c.f. Kekana & Mogoboya,2022), the theoretical pillar

of this investigation is the Social Learning Theory. The philosophy behind this theory is that behaviour is learned through observation. This study is premised on the fact that when listeners are exposed to a language that is littered with inaccuracies, the chances are that these inaccuracies can be fossilised and that is the problem. It is our contention that incorrect translations carry with them far much more than the message embedded in the language. This makes this theory very relevant for this study. 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). According to Fardon and Furniss in Lekgoathi (2009, p.577) the language used on air may help construct the types of audience, public or community that listen to the radio station. Therefore, the challenges of translation as viewed by the news bulletin readers themselves is very critical. This study will also help encourage other needs analysis studies regarding these news bulletin readers based on the perspectives they have shared in this study.

IV. RESEARCH METHODOLOGY

Data collection method and instruments

Data for this study was collected using an audio recording device and an office telephone between March and June 2022. In other words two electronic instruments were utilised and that is the office phone and the audio recording device. The in-depth telephonic interviews were individual. The telephonic conversations were recorded and transferred to a computer which were later replayed and transcribed. Eleven individual interviews were done and each interview was approximately 15 to 25 minutes. The interview schedule contained 24 questions (some open ended and others closed ended). The interviews were conducted in English but from time to time the research respondents used N Sotho to clarify certain points.

Sampling

All the news bulletin readers at SABC Thobela FM were selected (at the time of the study they were eight) and the reason is that this pool at SABC Thobela FM of employees is not so vast. In other words, they are not many. Purposeful sampling was selected as the relevant method. They were selected by virtue of them being employed as News Bulletin Readers. In addition, two Editors and a Regional Editor were also selected. The age of all the research participants range between 25 to 55 years. The reason why all the news bulletin readers were selected is because the researchers wanted to avoid using data that could be coming from one source (a single news bulletin reader). Their perspectives were very relevant because they will be used (in this study) to clarify our understanding of some of the problems observed and identified in the previous article. Lastly, one researcher collected the data in this study even though there are two researchers.

Research participants' profile

Table 4.1. The research respondents who were interviewed: Their profile

Research Respondent	Designation	Gender
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Respondent 1	News Bulletin Reader	F
Respondent 2	News Bulletin Reader	F
Respondent 3	News Bulletin Reader	M
Respondent 4	News Bulletin Reader	F
Respondent 5	News Bulletin Reader	F
Respondent 6	News Bulletin Reader	M
Respondent 7	Editor	F
Respondent 8	Regional Editor	M
Respondent 9	Editor	F
Respondent 10	News Bulletin Reader	M
Respondent 11	News Bulletin Reader	F

V. ETHICAL CONSIDERATIONS

Ethics is an important component of qualitative research. Hammersley & Traianou (2012: 82) argue that ethics are “a set of principles that embody or exemplify what is good or right, or allow us to identify what is bad or wrong.” Prior to the commencement of this research project, an application was done to SABC and on the 29 October 2019 an approval letter was issued by SABC Group Executive: News and Current Affairs. Consent letter was developed and distributed to the research respondents and this is in line with what Hammersley and Traianou (2012:83) echoed when they wrote “Gaining consent can be a practical necessity if access to relevant data is to be achieved”. Thus, full informed consent was obtained from research respondents prior to this study, thereby ensuring their protection and privacy. The participants were informed that their names will not be used but pseudonyms. Qualitative research comprise researchers and participants and it is usually established on collaboration and teamwork between the two parties (Hammond & Wellington, 2013: 285). This was very important in this study because the researchers had to

create a conducive environment for the research respondents so that they can get relevant and much data from them.

VI. RESULTS AND ANALYSIS

Because the study involved examining the both perspectives of the news readers and other related matters that had a bearing on the production and translation of the news (and their interface and intricacies), and their impact on the translated news, it is logical to offer compressed results and their analysis, followed by a discussion on the practical implications. Thus,

the discussion in the subsequent paragraphs provides the findings from the interviews based on the questions asked during the in-depth interviews.

