

**TRANSLATION STRATEGIES TO ESTABLISH EQUIVALENCE IN ENGLISH -  
SILOZI TRANSLATION AT LISELI RADIO STATION IN MONGU DISTRICT OF  
WESTERN PROVINCE**

**BY**

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**A Dissertation submitted in partial fulfilment of the requirements for the Degree of Master  
of Arts in Linguistic Science.**

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## DECLARATION

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## **DEDICATION**

This dissertation is dedicated to my loving husband Luckson Chembe Likumbo and my precious son Kalaba Walubuto Likumbo who gave me the drive to excel in my career.

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## ABSTRACT

The research investigated translation strategies that are used in the translation of news items from English into Silozi at Liseli Radio Station in Western Province and to establish equivalence between the source text and target text. The objectives of the research were: to determine translation strategies used in translating news items from English to Lozi, to ascertain the challenges faced by the translators when translating news items from English to Silozi at Liseli Radio Station in Mongu District, to ascertain the measures put in place to enhance translation of news items from English to Lozi at Liseli Radio Station in Mongu district and finally to establish whether the staff at Liseli Radio Station have been trained in translation/interpreting of news items. The research is noteworthy since it intends to provide relevant information on English-Lozi translation techniques and also add to the body of knowledge. The Descriptive model of translation commonly known as Descriptive translation studies guided the study. The chapters of the research include: the introduction, literature review, methodology, presentation and discussion of findings, conclusion and recommendations.

The research employed structured interviews to acquire information from the respondents. The instruments included a semi-structured interview guide for the Head of Operations, programme manager, Librarian, translators from the Lozi Section and a document review guide for the researcher. The qualitative approach was employed to collect data which was recorded according to the layout. Data was collected from twelve (12) respondents and 40 news items i.e 20 items in English and 20 in Lozi. Some of the personnels interviewed were the Head of Operations, Section Head, (4) reporters, (4) news casters and a Librarian.

The results revealed that translation strategies that were used by translators at LRS were: borrowing, nativisation, borrowing plus explanation, literal translation, word for word, adaptation, omission and addition. Additionally, the study revealed that translators faced challenges in terms of translating terms in the medical, legal and scientific fields as there were no direct equivalent words. It was also discovered that translators had no professional training on translation theory.

Considering the findings, the research recommends that higher learning institutions widely advertise translation facilities that deal with translation as a discipline. The Ministry of Education to introduce workshops on translation and partner with other international bodies to embark on international workshops to increase human resource in this field. Further, to employ more reporters to share responsibilities of being in the field and at the station to translate news items so that they have more time in order to curb the challenge of lack of time which was raised by reporters. The researcher has proposed future research to focus on establishing how many institutions offer translation as a discipline and why there is apathy in enrolling among untrained translators in major media houses and also evaluate levels of compromise in the translated news items.

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## LIST OF ABBREVIATIONS

D.T.S-----Descriptive Translation Studies.

LRS-----Liseli Radio Station

NT----- Machine Translation

ST..... Source Text

TT..... Target Text

# CHAPTER 1

## INTRODUCTION

### 1.0 General

The study's background, problem statement, purpose, research aims, objectives and questions are all addressed in this chapter. Further, the significance of the study, its delimitations and limitations are highlighted. This chapter emphasizes the theoretical background as well as the operational definition of terms as well as the conclusion.

### 1.1 Background

The history of translation stretches from the translation of Greek texts into Latin. It is known that translation services were utilised in Rome by Cicero and Horace and that these uses were continued through to the 17th century, where newer practices were developed. People have used translation to facilitate both linguistic and cultural transfer. However, as a discipline, it emerged in the second part of the twentieth century as "translation studies," coined by researcher James Holmes (1972). This concept gained popularity because it envisioned translation as a broad science that included topics such as interpreting and translator training that had previously been overlooked. Perhaps James Holmes' (1988) most significant contribution is his attempt to outline the area of translation studies. A closer look at the map reveals that translation studies are separated into two categories: pure and applied. Pure translation studies have two goals: first, to provide a description of the many translation events as they occur, and second, to create general principles that can sufficiently explain these phenomena. The first goal is classified as descriptive translation studies (DTS), while the second is classified as translation theory, both of which are subcategories of pure translation studies.

