

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

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Tshwane University  
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**20** YEARS  
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# 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.

# 1. Role of Media in Language Preservation

- 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**



# 1. Role of Media in Language Preservation

- **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 wasemlamlankunzi...**
- **Misinformation and Misrepresentation:** Incorrect use or representation of languages, including grammatical errors, incorrect vocabulary, and cultural misinterpretations. **Khelobedu vs Khelovedu.**
- **Code-Switching and Hybridisation:** The blending of indigenous languages with dominant languages, like English or Afrikaans, leading to mixed or hybrid languages.

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

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

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

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

### 2.4. Commercial Pressures and Media Practices

- **Appealing to Broad Audiences:** Media outlets may prioritize 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. The Bastardisation of South African Indigenous Languages in Media

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

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

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



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

- **3.2. Non-Standard Language in Media**
- **Definition:** Non-standard language refers to regional dialects, colloquial expressions, slang, and other variations from the standardized 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. The issue of Standard vs non-standard languages

## 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 non-standard language can promote linguistic diversity, while standard language can encourage uniformity.



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

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

## 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.

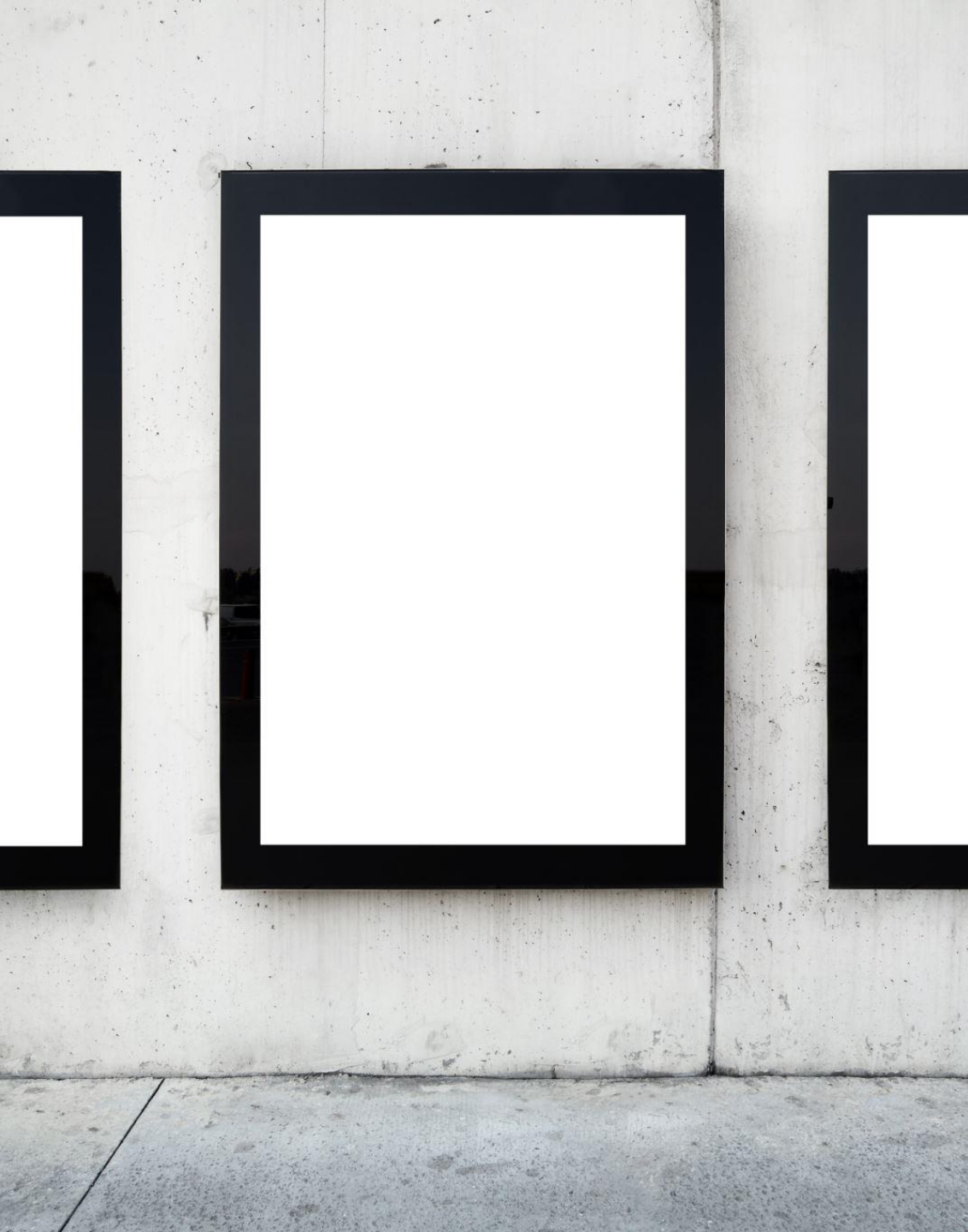


# 3. The issue of Standard vs non-standard languages

## 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.

### 4.3. 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. How young entrepreneurs media can invest in establishing new media platforms rooted in local languages.

### 4.5. Recognition and Awards

- **Competitions and Awards:** Organize 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. How young entrepreneurs media can invest in establishing new media platforms rooted in local languages.

### 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.

# Enkosi!

The background features a repeating pattern of small triangles in blue, yellow, and red, arranged in a grid-like fashion. The triangles are scattered across the entire image, with some appearing larger and more prominent than others. The colors are vibrant and the overall effect is a busy, geometric pattern.

**#fromGood2Great**