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## INDIGENOPUS LANGUAGES SEMINAR 2024 REPORT

### Introduction

The Indigenous Languages Seminar, held on August 7, 2024, was a pivotal event aimed at addressing the pressing issues surrounding the preservation and promotion of South Africa's indigenous languages within the media landscape. Organised by the South African National Editors' Forum (SANEF) in collaboration with key partners, including the Pan South African Language Board (PanSALB) and the United Nations South Africa, the seminar brought together media professionals, academics, and language experts. The gathering marked a crucial reflection on South Africa's 30 years of democracy and its progress in fostering linguistic diversity, with special emphasis on marginalised indigenous languages.

With participants including government representatives, media veterans, educators, and young entrepreneurs, the seminar underscored the media's vital role in promoting indigenous languages and ensuring access to information in mother tongues. It also provided a platform for stakeholders to evaluate the effectiveness of existing initiatives and propose solutions to the challenges faced by indigenous language media in the country.

The seminar sessions featured discussions on the media's contribution to language preservation, the challenges posed by commercial pressures, the role of artificial intelligence (AI) in language development, and the need for greater collaboration between mainstream and community media. With an eye on fostering an inclusive and equitable society, the event emphasised the need for innovative approaches to support indigenous languages in the digital age.

## Executive Summary of Proposed Solutions and Way Forward:

The seminar produced several key solutions to promote indigenous languages, focusing on sustainable models for growth and inclusivity in the media landscape. One critical takeaway was the necessity of financial investment in indigenous language media, with participants emphasising that commercial imperatives often overshadow cultural preservation.

Developing indigenous languages in media requires economic support, which can be realised by attracting advertisers to content produced in these languages and creating opportunities for alternative business models such as community-funded publications.

Key recommendations include:

- 1. Monetising Indigenous Language Media:** Participants suggested that advertisers need to be shown the value and reach of indigenous language audiences. Strategies to monetise community media through digital platforms and partnerships with advertisers were highlighted as essential for sustaining indigenous language publications.
- 2. Educational Initiatives:** The seminar advocated for the introduction of indigenous language journalism courses, with North-West University already leading the way. This initiative aims to address the skills gap in producing high-quality content in indigenous languages, further ensuring the media's capacity to support linguistic diversity.
- 3. Collaborations Between Mainstream and Community Media:** It was proposed that mainstream media houses should collaborate more closely with community outlets, ensuring that the latter benefit financially from sharing their content. The importance of equitable relationships between larger and smaller media organisations was emphasised as a key to supporting the growth of indigenous language media.
- 4. Use of AI and Technology:** The role of AI was seen as both a challenge and an opportunity. While AI could help create tools for translating and broadcasting in indigenous languages, there is a need for careful governance to ensure these technologies respect linguistic and cultural nuances.

Moving forward, participants agreed that the media industry, government, and educational institutions must collaborate to ensure indigenous languages are preserved and promoted. The establishment of a Journalism Sustainability Fund and policies enforcing the use of indigenous languages in government communication were seen as critical to this mission. By uniting financial, technological, and educational resources, the future of indigenous languages in South Africa's media landscape can be safeguarded.

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# Opening Remarks by major stakeholders

## SANEF Chairperson Ms Nwabisa Makunga

Ladies and gentlemen, Good Morning

It is such a privilege to be here to open the second Indigenous Languages and Media Seminar.

I'd like to acknowledge the leadership of SANEF that is here,

Veterans, academics and colleagues across the industry.

I'd like to welcome all our partners, in particular the United Nations South Africa and the Pan South African Language Board.

For your incredible support in ensuring that the vision of this organisation to promote and preserve our African languages - we are truly indebted.

Colleagues, last year our inaugural seminar not only proved to be a success, but it was also a constructive platform to engage on the role of the Media in promoting and preserving Indigenous languages.

Importantly, it highlighted the work we all have to do to achieve this goal and to create a truly inclusive society.

There is no greater time to recognise, develop and invest in nurturing of our indigenous languages than this.

Our 30th year of our democracy provides us with an opportunity to truly reflect on the journey we have travelled and importantly, to critic our own commitment to creating an inclusive society.

Language remains a significant metric with which we must measure this commitment.

As the South African National Editors Forum, we recognise that public interest media must play a crucial role in the preservation of our languages.

Universal access to information is about the accessibility of platforms that deliver credible information as well as, equally, the language in which such information is delivered.

All of us agree here that the media environment is a contested and fast evolving space.

It demands that we make necessary interventions to sustain journalism as a public good in order to promote a transparent and accountable society.

These interventions are mostly technological in nature.

They focus on the sustainability of journalism through systemic innovation.

We also believe that these interventions must also be about centering our languages as an integral part of sustaining public interest journalism in SA.

This is a principle we are committed to as an industry body and one which we are prepared to champion as a generational mandate.

Colleagues, allow me to highlight just a few initiatives that demonstrate this commitment.

Many of you may recall that Prof Salawu addressed the inaugural Indigenous Languages seminar last year.

In that gathering it became evident that there was a skills gap in the practice of journalism in African languages.

This is both in text and broadcast media.

Since then, Prof Salawu has worked with SANEF to explore the possibility of designing master classes or a short course to help address the challenge.

Colleagues I am pleased to announce that last month the North West University Senate has approved an academic programme to provide this training to journalists.

The Journalism school is currently working with SANEF's Education and Training subcommittee to develop the course materials.

The plan is to launch the programme early next year.

I think all colleagues who are working hard to deliver this project deserve a round of applause.

Colleagues, you would have heard us talk about establishing a Journalism Sustainability Fund which we are working hard to get off the ground.

Part of the mandate of the Fund is to promote the sustainability of community media organisations with a view to promote diversity and universal access in the media landscape.

We do this recognising that the pressures faced by media organisations and practitioners in larger platforms, to deliver quality journalism are often multiplied in the Community media landscape.

It is for this reason that SANEF has been working with MED8 MEDIA on a pilot project to migrate some print community media platforms to digital platforms and to explore advertising opportunities.

Later on, you will hear from Chris Mcinga on the work he has been doing with the office in this regard.

We further welcome efforts by our partners and stakeholders in this work.

Recently, through the support of UN South Africa, the South African Press council, to which many of us belong, had the Press Code translated into xx Indigenous languages.

This is a hugely important intervention. It is a demonstration of commitment by this industry to transform all our quality mechanisms, including the regulatory environment.

We congratulate colleagues in the Press Council who delivered this work.