The media's impact on individuals and society at large is enormous on a global scale. There isn't a day that goes by without breaking news, routine news reports, interviews, and other items dealing with national and international social, economic, and political topics. "First newspapers, then radio and television, and now the internet and other new communication technologies play an increasingly vital part in today's world" (Tyulenev 2014: 57). Translation plays an important role in today's globalised media as a means of cross-cultural communication. Media translation is not

a new phenomenon; it dates back centuries to when newspapers first began covering international news events. The study of media translation, on the other hand, is a relatively new phenomenon, with much of the significant research in the field occurring only in the last decade (Bassnett and Conway, 2006).

The concept of equivalence is probably one of the most difficult and contentious issues in translation. The word has sparked intense debates in the field of translation studies, and it appears that this trend will continue. This phrase has been analysed, assessed, and thoroughly discussed from a variety of viewpoints and views. The early discussions of the concept of equivalence in translation kindled contemporary theorists' further development of the term. Even the foregoing basic summary of the subject demonstrates its importance within the context of theoretical translation reflection. Due to the difficulties in defining equivalence, it appears that there is no general approach to this concept. Equivalence-oriented translation, according to Vinay and Darbelnet (1995), is a process that recreates the same circumstances as the original while using wholly different phrasing. They further claim that if this approach is used during the translation process, the stylistic impact of the SL text can be preserved in the TL version. (ibid) Equivalence is the best way for dealing with proverbs, idioms, clichés, nominal or adjectival phrases, and animal onomatopoeia.

Vinay and Darbelnet (1995) argue that equivalent expressions between language pairs are acceptable as long as they are listed as full equivalents in a bilingual dictionary. Later on, they point out that glossaries and collections of idiomatic expressions "can never be complete." They end by stating that the necessity for equivalences originates from the situation, and translators must seek a solution in the situation of the SL text. Indeed, they claim that merely quoting the semantic equivalent of a term in the SL text from a dictionary or glossary is insufficient, and that it does not ensure a good translation.

Translation's fundamental goal is to convey the meaning of the source language into the target language. However, this labour can sometimes lead to misinformation for the target language reader. The following statement may provide an explanation for the challenge of translation, particularly between English and Zambian languages. According to Effendi (2004), many Zambian readers struggle to grasp a large number of novels translated from English into local languages by amateur translators, rather than comprehending the originals. He claims that this is due to the fact

that many translators who are fluent in English and are familiar with various English styles are unable to see components of translation work when the source language is English and the target language is a Zambian language. It means that not all translated novels are successful in conveying all of the content from the original publications.

In order to produce an accurate translation product, the translator must use translation techniques during the translation process and the translator determines which translation strategies will be employed. Experts' theories on translation strategy are just meant to serve as a guide for them. The most important is that the translator must know what type of content they will translate and for what purpose in order to determine which techniques are appropriate.

It is crucial to talk about equivalence because the goal of translation is to make the target and source texts equivalent. Experts in translation have recommended a variety of equivalence phrases: Hatim (2001) and Catford (1965) proposed formal and textual equivalence which closely resembles the original text's grammatical shape. It refers to formal relationships that exist when two TL categories share the same location in the SL category, for as when one adjective is replaced by another adjective. Textual equivalence is required when the source text is translated while taking into account the linguistic form of the source text and the core message of the TL.

This is done when a TL text or portion of a text is seen on a specific occasion to be the equal of a given SL text or portion of text, such as when an adjective is replaced with an adverbial phrase. It means that a translator must first look at the linguistic form of the source text before looking for terms in the target language that have the same linguistic form. For example, the Indonesian word *malas* is used to translate the adjective *indolent* (adjective). Catford's claim of formal equivalence can be met here. Although Catford does not mention the term "meaning" in his explanation of equivalence, Suryawinata and Haryanto (2003) claim that textual material might be equal in terms of meaning, length, style, and even printing quality.