(A) Are you competent, incompetent or limited with regards to your English comprehension ability?

All eight (100%) the news bulletin readers indicated that they were competent in English proficiency. The findings discussed in the above paragraph are shown in Figure 1.1 below.



Figure 6.1 Responses on English Language Competency: News Bulletin Readers

(B) Are you competent, incompetent or limited with regards to your Northern Sotho/Sepedi comprehension ability?

All eight the news bulletin readers indicated that they were competent in English proficiency. The

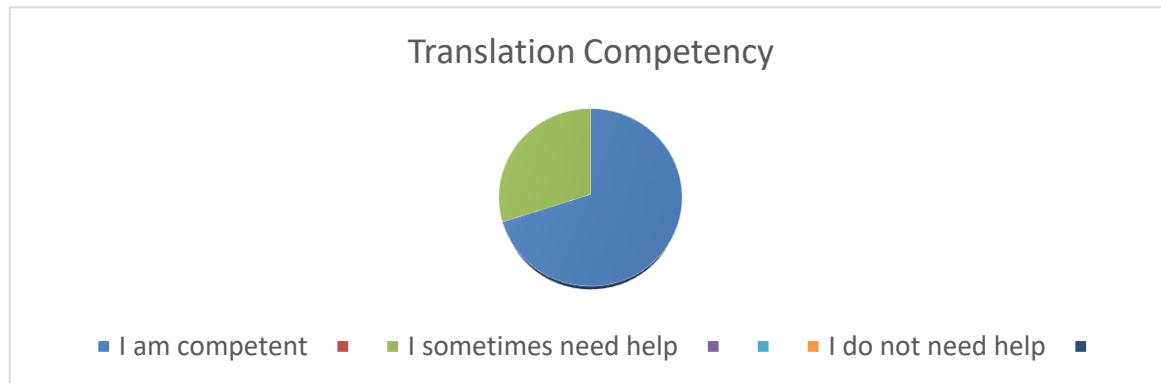
findings discussed in the above paragraph are shown in Figure 1.2 below.



Figure 6.2 Responses on N Sotho Language Competency: News Bulletin Readers**(C) Are you competent translating from English to N Sotho/Sepedi?**

Seven of the news bulletin readers indicated that they are competent as far as translation is concerned (i.e translating from English to N

Sotho/Sepedi) and only 30% indicated that ‘they sometimes need help’. The findings discussed in the above paragraph are shown in Figure 1.3 below.

**Figure 6.3** Responses on English Language Competency: News Bulletin Readers**(D) In your studies (tertiary level), have you done English or Northern Sotho/Sepedi or both as majors and if so, up to what level?**

Out of the eight (7) news bulletin readers four (4) indicated that they have done English as a major (Three did it up to second year level and only one did it up to third year level). One did English only at first year level. Furthermore, all of them indicated that they have not done English or N Sotho/Sepedi up to third year level though they indicated that they were competent in both English and N Sotho/Sepedi proficiency.

Below is verbatim response from one of the research respondent.

“...after matric I went to Unisa and completed a short course in journalism, which is actually English then I joined community radios that took me to workshops...”.

(E) What is the discipline of your highest qualification?

A significant number of the News Bulletin readers indicated that they have either an honours degree in Media studies or an MA degree in media studies. It is only one research respondent who said that he has a qualification. No one has a doctoral study in Media studies or Journalism

(F) Since joining SABC (News division), have you ever attended a workshop or in-service training that has to do with improvement of linguistic skills?

All the eight (8) news bulletin readers indicated that they have never attended a workshop or in-service training that has to do with improvement of linguistic skills.

(G) Are you aware of the existing word formation process in English?