Finally, colleagues, allow me once again to welcome you and to invite you to constructive deliberations with the incredible speakers lined up today.

We trust that this engagement will be as fruitful and provide the building block upon which we ought to drive our transformative agenda.

Thank you.

## Opening Remarks by UN Resident Coordinator in South Africa

at the Indigenous Languages and Media Seminar on

“The Role of the UN and its Impact on Campaigns and Efforts of Saving Indigenous Languages Around the World and the Lessons Learned”

Johannesburg, 7 August 2024

Thank you, Programme Director

The Chairperson of the South African National Editors' Forum, Ms. Nwabisa Makunga

The CEO of Pan South African Language Board, Mr. Lance Schultz

The Media Coordinator of the South African Agency for Technology Advancement, Mr. Zamuxolo Matiwana

Distinguished Guests

Ladies and Gentlemen

Good morning

Sawubona

Dumela

Molo

Avuxeni

Today, I am privileged to address you at this year's Indigenous Languages and Media Seminar 2024. This is a significant gathering that serves as a platform to discuss the media industry's rich tapestry of linguistic diversity that could be channelled to promote indigenous languages in South Africa. It is also an occasion to reflect on South Africa's 30 years of democracy in promoting multilingualism.

I would like to take this opportunity to express my gratitude to the South African National Editors' Forum, the Pan South African Language Board, and the South African Agency for Science and Technology Advancement for their collaboration with the UN in organising this seminar.

The timing, on the eve of “The International Day of the World's Indigenous Peoples” on 9 August, could not have been more appropriate. This day serves as a reminder of the resilience, strength, and contributions of the world's indigenous peoples. It is a call to action for all of us to intensify our efforts to safeguard, preserve, and advance indigenous languages as a critical component of our cultural heritage and identity.

I have been requested to talk about “The Role of the United Nations and its Impact on Campaigns and Efforts of Saving Indigenous Languages Around the World and the Lessons Learned”.

Before I proceed, I would like to pay tribute to South Africa's 30 years of inclusive democracy, which prioritises cultural diversity, human rights and equality. Culture and identity are inextricably linked through languages. They played an important role in the transition of this nation. As a result, the 1996 Constitution acknowledges 11 official languages in order to foster cultural inclusion and linguistic diversity. Sign language was recognised as an official language last year. Last year we saw the addition of sign language as an official language.

As we come together to celebrate South Africa's democratic journey and the critical role that indigenous languages play in shaping its media landscape, today's event is of exceptional significance.

Over the past three decades, there have been significant strides in integrating indigenous languages into the media, including community radio, television, newspapers, and digital platforms. These outlets strive to empower marginalised communities, promote pride in linguistic heritage, and thereby assist in preserving and revitalising endangered languages.

Nevertheless, despite these accomplishments, there is still more work to be done. Numerous indigenous languages continue to encounter obstacles, including inadequate funding, low representation in the mainstream media, and scarce resources. It is undeniable that the continuous dominance of a few languages in the global media poses an additional threat to the survival of indigenous languages. It is essential that we confront these obstacles head-on and collaborate to establish an environment that promotes the growth of all languages.

However, Ladies and Gentlemen, we are currently confronted with a daunting challenge on a global scale. The UN Educational, Scientific and Cultural Organisation (UNESCO) estimates that 43% of the world's approximately 6,000 languages are in danger of extinction. We need to take immediate action to preserve and promote indigenous languages. I am delighted to note that the United Nations remains a leading voice in this fight.

The Declaration on the Rights of Indigenous Peoples, which the UN adopted in 2007, acknowledges the rights of indigenous peoples to their languages, traditions, and education. The declaration addresses the right to preserve, utilise, develop, and transmit languages to future generations.

Additionally, the UN has designated specific years and decades as priority areas for indigenous languages. The International Year of Indigenous Languages of 2019 was the most significant. It addressed the dire state of indigenous languages and aimed to motivate immediate action to preserve, revitalise, and promote them. The UN has reaffirmed its dedication to this cause by establishing the International Decade of Indigenous Languages from 2022 to 2032.

When it comes to preserving languages from extinction, UNESCO is in the vanguard. I'm pleased we have a colleague from UNESCO present today to provide further insight into their work on indigenous languages.

Our initiatives have greatly influenced and inspired numerous countries and global movements to preserve indigenous languages and for governments to enact laws and policies that safeguard indigenous languages. Among others, these include the US, Canada, and New Zealand. Here in South Africa, the Protection, Promotion, Development and Management of Indigenous Knowledge Act of 2019 acknowledges indigenous laws and knowledge.

One crucial area where our efforts are most clearly seen is education. Several countries have instituted culturally relevant curricula, bilingual education programmes, and schools that immerse students in indigenous languages. These programmes positively impact the cultural pride, academic achievement, and language preservation of indigenous children.

Our work has also led to growth of community-driven initiatives as these typically achieve the most significant and long-lasting outcomes. To guarantee the survival of their languages, indigenous communities are developing digital resources, including language applications and online dictionaries.

We consistently advocate for the collaboration and sharing of successful strategies among indigenous groups and countries worldwide. We convene numerous conferences, seminars, and cultural exchanges to facilitate the exchange of ideas, information, and innovative solutions.

Through the years, we have acquired a plethora of critical lessons that can serve as a foundation for future endeavours in the preservation of indigenous languages. One of the most significant lessons is to recognise the primary custodians of indigenous languages. Any initiative to safeguard and revitalise indigenous languages must be spearheaded by indigenous communities. Their guidance, wisdom, and customs are invaluable.

It is impossible to preserve indigenous languages in isolation from other aspects of indigenous peoples' lives. A comprehensive strategy must encompass education, community development, cultural customs, and language. Through this approach, we can be sure that restoring indigenous languages is merely one component of a more comprehensive strategy to enhance the quality of life and strengthen the sense of identity of indigenous peoples.

To foster an environment conducive to language preservation, government policies and laws are crucial. Additionally, political commitment and dedication are essential to establish and maintain these policies.



The contemporary digital era presents unparalleled opportunities to preserve languages. Through mobile applications, social media, and digital platforms, language acquisition can be accessible to a broad audience. However, indigenous groups should be involved in the design and governance of these technologies in order to maintain cultural integrity.

Revitalising a language necessitates a continuous commitment and focus. Achieving long-term change requires more than just finance or programmes with a short timeline. Although the UN's programmes have been inspiring for the past decade, their success is contingent upon the continued investment of time and resources by all parties involved.