Larson (1984) emphasised the significance of analysing equivalents in translation. He placed a strong emphasis on lexical equivalent, or the lexicon equivalent between the source and receptor languages. According to him, there are three factors to consider when selecting appropriate lexical counterparts. There will be concepts in the source text that are known (shared) in the receptor language but will be translated by a non-literal equivalent; second, there will be concepts in the

source language that are unknown in the receptor language; and third, there will be lexical items in the text that are key terms, meaning they are important and must not be ignored in the receptor language.

The word is the main tool in the translation of equivalents. A translator looks for words in the target language that are equivalent. Larson does not place a high value on the context of the material he is translating. He just clarifies that lexical terms in the text are the crucial term in the translation process. Yet, this is crucial to the concept of equivalence. Newmark (1988: 48) suggests that equivalence has an effect on the translation product, which he refers to as the 'equivalent effect.' It's crucial in vocative text communicative translation. He categorises equivalence into three types: cultural equivalent, functional equivalent, and descriptive equivalent, all of which are used in translation. An approximate translation of an SL cultural word into a TL cultural word is called a cultural equivalent. The standard technique for replacing cultural words with functional equivalents necessitates the employment of a cultural-free word, occasionally with a new particular term. This employs using language that everyone must understand so that the translation serves its purpose. Descriptive equivalent must sometimes be weighed against function but both description and function are necessary components of explanation and, hence, translation.

Baker (1991) has concentrated on equivalence at and above the word level, grammatical equivalence, textual equivalence, and pragmatic equivalence in her work 'In other words: a coursebook on translation.' Baker appears to place a lot of emphasis on the types of equivalence based in her explanation in her book. This becomes a necessary component that a translator must employ in order to produce a good and understandable translation product. She believes a translator should be aware of all of these equivalences. Each type of equivalence she presented can be used to a different translation challenge. Each of the equivalences completes the other. Finally, all of these equivalences are significant and should be taken into account by a translator.

Yusuf (1994:9), represents the naturalness of translation equivalence. A translator's job is not just to produce words, but also to find natural equivalence between source and destination languages, as each has its own natural language. It means that ten source-language words should not be translated into ten target-language words. According to the foregoing reasoning, equivalence appears to be the most significant aspect of translation. Working with translations necessitates the discovery of equivalence. Experts have discussed equivalence as a method for translating. In their

job, the translator can use any type of equivalence. However, it is recommended that the translator examine what type of text they will be translating and then choose the proper equivalent to employ in the translation process. No matter which of these equivalences is preferable, all of them are valuable and crucial to consider during the translation process.

Words are crucial in translation. It is the tiniest yet appears to be the most important unit involved in the translation process. According to Newmark (1988: 193), the translator who believes that they should never translate words but rather phrases, ideas, or messages is deceived. Words are frequently translated from English to Lozi in Zambia. The provincial language of Barotse is Lozi (Kololo), while many residents also speak other Bantu languages. Lozi is a Bantu language belonging to the Benue-Congo which is part of the wider Niger-Congo. The Lozi language is mostly derived from the Sotho dialect of the Kololo, who conquered the Lozi, but there are notable differences, particularly in phonetics and lexicon (Kalaluka, 1979). According to Guthrie (1948), Lozi is classified as language K21 because it belongs to Zone K, Group 20 and is the first language in that group.

Based on the aforementioned context, the purpose of this study is to look into translation strategies used to establish equivalence when translating from English to Lozi at Liseli Radio Station in Mongu.

## **1.2 Statement of the Problem**

Equivalence only works if one has a thorough knowledge of the original content's message. . This is according to Koller (1995) and Newmark (1995). Although there has been studies that have looked at equivalence (e.g. Gerald, 2017), their studies focused on translation strategies in the Bemba version of the national anthem and strategies to establish equivalence in English-Nyanja news items respectively. To date, little is known about the translation strategies used in Zambian media organisations to ensure equivalence while translating English to Lozi. Therefore, the research seeks to determine translation strategies used in the translation of English news items and establish equivalence between the ST (English) and TT (Silozi).