Six of the research respondents indicated that they were not aware of the existing word formation process while two indicated that they are aware but they could not provide examples of such. One research respondent also responded by saying the following: “I know them but I just can’t remember them now, I will come back to you about them”

(H) In your own view, what do you think is the probable cause of incorrect or mistranslations during the news reading or compiling?

Research respondents among other things indicated that the probable causes of incorrect or wrongly translated news are the following: The below table contains verbatim responses provided by various research respondents.

Respondent 5

“...we have few words in our languages, for example we have 4th Industrial revolution, what do we call it. Now as news presenters we have to come up with a word...it is our responsibility to coin a new word and it is a challenge. If you do not have the equivalent word you end up explaining and it becomes too long. When we create new words it is us news bulletin readers we do it ourselves...”

Respondent 6

“...because of consuming a lot of time on translation, to make up for time sometime you end up going on air with a story that is not well translated. The Editors must be there with us when we translate but sometimes they are not there and this is the problem...”

Respondent 7

“...reading ability was only tested during the interviews and that was it...”

Respondent 8

“...I was once told that I am informal when it comes to my news,... jokes and entertaining that delivering the news and this was not from listeners but management...”

Respondent 1

“...in many cases our Editors focus more on admin than translated work and this is the problem...the news bulletin Editor position somehow that position it does not help the news bulletin readers adequately... I have acted on that position for years and I know that...” ...when I am busy writing or translating that story there might be an update on that very same story and I will be forced to leave that story and focus on the updated new story, so it is time consuming...”

Respondent 5

“...there were many translations coined during the time of COVID-19 like sešira nko, sefahlego and stuff like that...”

Trengove (2017:42) argue that journalists felt that pressure to produce more quantity at greater speed compromised their quality. One research highlighted the issue by saying the following:

Respondent 6

“ sometimes we have to translate as quickly as possible the breaking news... the Editors are not there to proof read our work...you end up going on air with that kind of work...”

The other problem that contributes to the overall challenge of inaccurate translations is because of inadequate sources in the form of dictionaries and glossaries in indigenous languages and this is highlighted by one research respondent who said the following:

Respondent 7

“ there are not enough dictionaries, only Pharos and is not adequate”

Respondent 8

“...we rely on meaning translation when confronted with a figure of speech or an idiom that does not have an equivalent in N Sotho or Sepedi. My job is to gate-keep such mistakes but they do happen because sometimes they work at night and I am not at work at 21h00 in the evening”.

Respondent 9

... “It is not long that I have been appointed as an Editor, I was appointed on the 1st June and I have an Honours degree in Media Studies. I have done N Sotho up to third year level and English up to second year level. I have never attended any workshop or in-service training”.

Respondent 2

“...let us take for example, somebody who works for Metro does not have to translate because the news they come in English but with us it takes us about an hour to translate, so we do double job...”

Respondent 1

“...when we are confronted with an English idiom or proverb that we do not have an equivalent of such in Northern Sotho we use our own understanding...”

Two research respondents lamented lack of training on the part of SABC and lamented as follows:

Respondent 2

“...we need the workshops like the one that was once organised by the Department of Sports Arts and Culture, we really need them maybe three or four times a year. They can really help...”

Respondent 4

“...I have attended many workshops... the problem is that they must start recognising the very same workshops that they send us to because if they don't that amount to wasteful expenditure or they should just stop sending us to this useless workshops...”

VII. DISCUSSION

Despite a deluge of information regarding translation strategies, news bulletin readers at Thobela FM radio station does not have a translation model as a guiding principle regarding how to go about an effective way of translating the news and this is a problem that needs to be addressed. Furthermore, news bulletin readers spend much more time translating texts, as they are not used to the style and length of Sapa news texts (c.f. Van Rooyen & Naudé, 2009:254). This finding is consistent with the finding in this study where one research respondent and echoed the following:

Respondent 4

“ we spent a lot of time translating and it is sometimes overwhelming”

Van Rooyen and Naudé (2009:254) argue “an explicit translation brief is not always necessary in a newsroom, because the training and experience of the bulletin producers/translators provide them with the necessary guidelines on how to translate...”. However in this study one research respondent and lamented the lack of training by SABC by saying the following:

Respondent 7

“I have never attended a workshop or an in-service training and that is one of the problems...”