While the UN has played a crucial role in bringing attention to the issue of indigenous languages, we still have a long way to go. The lessons learnt underscore the significance of respect, comprehensive approaches, policy support, technical advancement, and dedication in the long term. Moving ahead, we must stay committed to preserving indigenous languages and the cultural richness they embody by leveraging these lessons and working together.

Ladies and Gentlemen, the preservation of indigenous languages is a matter of human dignity, identity, and justice, rather than solely language or culture. We owe it to the past to preserve these languages and the knowledge they impart.

Finally, I would like to reiterate our unwavering commitment to the preservation of indigenous languages in South Africa through public awareness campaigns and training. If we work together, it is possible to build a future in which the uniqueness of everyone's language, culture, and identity is honoured and preserved.

I thank you.

## Opening Remarks Mr. Lance Schultz

the CEO of Pan South African Language Board,

INDIGENOUS LANGUAGES MEDIA SEMINAR

07 August 2024

SANEF Chairperson, Ms Nwabisa Makunga

SANEF Executive Director, Mr Reggie Moalusi

Mr Nelson Muffuh, UN Resident Coordinator in South Africa

Al-Amin Yusuph, UNESCO Regional Office for Southern Africa

Mr Pule Molebeledi, CEO of Arena Holdings

Ms Lisa Combrinck Chief Director: National Language Service (DSAC)

Dr Mathatha Tsedu

Representations from our strategic partners: SANEF, the UN in South Africa, the South African Agency for Science and Technology Advancement (SAASTA) and the MDDA

Our Facilitators and panellists

Members of the media here present

Distinguished guests

Today, we contemplate not only the past three decades of democracy and the freedoms we now enjoy, but also engage in introspection as a society and constitutional democracy, pondering the question: Have we taken satisfactory measures to ensure equal respect for indigenous languages? Can ordinary South Africans readily access information in their preferred languages? If we discover that more can indeed be accomplished, we must inquire, do we possess the requisite infrastructure to actualise our objectives?

Ladies and gentlemen, the significance of safeguarding and promoting indigenous languages within our society cannot be overstated. Language serves not only as a means of communication, but also embodies a fundamental aspect of our identity, culture, and heritage. Our Constitution imposes a responsibility on the state, as well as society at large, to implement practical and positive measures to elevate the status of previously marginalised indigenous languages. Furthermore, the Constitution emphasises the promotion and equitable respect for all official languages, ensuring inclusivity and enhancing the use of marginalised languages. Linguistic diversity, freedom of expression, and the right to use language and participate in cultural life, as well as access to information, are freedoms guaranteed in Sections 16, 30, and 31.

Therefore, we should ask ourselves, can we guarantee that every citizen has access to information? The Constitution recognises that social justice aims to enhance the quality of life for every citizen while unleashing the potential of each individual as stated in the preamble of our constitution. Access to information in languages that citizens

understand and speak proficiently guarantees social justice, and socio-economic progress, and addresses various social challenges. Unfortunately, despite these constitutional provisions, significant challenges arise from non-compliance, not only by government departments but also by society at large. This has led to a disengaged citizenry, a lack of equal respect for indigenous languages, and a lack of meaningful participation by many South Africans in state empowerment programs. The challenges at hand cannot be ignored. The media plays a crucial role in informing, educating, and entertaining the linguistically diverse people of our nation. However, it is unfortunate that most of the information consumed by South Africans is primarily in English, leading to a society that is gradually contributing to the decline of indigenous languages in the mainstream.

Nevertheless, avenues for progress do exist. The nationwide implementation of Mother Tongue Based Bilingual Education (MTBBE) can contribute to enhancing literacy levels and cultivating media professionals who are proficient in their mother tongue. The Incremental Introduction of African Languages in former model c school must be embraced by all schools, public and private, to ensure social cohesion and nation building. There is supposedly no learner in South Africa leave school without learning a previously marginalised language for basic communication purposes. This endeavour should be paired with the implementation of the Language Policy Framework for Public Higher Education Institutions following the likes of UKZN where no student completing a junior degree without learning isiZulu. We take pride in the University of North West for initiating a short training courses for journalists in indigenous language media. This achievement not only forms a part of the outcomes of our inaugural seminar in 2023, but also signifies a significant stride towards enhancing the potential for linguistic diversity within the broader media landscape.

In an effort to level the playing field for indigenous languages to not only survive, but to thrive within the media sector, PanSALB has made submissions to the Competition Commission to include the amendment of Section 6(3)(a) of the Constitution to increase the minimum number of official languages used by the national government for official purposes. We believe that if government departments are obligated to communicate in more official languages, this would in turn bode well for the media sector, particularly smaller community media houses in terms of generating advertising revenue. This constitutional amendment would also ensure equitable treatment of official languages. Furthermore, the proposed amendment of the PanSALB Act and the Use of Official Languages Act is imperative to ensure their enforcement and prescription through legislation.

It is essential for society to acknowledge the significance of linguistic diversity and the media's role in preserving and promoting indigenous languages. The media actively supports the transformation agenda of the Constitution, bolsters democracy, and embraces linguistic diversity. Only through the ability to engage in public life using one's

language can we truly unlock the potential of every South African citizen and facilitate meaningful participation in our democracy for all individuals living within it.

In conclusion, I wish to emphasise that it is our collective responsibility to uphold the preservation of indigenous languages and contribute to the realisation of our Constitutional ideals of multilingualism. Therefore, this serves as a call to action for each of us to recognise the value of indigenous languages and strive for their promotion and preservation.

Thank you.

# Keynote Address Dr Yanga LP Majola

Tshwane University of Technology

## **Seminar on Indigenous Language and Media (7 Aug 2024)**

Is the media contributing to the preservation of languages or damaging it? i.e. Bastardisation of indigenous languages.

### **1.Role of Media in Language Preservation**

According to Gordon Muller media entails the consumption of information through various platforms, it could be movie from Netflix, Soccer story on Laduma Newspaper, a post on Instagram and or listening to Umhlobo Wenene FM.

**Promotion of Indigenous Languages:** Media as a tool for promoting and standardising indigenous languages, contributing to their preservation and development.

**Educational Content:** The use of media to educate the public about indigenous languages, cultures, and histories.

The media plays a crucial role in the preservation and revitalisation of Indigenous languages.