### **1.3 Aim of the Study**

The aim of the study was to investigate translation strategies applied to establish equivalence when translating news items from English to Lozi at Liseli Radio Station in Mongu district.

### **1.4 Specific Objectives**

The objectives of the study were:

1. To determine what strategies are used when translating news items from English to Lozi at Liseli Radio Station in Mongu district.
2. To establish the degree of equivalence in translation between news items in English and those in Lozi.
3. To find out the challenges faced by the translators when translating news items from English to Lozi at Liseli Radio Station in Mongu district.
4. To establish whether the staff at Liseli Radio Station have been trained in translating/ Interpreting.

### **1.5 Research Questions**

This study was guided by the following research questions:

1. What are the strategies used when translating news items from English to Lozi at Liseli Radio Station in Mongu district?
2. What is the degree of equivalence in translation between news items in English and Lozi?
3. What are the challenges faced by the translators when translating news items from English to Lozi at Liseli Radio Station in Mongu district?
4. Have the staff at Liseli Radio Station been trained in translating/ Interpreting?

## **1.6 Significance of the study**

The research is important since it intends to provide relevant information on English-Lozi translation strategies. The research also suggests ways for translators to improve their translation techniques in order to transfer information from the source language to the target language. As a result, the audience in the TT will receive the content exactly as the source intended. The study is also important since it will add to the body of knowledge on translation studies. (Regina: 2019 and Chishiba. G: 2021)

## **1.7 Delimitation**

The study's bounds were set by the researcher's decision on what to include and what to omit. This study was conducted at Liseli Radio Station in Mongu district. The focus of this study was only on translation procedures used at Liseli Radio Station in Mongu district to ensure equivalence when translating English to Lozi. The researcher undertook this investigation in Mongu district because Silozi is widely spoken there.

## **1.8 Limitations**

Because of their busy schedules and the nature of their professions, some reporters were unwilling to participate in the study. Obtaining data from them was difficult as they spent most of their time in the field covering news. Due to budget constraints, coverage and sample size were also limited. Due to these limitations, the sample size was reduced but the data collected was still sufficient.

## **1.9 Theoretical framework**

The dynamic equivalence theory guided this research. Eugene A. Nida established the theory of dynamic equivalence in the 1960s, and it is the first communicative translation theory. The term 'dynamic' relates to the idea that a translation should elicit the same response in the target audience as the original source text. We should question "for whom" rather than "is the translation correct" (Nida, 2000). According to Nida (2000) there are basically two different orientations in translating and thus two fundamentally different types of equivalence: formal and dynamic. If a translator aims at formal equivalence, his/her aim is to try to form the target language equivalent, as much as possible, in coherence with the elements of the

original source language equivalent. Nida states, that it is usually more recommended to aim at dynamic equivalence, when the relation between the translation and its receiver is the same as the original text and the receiver of the original has. Maintaining the original syntax and grammar can make the translated content difficult to understand if the source and target languages are quite different. Dynamic equivalence allows the translator to make changes to the translated text as needed to ensure that it is understandable. The target audience is often unfamiliar with the source language or culture, thus idioms and references must be explained or localised. In the end, a combination of formal and dynamic equivalence is frequently the best solution. The translator must take into account the intended audience and alter the text accordingly. Adapting for the intended audience is a crucial skill that is often underestimated.

### **1.10 Operational Definitions**

**Translation:** refers to the communication of the meaning of a source-language text by means of an equivalent target-language text.

**Translation strategies:** refers to the process of replacing a culture-specific item or expression with a target language item considering its impact on the target reader.

**Equivalence:** refers to the similarity between a word (or expression) in one language and its translation in another.

**Media institution:** refers to an established and regulated organization that owns, and produces many different media products, systems, and texts.