In addition, it is quite surprising to note that most of the news bulletin readers in this study

indicated that they are competent in English even though some only did it up to first year level only. Thus, it is the responsibility of higher education institution to relook into their Media and Journalism curricula so that they can enhance them. Consequently, it is also important to mention that there are no uniform translation strategies for news production in the media sphere, not even within those in the same geographical space such as former marginalised languages in SA. That said, one can identify certain commonalities overall, for instance with the challenge of translating news into a language that is lacking in various ways such as, lack of vocabulary and standardisation issues. It has been observed in this study that the journalists sometimes find themselves in an invidious position (sometimes due to urgency pressure) and end up producing a poorly translated version of the news.

To broadcast the news in a language that is plagued by myriad of problems such as standardisation and lack of terminology poses a huge challenge not only to the news reader but also for the news production (translators included). In SA, there are radio stations that broadcast entirely (including the news bulletins) in a language that was once marginalized. One such radio station is Thobela FM and therefore it will take time for them to be on par with other radio stations that broadcast using English language. In addition, the news bulletin readers should be taught how to carefully punctuate their translated stories so that they can be able to have a nice and understandable flow because if a sentence is punctuated wrongly it will not read well and at times that can change the meaning of a sentence. It is evident from the data in this study that this ‘lack of monitoring by Editors creates problems. Thus, such an attenuated form of professionalism on the part of Editors contributes to the translation challenges experienced by news bulletin readers. Amid all this translation trepidation among news bulletin readers the manifest is incorrect translations of the news.

In our interviews with the research respondents, the following occurred as the recurring

challenges as far as the causes of incorrect translation of the News bulletins at SABC Thobela FM are concerned:

- Lack of translation knowledge among those tasked to translate the news (i.e the News Bulletin Readers themselves)
- Difficulty of finding equivalents due to inadequate sources such as dictionaries and glossaries (i.e with regard to N Sotho language)
- Lack of adequate training of those tasked with translation work (e.g few PhD,s)
- Inadequate monitoring on the part of Editors due to various things (for example,

the News read during the night; the Editors are not at work at 21h00)

- Lack of provision of adequate workshops to enhance translation skills
- Ineffective Median and Journalism curricular on the part of some of SA higher education institutions
- The absence of an outside linguist/s to help with translation and language matters
- Lack of utilisation of former experienced news bulletin readers (i.e. like universities use retired professors)
- Inadequately capacitated News Division structure