**Broadcasting and Exposure:** Media, including television, radio, and digital platforms, broadcast content in South African Indigenous languages, increasing exposure and normalising their use in everyday life. This helps keep the language alive in public consciousness. Umhlobo, Ukhozi, Ligwalagwala, Ikwekwezi, Thobela, Lesedi, Motsoeding, Munghana Lonene, Phalaphala & RSG.

**Cultural Representation:** Through storytelling, music, films, and other forms of entertainment, the media can showcase the culture associated with a language, promoting a sense of pride and identity among speakers. FAMO, Umbhaqanga, Shaka iLembe, Queen Modjadji, The throne.

**News and Current Affairs:** Providing news and current affairs in a particular language keeps the community informed and engaged, ensuring that the language remains relevant in discussing contemporary issues.

**Promoting Multilingualism:** Media promotes the value of multilingualism, encouraging the preservation of South African Indigenous languages dominant ones. This helps create an environment where linguistic diversity is celebrated and protected.

Overall, the media's ability to reach a wide audience makes it a powerful tool for language preservation. By promoting the use of South African Indigenous Languages in various contexts, the media helps ensure these languages continue to thrive.

## 2. The Bastardisation of South African Indigenous Languages in Media

The "bastardisation" of South African indigenous languages in media refers to the perceived dilution, alteration, or misrepresentation of these languages by media outlets. This phenomenon raises concerns about the preservation of linguistic and cultural integrity.

### 2.1. Definition of Bastardisation in Media Context

**Dilution of Language:** Simplifying or altering language to the point where it loses its original structure, meaning, or cultural nuances. Isgulukudu, Start the car, don't judge a book by its cover, (wena wase mlamla' nkunzi).

**Misinformation and Misrepresentation:** Incorrect use or representation of languages, including grammatical errors, incorrect vocabulary, and cultural misinterpretations. KheLobedu's Khelovedu.

**Code-Switching and Hybridisation:** The blending of indigenous languages with dominant languages, like English or Afrikaans, leading to mixed or hybrid languages.

### 2.2 Examples and Manifestations

**Broadcast Media:** Instances where TV and radio presenters incorrectly use indigenous languages or mix them excessively with English, potentially alienating native speakers.

**Print and Online Media:** Errors in articles, advertisements, and subtitles that misrepresent indigenous languages. Banginkuluvs Bangukulu...

**Entertainment and Pop Culture:** Songs, movies, and TV shows that use indigenous languages in ways that may seem disrespectful or superficial.

### 2.3. Impact on Cultural Identity and Language Integrity

**Erosion of Cultural Identity:** The incorrect or disrespectful use of indigenous languages can contribute to the erosion of cultural identity and heritage.

**Loss of Nuances and Dialects:** The standardisation or oversimplification of languages can lead to the loss of and sidelining dialects. The River, Scandal, Queen Modjadji

**Influence on Language Learners:** Young people and language learners may adopt incorrect usage, further perpetuating the cycle of language bastardisation.

### 2.4. Commercial Pressures and Media Practices

**Appealing to Broad Audiences:** Media outlets may prioritise accessibility over linguistic accuracy to appeal to a wider audience, leading to simplified or mixed language use.

**Limited Expertise:** A lack of fluency or deep understanding of indigenous languages among media professionals can lead to errors and misrepresentation.

## 2.5. Role of Media Regulations and Language Policies

**Regulatory Oversight:** The role of regulatory bodies in ensuring the accurate and respectful representation of indigenous languages in media.

**Language Promotion Policies:** National and provincial language policies and dynamics. Policies do encourage the use of indigenous languages.

## 2.6. Community Response and Activism

**Public Outcry and Criticism:** Responses from language communities, academics, and activists to instances of language bastardisation.

**Initiatives for Correction and Education:** Efforts to educate media professionals and the public about proper language use, including language workshops and guides.

## 2.7. Potential Solutions and Best Practices

**Involving Native Speakers:** Encouraging the involvement of native speakers and linguists in media production to ensure accurate language use.

**Developing Guidelines:** Creating comprehensive guidelines for media outlets on the respectful and accurate use of indigenous languages.

**Promoting Indigenous Language Media:** Supporting media outlets and programs that broadcast in indigenous languages and uphold linguistic integrity.

## 2.8. Praxis

**successful examples:** SA media has successfully incorporated indigenous languages in a respectful and accurate manner.

**controversial cases:** there are instances where media has been criticised for bastardising indigenous languages.

To addressing the bastardisation of SA indigenous languages in media requires a concerted effort from media outlets, regulatory bodies, language communities, and the public. ensuring the accurate and respectful representation of these languages is crucial for preserving cultural heritage and promoting linguistic diversity.

## 3. The issue of Standard vs non-standard languages

The distinction between standard and non-standard language in media can influence societal attitudes, cultural identity, and language preservation.

### 3.1. Standard Language in Media

**Definition:** A standard language is a version of a language that has been codified, often through dictionaries, grammar books, and official rules (Orthography). It is typically used in formal contexts, including education, government, and media.

Advantages:

**Clarity and Consistency:** Standard languages provide a uniform way of communication, which can enhance clarity and consistency in media messaging.

**Broad Accessibility:** Standard language is often understood by a wide audience, making it accessible to many viewers or readers.

**Educational Role:** Media using standard language can serve as a tool for language learning, teaching correct grammar and vocabulary.

Disadvantages:

**Exclusion of Non-Standard Varieties:** The exclusive use of standard language may marginalise speakers of non-standard dialects or regional variations.

**Cultural Dilution:** Standard language can sometimes be seen as culturally neutral or sterile, potentially leading to the dilution of rich linguistic and cultural expressions found in non-standard forms.

**Perpetuation of Hierarchies:** The preference for standard language can reinforce social and cultural hierarchies, privileging certain groups over others.

### 3.2. Non-Standard Language in Media

**Definition:** Non-standard language refers to regional dialects, colloquial expressions, slang, and other variations from the standardised form of a language.

Advantages:

**Cultural Authenticity:** Non-standard language can reflect cultural diversity and authenticity, preserving unique linguistic expressions and cultural identities.

**Representation and Inclusivity:** Using non-standard language in media can make content more relatable and inclusive for people who speak these varieties.

**Creativity and Innovation:** Non-standard language often allows for more creative and innovative expression, reflecting the dynamic nature of language.

Disadvantages:

**Perceived Lack of Professionalism:** In some contexts, the use of non-standard language can be perceived as less professional or less credible.

**Accessibility Issues:** Non-standard language may not be understood by all viewers or readers, potentially limiting the reach and effectiveness of media content.