### **1. 11 Summary**

This study's first chapter gave an overview and introduction. It went into the study's history and the significance of the study has been outlined. The problem statement, research questions, research goal and objectives, as well as the scope and demarcation of the study are all highlighted. Additionally, operational terms used in this research have been defined and also the study's limitations. The next chapter is a literature review, which includes a critical examination of previous scholars' work on the subject under this study. Following this examination, the researcher will be able to justify the research topic chosen.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 General**

The research was introduced and summarised in the previous chapter. This chapter provides a thorough review of the literature that aided this research directly and indirectly. The chapter will be discussed under the following segments: the concept of translation, the concept of equivalence, studies, studies on translation, translation strategies in news items and challenges faced in the translation of news items. In general, the goal of a review is to critically examine a part of a published body of information by summarising, classifying, and comparing previous research findings, literature reviews, and theoretical pieces.

#### **2.0 Concept of Translation**

##### **2.1 Introduction**

Translation can be described as an activity of rendering a meaning of a text from one language to another. According to Nida and Taber (1982:12) the main goals of translation is to reproduce the source language message into the receptor language closest natural equivalence in the terms of meaning and style. It has not been widely researched by scholars whether the intended information in the source language is the one in the target language. For this reason, this research intends to explore and find out the equivalence in translation in the SL and TL. (Bassnet: 2014) provides a detailed explanation of translating: when translating, one conveys something in the target language that was previously conveyed in the source language. The definition demonstrates that one is translating the meaning of a translation rather than the language itself.

##### **2.1.2 The Scope of Translation.**

Vinay and Darbelnet (1958) reject individual words as units of translation by emphasizing that translators deal with ideas and feelings in various semantic fields, rather than individual lexemes. Vinay and Darbelnet proposed seven methods or procedures, which are borrowing, calque, literal, transposition, modulation, equivalence, adaptation. They define the unit of translation as “the smallest segment of the utterance whose signs are linked in such a way that they

should not be translated individually” (Vinay & Darbelnet 1958 quoted in Hatim & Munday 2004: 18). From this perspective, the translation unit is equivalent to the above-mentioned lexicological unit and corresponds largely to a unit of thought, since all these terms basically convey the same concept with emphasis put on different facets. Following this perspective Hatim and Munday (2004: 27) describe the unit of translation as “a TL piece of language which plays the same role in the TL system as an SL piece of language plays in the SL system”.

Another scholar who contributed to translation is the structuralist Roman Jakobson (1959) who maintains that there are three kinds of translations namely: intralingual (rewording or paraphrasing within one language), interlingual (rewording or paraphrasing between two languages), and intersemiotic (rewording or paraphrasing between sign systems). It is interlingual translation that has been the focus of translation studies. More specifically, when addressing the thorny problem of equivalence in meaning between words in different languages. Jakobson immediately stresses the fact that there can be no full equivalence between two words (Jakobson, 1959). He does not propose that translation is impossible but rather pinpoints the differences in the structure and terminology of languages in the translation process. He argues like Vinay that translation is possible despite cultural or grammatical differences between SL and TL. Both recognize the fact that the role of the translator should not be neglected and acknowledge some limitations of the linguistic approach, thus allowing the translator to also rely on other procedures that will ensure a more effective and comprehensive rendering of the ST message in the target text

Torop (2002) stated that translation, is rooted in the sociocultural language of a given setting, and characterised the translation process as essentially a language border crossing. Clandinin and Connelly (2000) agree with Lapadat and Lindsay (1999) that translation is largely a conversational process in which field texts are converted to research texts by making decisions at various stages in order to achieve equivalence in meanings and interpretations (Brislin 1970; Cauce, Coronado, & Watson, 1998).