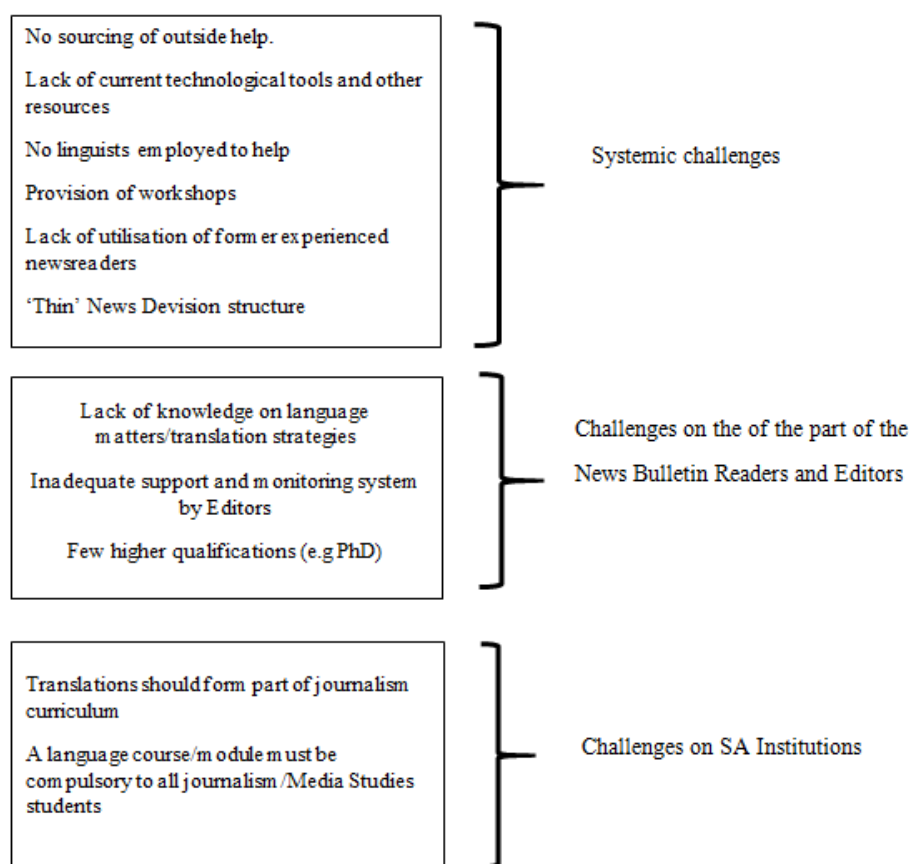


Figure 7.1 Diagrammatical representation of the above challenges

VIII. CONCLUSION

The thrust of this study was to explore the perspectives regarding the translation challenges that SABC news bulletin readers face when translating the news from English to Sotho/Sepedi as viewed by them. In the process of doing so, factors that encumber correct translation of the news bulletins surfaced. Thus, it is concluded among other things, the cause of

incorrect translation of the news bulletins as a result of many intertwined and interrelated factors starting from the systemic to individual challenges. The fact that there is no linguist to help the news readers and editors helping them with translation, cohesion and style of the news by its very nature, is a circumvention of the process.

Furthermore, it is evident from the findings in this study that unless the news bulletin readers are provided with workshops and in-service training that deals with translation issues, there would not be any improvement as far as the translation of news bulletins at Thobela FM radio station is concerned. Of equal importance is that the news Editors also be trained on the issues involving translation that they can be effective when doing their editing work of the news. Institutions of higher learning should be encouraged to relook into their Media and Journalism studies with the intention of embedding one language course in the curriculum. In conclusion, Mabweazara (2015:15) as mentioned earlier, argue that 'there is a need to examine how localised circumstances and situations provide ground for the development of uniquely African journalistic experiences and perspectives', and this study has tried to lean towards that perspective. The researchers further trusts that the findings of this study will serve as a basis for other pedagogically related research on the translation of news bulletins in media and journalism discourse.

IX. RECOMMENDATIONS

The following recommendations are suggested based on the discussion and the data in this study:

- It is recommended that the below five (5) translation strategies as suggested by Naudé (2002:38) be emphasised for translation purposes and also form part of the translation model adopted by Thobela FM radio station for their News Bulletin division.
 - ✓ Transference
 - ✓ Indigenisation/domestication
 - ✓ Cultural substitution
 - ✓ Deletion
 - ✓ Transposition

In this study, the researchers argue that if these translation strategies could be included in the training of news bulletin readers, the news bulletin readers will benefit a lot because it would seem the employer (i.e. SABC) assume this knowledge to be in place and it has been

observed from this study that it is not the case. Furthermore, this could help Thobela FM news division to create its own adapted translation model.

- It is recommended that SABC employ two linguists (English and N Sotho) to help the news bulletin readers with translation work and other language related matters
- It is recommended that institutions of higher learning make it compulsory for students in Media and Journalism studies to take one language up to third year level and this Media and Journalism studies should work closely with Translation departments
- It is recommended that SABC should make opportunity for former colleagues to provide workshops for this current crop of news bulletin readers

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