**Risk of Miscommunication:** Variations in language use can sometimes lead to miscommunication or misunderstanding.

### 3.3. Impact on Cultural Identity and Social Dynamics



**Reinforcing or Challenging Stereotypes:** Media portrayal of standard and non-standard languages can reinforce or challenge stereotypes about certain linguistic and cultural groups.

**Language Prestige and Stigma:** Standard languages often carry more prestige, while non-standard languages may face stigma, influencing how speakers of these varieties are perceived and treated.

**Influence on Youth and Language Evolution:** Media can significantly influence young people's language use, potentially shaping language evolution. The use of nonstandard language can promote linguistic diversity, while standard language can encourage uniformity.

### 3.4. Media's Role in Language Preservation and Change

**Documentation and Promotion:** Media using standard language can help document and promote standardised linguistic forms, which can be crucial for educational and official purposes.

**Preservation of Non-Standard Varieties:** Media that embrace non-standard language can help preserve and celebrate linguistic diversity, ensuring that regional and colloquial forms are not lost.

### 3.5. Regulatory and Ethical Considerations

**Regulation and Policy:** Media regulations and language policies can influence the choice between standard and non-standard language, impacting content creation and broadcasting standards.

**Ethical Responsibility:** Media outlets have an ethical responsibility to represent linguistic diversity accurately and respectfully, avoiding misrepresentation or denigration of non-standard language speakers.

### 3.6. Case Studies and Examples

**Standard Language Dominance:** Instances where the media predominantly use standard languages, examining the consequences for non-standard language speakers.

**Celebration of Non-Standard Language:** Examples of media outlets or programs that successfully incorporate non-standard language, exploring their impact on cultural representation and language preservation.

In South Africa, the choice between standard and non-standard language in media is not just a matter of linguistic preference but also a reflection of broader social, cultural, and political dynamics. Balancing these choices can help promote inclusivity, respect linguistic diversity, and support the preservation of the nation's rich cultural heritage.

## **4. How young entrepreneurs' media can invest in establishing new media platforms rooted in local languages.**

### **4.1. Access to Funding and Resources**

**Grants and Subsidies:** Governments and non-profit organisations can provide grants or subsidies specifically aimed at media initiatives that focus on local languages.

**Venture Capital and Angel Investment:** Encourage venture capitalists and angel investors to support startups in the media sector that promote local languages.

### **4.2. Education and Skill Development**

**Entrepreneurship Training:** Offer training programs that equip young entrepreneurs with the skills needed to start and manage media businesses, with a focus on the unique challenges and opportunities in local language media.

**Language and Cultural Studies:** Integrate language and cultural studies into media and communications curricula to foster a deeper understanding of the importance of indigenous languages.

### **4.3. Promotional and Market Support**

**Marketing and Distribution:** Help young media entrepreneurs with marketing strategies and distribution channels to reach audiences who are interested in content in local languages.

**Platform Partnerships:** Encourage partnerships with established media platforms to feature content in local languages, increasing visibility and reach.

### **4.4. Cultural and Community Engagement**

**Community Involvement:** Engage with local communities to ensure that the media content produced is relevant and respectful of local cultures and traditions.

**Audience Development:** Educate the public on the value of media in indigenous languages, encouraging a demand for such content.

### **4.5. Recognition and Awards**

**Competitions and Awards:** Organise competitions and awards for media projects that promote local languages, offering recognition and financial rewards.

### **4.6. Research and Development**

**Market Research:** Conduct research on the market potential for media in local languages, providing data that can help entrepreneurs make informed decisions.

**Content Development Research:** Invest in research on best practices for content creation in indigenous languages, including considerations of cultural nuances and language preservation.

#### 4.6. Leveraging Digital and Social Media

**Digital Platforms:** Encourage the use of digital and social media platforms, which offer cost-effective ways to reach large audiences with local language content.

**Online Communities:** Foster online communities around local language content, creating spaces for engagement and dialogue.

By implementing these strategies, young entrepreneurs can be better equipped to establish and grow media platforms that celebrate and preserve local languages, while also building viable and sustainable businesses.

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## Session 2 Panel Discussion

The second session of the Indigenous Languages Seminar considered the *Media's Role in the Development and Preservation of Indigenous Languages*. **Mr Julius Dantile (PanSALB Executive Head of Languages)** acted as the facilitator of the panel discussion. Mr Dantile opened the panel discussion by explaining that preservation of indigenous languages is in fact a preservation of the identity/identities of indigenous peoples. He stated that discussions around the development of indigenous languages cannot exclude the use of African languages. As far back as 1999, PanSALB issued a board notice speaking to that particular issue. (Include quote). Dantile stated that PanSALB's view is clear that you cannot identify the gaps in language development, promotion and preservation until the language is used. The challenge is mistranslations, as stated by Dr Yanga Majola. There are mistranslations and cultural idioms and nuances that are missed when indigenous languages are translated to English. The essence of our indigenous languages must be maintained even when translated.

**Mike Siluma (Deputy Sunday Times Editor)** observed that a large majority of South Africans are indigenous to the nation. He stated that the dominance of the English language has dwarfed indigenous languages to the extent that it may feel as though English is a real language and indigenous languages are abstract and far removed from the people. "People are their languages. We are born into language communities where speaking is not a nice-to-have but a must-have". He stated that communication with our communities require language use. Language is a necessary tool for communicating our internal thoughts and allows others to understand us. We are the creators and owners of the languages that we speak. Languages create us inasmuch as we create them. Siluma observed that indigenous languages media does not exist as a large portion of media in South Africa is presented in English in a country where only a small fraction the population communicates in English. Consequently, much of the South African population has limited access to information. Only a few media practitioners have been able to publish newspapers in indigenous languages. All of this has resulted in a bulk of South African children being unable to read or write their mother tongue with understanding.

**Ms Merriam Nedzemba** (Senior Education Specialist and Teacher), we have language diversity. In her district schools offer 4 indigenous languages, namely: Xitsonga, IsiZulu, Sepedi and Setswana. Would like to share her frustrations regarding indigenous languages media in the country. GDE vision is that "every learner must feel valued and inspired by the innovative education system". Nedzemba posed a question of whether South African learners truly feel valued and inspired?

Mr Dantile explained why a representative from the school environment is present at the seminar: we are following the parliamentary processes and there is currently a debate about the BELA Bill which the President has still not signed to this day. There is a section of the BELA Bill in which language policy and language of admission policy is an issue.