In this dissertation, the term translation is defined as a process of substituting words or meanings from one language with meanings from another language because perfect equivalence may not always be possible. When exact equivalence of meanings rather than comparative similarity is desired, Nida and Taber (1969) emphasised the concern of untranslatability. "If one insists that translation must include no loss of information whatever," then obviously not only translating but

all communication is impossible." Nider and Taber (1969). The use of italics in the text shows that such an interpretation process is common, with the closest meaning given in brackets or as footnotes with some clarifications. For example, in this study, some indigenous Silozi translators were not able to translate certain words because they were not frequently used in their culture hence they had to be helped by other Silozi speakers in a different culture disposition who understood these words. Therefore, cross-language/culture settings are necessary in this study as it focuses on translating news items with information that might include that of different cultures in this case two different languages being English ST and Lozi TT.

### **2.1.3 The Goal of Translation**

Although there is a lack of uniformity in the translation process, the goal of translation is to achieve meaning equivalence between two languages. Brislin's (1970) translation model, for example, is often regarded as the most effective tool for cross-cultural research (Jones, Lee, Phillips, Zhang, & Jaceldo, 2001). According to this paradigm, at least two bilingual people should be hired to translate qualitative research texts, such as field notes or interview transcripts, from the source language (non-English) to the target language (English). Forward-translation is a term used to describe this procedure (McDermott & Palchanes, 1994). According to Brislin (1970, 1980), another bilingual individual working in the translation process will back-translate the papers from the target language to the source language, and then compare the two versions to ensure accuracy and equivalence. Any differences that arise throughout the translation process are subsequently resolved by the two bilingual translators (Brislin, 1970).

## **2.2 Studies on Translation Strategies.**

### **2.2.1 Translation of News Items.**

Translation of literary works, such as short story or novel, or written news item texts is not as easy as translation of a plain text. There are some terminologies which should be translated properly according to the context of the text. Such problem may impact on the nonequivalence problems which demand certain strategies and technique of translation to deal with. Hammond (1992: 64) states that the social function of news item text is to inform readers or listeners about events of the day which are considered news-worthy or important. Translation is present at all stages of news

production, from the moment the information is generated until the transmission of the final product to the destined audience. News media are key in this process due to their dual function: selecting and broadcasting – selecting and filtering the news they transmit, giving it a specific style and language in accordance with the target audience, as well as culturally and ideologically marking the news items.

Regina Mvula (2017) conducted a study which sought to examine the translation strategies applied to establish meaning equivalence in the process of translating news in English into Nyanja at the Zambia National Broadcasting Corporation (ZNBC). The study employed a case study to allow a detailed and intensive analysis of a single case. The Descriptive model of translation commonly known as Descriptive translation studies guided the study as it is a non prescriptive means of understanding the norms at work in the translation process and of discovering general laws of translation through textual analysis of the Source text and Target text.

The results indicated that ZNBC Radio One Nyanja translators mainly use the following translation strategies: omission, use of a general word, neutral or less expressive word, borrowing, addition and literal translation. It also revealed that translators faced challenges when translating certain medical, legal and scientific terminologies as there were no direct equivalent words. Not only that but translators also faced a lack of continuous professional development on translation theory and practice.

María José Hernández Guerrero in 2014 explored the strategies used by journalists in preparing the multimedia news story for its news audience. The methodology used combines comparative content analysis with a semi-standardised interview with the head of the International section of *Eldiario.es*. She stated that translated news reports are respectful of the original written content from *Theguardian.com* but they replace multimedia content with other, different, content.

This study aimed at analyzing the translation techniques as proposed by Molina and Albir (2002) which were used by the sixth semester students of the English Department in translating news item texts from English into Indonesian. The findings indicated that, after analyzing and interpreting 225 sentences, literal translation was mainly used as a technique in translating the source text with the highest used technique in which 149 of 225 sentences applied the technique. The table indicated