Question to Siluma: ***We have a challenge in the mainstream media wherein an instream media (excluding the SABC) does not make use of indigenous languages. Why is that so?***

Siluma states that he is operating from the assumption that there is a consensus in the country about promoting indigenous languages. "Although we often talk about language as a cultural imperative or a social and developmental imperative, the development of indigenous languages in media is a commercial imperative". To be able to have a radio station, newspaper or tv station, you need resources. You need the necessary infrastructure and the capacity to print and distribute. Without the commercial basis for that endeavour, you will not have media. We therefore must not disaggregate the conversation about development of IL from imperative to provide the financial basis to be able to develop IL media (be it print or broadcast). Though the question seems cultural, Siluma posits that it is in fact a question of economic power. Those that own the media need to be able to generate the revenue. "Until and unless as a society we take the issue seriously enough to be willing to put money into media that promotes indigenous languages"

Dantile question to Bopape: ***Why does mainstream media not outsource to community media as community media is important? How can interaction between mainstream media and community media be encouraged to ensure that there is socio-economic and financial beneficiation?***

Mr Bopape state in the past he has observed mainstream media houses take stories published by community media and aggregate them to their much larger audience. Mainstream media makes money from the aggregation of these stories, yet community media receive no compensation. Large media houses should have a system of compensating community media houses for their work. Bopape stated that community media houses train inexperienced journalists to write in their mother tongue but once they become professional, they are poached by large media houses. Large media houses should have a compensation system so that community media has resources to train greater amounts of inexperienced journalists.

Dantile poses a question to Ms Nedzamba: ***What is the quality of the content created in indigenous languages and how is used in the context of education? How can it be improved so that learners who leave school to enter the media sector are able to create content in IL?*** Nedzamba states that IL content is partially covered by the media. Nedzamba takes a moment to express gratitude to Dunisani (community media

newspaper publisher) who she says has made a difference in the Gauteng region by offering newspapers that are published in Xitsonga-to-Xitsonga medium schools. There were content learners could use in the newspaper. Students were overjoyed having access to content in their home languages. Nedzema posed a question acknowledging that while content. There is some content available in IL but is it relevant? Some newspapers used to contain content that was educational and aimed at younger children but there is very little of that now. Nedzema recommends that content of that nature should be re-introduced to print media. She comments that AI has had impact on African languages and critical-thinking skills. Young teachers rely heavily on AI which is concerning as it leaves room for IL languages to be used incorrectly. Broadcast media has a similar problem. There is little content for our learners to use.

Dantile asks question about print media which used to include school content; ***how can that content be revived and amended to include indigenous languages? How can we use media in indigenous African languages to lure advertisers because there is an audience? How do we maximize the audience we have to attract advertisers?***

Siluma notes that the largest radio station Ukhozi fm yet the most profitable is 94.7fm. Most profitable radio stations are English radio stations. These radio stations, with the exception of one, do not have the same numbers Ukhozi FM has. Logically, the largest radio station should be making the most money. Therefore, the conversation about the development of IL is about money and power than it is about audience. Advertisers will go where the audience has a perceived disposable income. Invariably the majority of people with disposable income are often not speakers or users of indigenous languages. The question is beyond having numbers. Siluma states that the problem of lack of use of IL in media will not self-correct. "It requires organisation, it requires lobbying". Through these seminars, we have been able to identify the issues but now we need to move a step up. PanSALB, together with the media and education sector, should begin organising to approach the government so that the necessary resources are made available. Because of the economic system, commercial media will not sacrifice their profits out of pity for the cause of IL development. Commercial media is in business to make a profit. The problem will not be solved by focusing solely on commercial media or government. Government has an important role to play in ensuring that education system speaks to the media and culture of a country. We cannot disaggregate the issue of IL development with other issues. Our mistake is to separate and disaggregate the development of languages as a free-standing issue that can be tackled on its own. It is interlinked to what we do culturally and with the fiscus, for example.

Dantile comments: "we need to ensure that the department of communication and education attends the seminar next year. These departments need to give a report explaining the strides they have made to ensure that IAL are utilised, and community media is supported. He states that "government advertising that goes to the SABC is not even R200 million" while the SABC broadcasts in all IL. When they buy space at the SABC, over a year they don't spend R200 million." Government needs to be brought in to

be told that they need to buy advertising space in community media platforms, so they employ more people, continue to print/broadcast in IL and survive.

Dantile opened the floor to questions and comments:

- TUT Student comments on NB on promoting IL: it goes back to our education system as most of our degrees don't offer IL. It's important that education system up to varsity level includes IL so that youth who enter the media workforce can do so having knowledge IL. Why have model C schools not implemented IL as language of education?
- Student at TUT: Involve organisations and learning institutions to create awareness of importance of development of indigenous languages
- We need to create a need for IL. We want these languages, but we don't want to use them. We need to overhaul the system to see fruits in the implementation of these languages.

## Third Session: Indigenous Languages Seminar

### Session facilitated by Phatiswa Magopeni

Presenter: Prof Vukosi Marivate, Ms Slindile Khanyile, Editor and Publisher of Umbele and Zamuxolo Matiwana, Media Coordinator: Science Communication

**SAASTA** Magopeni remarks that despite the existence of AI since the 1950s, we remain intimidated by it. 30 years ago, many social media applications and other popular applications did not exist, yet we engage easily and embrace them, but we do not do the same with AI.

“Why are we intimidated by AI that makes us wary of engaging with it or talking about it?” AI is both a human challenge and an opportunity, specifically where indigenous languages are concerned.

There are also opportunities that we should be tapping into to the extent that we are able to use AI to our benefit. “We should be at a point where we are able to conduct this seminar in more than two languages. It’s an indictment on us as a country that we haven’t been able to achieve the inclusion of indigenous languages at this level”.

There are indigenous language bulletins that have no news bulletins on weekends. There are Indigenous languages that alternate slots during the week and they get exposure 4 times at most in a 7-day cycle and yet there are English and Afrikaans bulletins every day of the week. Magopeni comments that it is an indictment on the media, both public and private.

“We are seeing scholarship on indigenous languages being produced in English predominantly. IL still do not have the right status. IL are still not seen as languages of power, economics and business. There is a fundamental challenge we need to address. AI being a language on its own that people are afraid to engage complicates matters further.

**Prof:** What he found working in the computing and tech space is that we are our own biggest challenge. Prof presented a question to floor on how many people have digital dictionaries of the IL language they would like to speak or do speak.

We cannot have sincere discussions about the media and journalists needs to create more content in IL, yet nobody has the tools to look at the library of content available. AI is only a distraction in a more serious conversation. Government has paid for multiple resources for the development of IL terminologies, dictionaries, etc yet all these are not public goods or publicly available.

“What are you writing then? It doesn’t matter”.

If IL content exists yet it is not accessible to the public, then there is no point of having further discussions about language development. “We are our biggest enemies. The way we look at systems from an individualistic viewpoint, thinking about what we can get



out of it as opposed to centring the languages themselves. IL have not been centred. The question of who pays for the internet is a central concern/question.

“25 years ago, google and other search existed. During that period, you had to build your own website, pay for it and then begin creating content on. Something changed in the 2000s.

Online content is almost free. You can easily access it. It was said that advertising was going to pay”. It was through advertising that money would be made. The media also got caught up in this. News websites made money from advertising.

As time went on, search engines it seemed that search engines had more power than the media and rake in more money that comes from advertising and the media is not getting as much. This is evident in the shrinking newsrooms as media organisations are making less money, we’re also seeing fewer print media.

Media is caught in a vicious cycle because publications that are ‘print-only’ are not likely to survive but if you are exclusively online where content is free then you also cannot survive. Something needs to change.

ChapGPT came out in 2022 and threw a spanner in the works in the way we think about media because “now you have organisations that can scrape your website and build tools, charge for it and make money from it while you get nothing out of it”. That is why in the last two years there has been acceleration in calls to “close down, as much as possible, the internet” but this is something the media had already been doing by putting up paywalls for the last decade. It only accelerated because of AI.

The question is then “how do we develop IL given this landscape where there is concern about who pays for the internet? Content doesn’t show up by itself. The assumption is that it’s free.

“This brings up the economic challenges in those spaces”. For more on this: **Reference to talk he gave at the Competition Commissions Inquiry Lecture on Digital Market** explains what AI is and how these models are built.

Let’s think about our futures when it comes to AI. It is necessary that we understand that to build AI models, data is needed. AI models learn from the patterns that they see in language.

ChatGPT knows how to repeat patterns very well. “When we’re talking about AI, we’re going back 70 years. You have AI, Machine Learning, Neural Networks and now we’re in the age of Generative AI. You ask a question, and it generates texts/images”. About 10 years ago, only about 100 academic research papers were submitted on AI on archive and now there are about 158 research papers being submitted daily. There is clearly exponential growth in the field of AI. AI will change alter the way we live and work.

To work with AI, you need specific computing units called GPUs (graphical processing units). Private companies such Meta and Tesla have the most GPUs. These companies

are leading countries. "If we go back one generation to H100s, something drastically changed. Nation states don't even feature anymore." The African continent doesn't have the computing capabilities to beat these private companies.

The challenge of low resource NL Processing (which is most of our languages) is that you may have many speakers but not many resources whether its data or tools. You also might have hard-to-find resources. These resources are always hidden. "What does it take for a language to move up the ranks and reach the level of languages such as English, French and Spanish?" It's a mixture of things such as building resources in terms of tools, making data available in diff ways, people using their language unashamedly.

"If you think about the data per language in terms of building these AI models, for a lot of the benchmarks 52% of the data that scrapable on the internet is in English. With many African languages, we are four decimal places down." The problem is not the computer but the data.

Marivate states that his team spent 3 years looking for Setswana content and they only found enough to build up a dataset of 25 megabytes, this was after the removal of Jehovah's Witnesses data in Setswana, which was about 100 megabytes. There is data but discoverability and licensing (especially for research) are stumbling blocks in obtaining this data. People who are working on research trying to build these resources for the public good should have systems to be able to access and use these.

He also states that the government newspaper, Vuk'uzenzele Newspaper (published twice per month) only translates about 4 of the 20 articles it publishes into indigenous languages. It sends a message that a South African who doesn't interact in English should only have knowledge of about 20% of what government is doing.

To get back to the language being developed, we have to pay the debt down. We've been waiting for about 30 years so at some point we will need to concede and stop working on certain languages. "That is how languages die. That's the state of where we are. Our languages are dying, and we are just rearranging chairs on the titanic". We need to have a plan of what we are going to. Focusing on problems doesn't help us much.

There is a question of data, where it comes from and if the data represents everyone and how the private information of citizens can be protected. There is lot of work going into motivating countries to build their own language models but unfortunately, a lot of this is unequal negotiations between countries and big tech companies where a lot of the time policymakers do not understand the value of the data they have. We need to make sure that a language is used, and it flourishes. We need to have tools that are available locally to the people in a permissible manner with some limitations for use.

For now, a lot of these models being built have English as the language medium, but it is not to say work is not being done in other languages. We must think about data

licensing. Locally we need to have right to research. A lot of people try to block right to research by making sure resources are not available online.

Marivate has been involved in building up community-driven AI. “Governments, private companies, academia and non-profits are behind when it comes to these things”.

**Magopeni** notes that there isn't a single media house that partners with Marivate and his team on their research despite his work addressing issues around media grappling with AI. Marivate responds that media with a community newspaper. They have approached the SABC, but the talks were acrimonious.

Magopeni: With regards to what has just been said, what are the pain points and how are you dealing with those where AI is concerned in doing work in the space where you operate?

Slindile K: I give credit to Google. While we don't use google translate, it has improved markedly. They're still not able to capture the nuances of the languages. We make money from translation; more than 60% of our revenue comes from translation. With regards to what Professor has said, Khanyile says that the challenge isn't necessarily prestige but a bread-and-butter issue. As a publisher, the content needs to make business sense before it can be published.

There are opportunities with AI. It presents sustainability opportunities for us going into the future because the advertising ship has sailed long ago. If we find the right investors who are in it for the long-haul (publishing industry has attracted venture capitalists looking for a quick buck). We need to learn from our previous mistakes when online and social media gained traction because we were dismissive to protect print media.

**SAASTA [Presentation](#) [click to access](#),**

Magopeni: What is your experience when we talk about translation, transcription and subtitling. I want to raise this in the context of what Dr Majola said about the dialectal complexities. Where you have dialects, how do you deal with those using AI tools?

## Last session

**(facilitated by Dianne Hawker)**

**Chris Mcinga, Dr Mathatha Tsedu**

CM worked with SANEF to help 15 community media publications create online footprint.

CM: Traditional media not moving with the times. The digitisation drive was about deep-diving into the businesses of the community media publications and giving them strategies and workflows. It's all about sustainability and skills training is part of that.