that 66% of students applied the literal translation technique, meaning that 149 sentences among 225 total sentences of the source text used such a technique. The use of literal translation can be used properly if the context requires the use of such a technique especially the sentence which implies the meaning explicitly. The second mostly used technique is borrowing by placing 55% which means that 125 of 225 sentences applied the technique. The technique was applied because certain terms found in the source text were difficult to translate. The third one was amplification in which 87 of 225 sentences or 39% of sentences applied it. The other technique used was calque which shared 19%, meaning that 42 of 225 sentences used it and was followed by particularization which was applied in 31 of 225 sentences at 13.8%. Description and discursive creation are on the seventh position. Both are used in 13 of 225 sentences or 5.8%. Then, transposition in the use of 12 among 225 sentences shares 5%. Next, established equivalent (3%) applied in 7 of 225 sentences. Modulation technique applied in 6 sentences or placing 2.7% and generalization (1.8%) which was used in 4 sentences among 225 total sentences among others.

Chesterman's translation ethics, which provides a macro perspective and expounds translation strategies based on specific translator's subjectivity. Whether a translation strategy is adopted depends on the selection by the translator, who involves various sociocultural practices and processes. It can be seen that imitation and variation translation account for over 70%. The E-C translation strategies of news headlines in the "English Tips" are highly flexible, and the imitation and variation translation are the main strategies used. Adding particulars includes adding detail, example, cause and effect. When translating news headlines, the translator adds further information that is generally directly related to the reported events, so that readers can have a basic understanding of the news.

Omitting the translation of background information can provide space for the title to supplement other information, because readers who are concerned with news are often sensitive to the background news, especially the major and long-lasting event. The translator omits the translation of "by pandemic" and adds relevant information describing the returning astronauts. The news was reported in April, during which discussions about the COVID-19 pandemic have been prevailing. Consequently, readers can associate news with the major background without mentioning it. In this paper, the application of Chesterman's translation ethics in news headline translation (E-C) was illustrated from three aspects, namely the ethics of service, ethics of communication and norm-

based ethics. The conclusion which was made was that literal translation, foreignization and explanation by a general word were mostly used.

### **2.2.2 Studies on Journalistic Texts.**

Another study was conducted by Poucke (2012) which was done by looking at Journalistic texts. The research investigated the handling of metaphors in Russian translations of journalistic texts in order to reveal the different translation strategies used by the translators. This was so because journalistic texts like articles and other news items as a rule contain a considerable number of metaphorically used expressions. The research was conducted in three consecutive steps. First, he identified all metaphors in a twofold corpus of 60 original Dutch, English and Finnish newspaper articles on the one hand, and their corresponding 60 translations into Russian on the other. Secondly, they compare the use of metaphors in the translations with their source texts in order to establish the translation strategies and to determine to which extent the metaphorical expressions in the target texts display a higher degree of foreignness than those used in the source texts. Finally they analysed the cases of foreignization in the target texts in order to find an explanation for the use of this translation strategy.

### **2.2.3 Translation of News Articles.**

On the one hand, one of the studies by students at the University of Brawijaya aimed at finding out the translation strategies used by the English Education students from the Faculty of Cultural Studies (FCS) of Universitas Brawijaya (UB) in translating a news article. The translation strategies used by the students are categorized based on the Baker's taxonomy. The result shows that the students employed all of the eight translation strategies from Baker's taxonomy in translating the news article. The three most used translation strategies were translation by using a more general word (95%), paraphrasing using related words (75%), cultural submission and omission (73%). On the contrary, the least used translation strategy is translation by illustration (31%). From the results of the study, it was suggested that researchers interested in translation can conduct more research about the students' translation in a deeper and more specific analysis. This research is vital to the current study as some of the strategies might contribute to the content of the current study.

From the above study, the translation strategies used by the English Study Program students in translating the news articles are very diverse. The first strategy used is translation by a more general word. In this strategy, there are 82 out of 86 general words that are employed. Translation by a more general word is the transformation of text from one language to another at a time with or without conveying the meaning of the original whole. By using this strategy, the students directly translated words in Indonesian language. Based on Newmark (1988), this method is mostly used as a first step to translate articles or many things. Yet, not many students understood how to translate a word in a more general way. Most of the students used omission which is described as the act of omitting a piece of information. It is often applied when the translator has no idea on translating the appropriate words. Most of the students prefer to omit some untranslatable words due to this problem, Owji (2013). Baker's taxonomy includes the most applicable set of strategies because it shows the strategies used by professional translators.