We wanted to implement something that would not interrupt their daily operations because it is their bread and butter. We also wanted to apply some change management. Our approach was starting small with a pilot project to test these strategies, find out what the problems are and come up with solutions so that when we scale, we don't run into the same problems.

We also wanted to make the project sustainable, so we established the Community Media Support Services. CMSS was also meant to assist other applicants who were not able to benefit from this initiative. We had 65 applicants, shortlisted to 38 applicants whom we vetted and interviewed. We had many challenges during this process and finally ended up with a cohort of 15.

We wanted a diversity in languages, gender and good spread of variety from provinces. We had radio stations, newspapers and magazines as part of the cohort. Site visits were done to see opportunities in community. "One of the challenges from a commercial point of view is that we needed to engage with stakeholders and go with them to advertisers". The considerations we had to make were mobile-first and ensuring that all content was social media friendly. It needed to be easy to share as well as responsive and light. Scalability was important because we didn't to build from scratch for each website.

**Mathatha Tsedu:** Tanzania has one official language and that is Kiswahili. When you want an English language newspaper, you must search quite a bit. 99% of their publications are in Kiswahili so it's not like it can't be done.

Tanzanian do not have battles with tribalism as we do because the creation of that one language moulded everybody together and produced a unified nation. In SA, we have many official languages on paper but in reality, we have 2 (English and Afrikaans). When we look at how publications in indigenous languages can survive, we must first realise that the breakdown in Black education makes this an immensely challenging journey.

The question is then, "who is the market who will consume these languages we seek to develop?" South African children cannot read with meaning and there is a danger of reaching a stage where people cannot listen with meaning.

It's about economics. You must be able to show that your audience has money to buy what is being advertised by investors. If we are going to create platforms in indigenous languages that will thrive, they must have correct LSMs.

As a people, if we are to survive, we must fight for our languages and cultures. It's the only way forward. Schools must produce students who are able to stand on their own and be properly educated Africans. That means making PanSALB a big ally. We must understand that the fight is mostly political. Our government must first start living up to this standard. Until that happens, nothing can be done. The way forward is being able to cross translate between indigenous languages.

## Solutions Discussion

**Dianne: How do we build audiences for these indigenous language publications?**

**Chris:** If there's no audience, it's difficult to monetise. What we do is we go where the audience that we can monetise is. You need to know audience and their patterns. We need to be mindful of what our audience is saying so getting feedback is an important part of this process. Google doesn't recognise/index indigenous languages which impacts their monetisation. This isn't only about the public good but also about commercialisation.

Dianne: How do you encourage publications to target local advertiser?

Chris: The publications and radio stations already had advertisers in their traditional media, but we encouraged them to make advertisers aware that the migration to the digital space can be a partnership because advertising online is just as important as advertising on traditional media. "We are also plugging in Mother Tongue Media for these publications" which helps them translate agency ads into indigenous languages. We also developed rate cards for these publications and stations.

Dianne: How do we get the 'moneymen' to be on board?

Mathatha: Money follows money. If we can show that the audience is monetisable, advertisers and money will follow.

Chris: We need to find a way to make the audience monetisable. We need to look further than traditional advertising. "Are there opportunities for philanthropy, are there opportunities for the community themselves to start donating because they feel like the newspaper is their own". We need to start looking at other business models. We need to target what is working.

ENDS

Thank you for attending the seminar.

On behalf of the South African National Editors' Forum (SANEF), the Pan South African Language Board (PanSALB), and the United Nations South Africa, we would like to extend our heartfelt gratitude for your invaluable contribution to the "Indigenous Languages Media Seminar 2024." Your participation was instrumental in making this event a resounding success.

Unfortunately, the opening remarks of Department of Sport, Arts & Culture (Ms Lisa Combrinck, Chief Director: National Language Service) were not submitted in spite of endless efforts to incorporate them into the discussion record.

## Prof Marivate's presentation

### 1. His presentation is available below

Slides from guest

talk [https://docs.google.com/presentation/d/1LR0gK6fz4Q\\_eAndN5y4Zg-fM4ieP0BSI0lhw8bNfPWU/edit?usp=sharing](https://docs.google.com/presentation/d/1LR0gK6fz4Q_eAndN5y4Zg-fM4ieP0BSI0lhw8bNfPWU/edit?usp=sharing)

**Please see below some resources Prof Marivate has kindly agreed to share with all participants.**

Learn how we go from basics to large language models

- **Inputs to Comp Commission Media And Digital Platform Marketing Inquiry (MDPMI)** - <https://www.youtube.com/watch?v=ggBvy-7m3HQ> - This video features Prof Vukosi Marivate's presentation at the Competition Commission of South Africa's Media And Digital Platform Marketing Inquiry (MDPMI) held on March 6, 2024. It covers a range of fundamental topics building up Large Language Models (LLMs): the basics of Artificial Intelligence (AI) and Machine Learning, a brief overview of Natural Language Processing, the role of Statistical Language Models, and a detailed discussion on Large Language Models. The presentation concludes with considerations for the MDPMI Inquiry and a question-and-answer session with the commission. This content is essential for those seeking to understand the implications of AI and digital marketing within the regulatory framework.
- **TEDxPretoria talk "AI as Our Mirror: Exploring Ourselves Through AI Empowerment"** - [https://www.youtube.com/watch?v=TPr6\\_8frh08](https://www.youtube.com/watch?v=TPr6_8frh08)

### 2. Resources

Prof Marivate and team are building an open and accessible terminology and glossary resource page. Please see here <https://dsfsi.github.io/za-mavito/>

### 3. Connect with Prof Vukosi Marivate and his lab

Email: [vukosi.marivate@cs.up.ac.za](mailto:vukosi.marivate@cs.up.ac.za)

I am on Twitter <https://twitter.com/vukosi>

***Get early invitations to DSFSI events***

Newsletter: <https://dsup.substack.com/>

***Connect with our Data Science for Social Impact DSFSI research lab***

Link Tree <https://linktr.ee/dsfsi> (Connect with us via our different online platforms)

This seminar would not have been possible without your support and contribution. Your commitment to advancing the discourse on Indigenous languages and the media, as well as fostering prosperous entrepreneurship in the African languages' media space, is deeply appreciated.

We look forward to staying in touch as we plan future activities centred around the themes discussed during the seminar. Your continued engagement and support are vital to our ongoing efforts to promote the growth of media specializing in Indigenous languages.

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