Another study by Nantawan in 2011 was conducted on strategies for translating foreign news at manager newspaper where nine strategies as proposed by a Thai translation theorist Sunchawee Saibua included: add explanation, use phrases or sentences instead of words, use words that refer to general meaning instead of words that refer to specific meaning, add conjunction between phrases or sentences, omit words or idioms, transliterate sound from English into Thai, modify structure of words, modify structure of sentences, and arrange structure in a paragraph. Other strategies used in this study were created by the translators to solve translation problems and to make the translated version more comprehensible and meaningful. For instance, the translators deleted unnecessary or unimportant parts, added some more words, or chose the words that stimulated the readers' feelings or reactions. The result of this study was that the transliteration of sound from English into Thai was most frequently used while the modification of structure of words was used least, and the use of phrases or sentences instead of words was not used at all. Nantawan (2011) found out that other strategies were used in small numbers such as modification of the structure of words and use of phrase in place of a word.

### **2.3 Concept of Equivalence.**

According to Baker (1992) there are conditions upon which the concept of equivalence can be defined. She explains that there is equivalence that can appear at word level and above word level, when translating from one language into another. Baker holds that equivalence at word level is the first element to be taken into consideration by the translator. This is because when the translator starts analyzing the source text, they look at words as single units in order to find a direct 'equivalent' term in the target text. Baker (1992) proposed that equivalence is having its hierarchy or levels. One of its levels is at the word level. It means that word level is equivalent when translating from the source-language to the target-language. However, in translating a text, a translator may find a problematic word which is hard to translate since it has no exact or proper equivalent in the target language. It is called non-equivalence at word level. She further states that a single word can sometimes be assigned different meanings in different languages and might be regarded as being a more complex unit. This means that the translator should pay attention to a number of factors when considering a single word, such as number, gender and tense. She explores the notion of equivalence at different levels, in relation to the translation process and comes up with the following types of equivalence: grammatical equivalence, textual equivalence, communicative and semantic equivalence. In this study, these types of equivalence shall be discussed in detail.

Grammatical equivalence refers to the diversity of grammatical categories across languages because grammatical rules may vary across languages and this may pose some problems in terms of finding a direct correspondence in the TL. She claims that different grammatical structures in the SL and TL may cause remarkable changes in the way the information or message is carried across and that it might cause misinformation. Consequently, changes may cause the translator to either add or omit information in the TT because of the lack of particular grammatical devices in the TL itself. Amongst these grammatical devices which might cause problems in translation are number, tense and aspects, voice, person and gender. Textual equivalence refers to the equivalence between a SL text and a TL text in terms of information and cohesion. This is so because texture is a very important feature in translation as it provides useful guidelines for the comprehension and analysis of the ST which can help the translator in his or her attempt to produce a cohesive and coherent text for the target audience in a specific context. It is therefore up to the translator to

decide whether or not to maintain the cohesive ties as well as the coherence of the SL text and this decision is guided by the target audience, the purpose of the translation and the text type. Further, Pragmatic equivalence, refers to implicatures and strategies of avoidance during the translation process. Implicature is not about what is explicitly said but what is implied. Therefore, the translator needs to work out implied meanings in translation in order to get the ST message across. The role of the translator therefore is to recreate the author's intention in another culture in such a way that enables the TT reader to understand it clearly.

### **2.3.1 Nida's Equivalence Theory.**

Further, the contribution of the famous bible translator Eugene Nida in the field of translation studies can not be ignored especially after the influence from Chomsky's generative-transformational grammar when he adopted a more systematic approach to exploring the field of translation studies. In Nida's article 'Principles of Correspondence' (Nida, 1964), he puts forward the two types of equivalence namely: formal equivalence and dynamic equivalence. Nida argues that in formal equivalence the TT resembles very much the ST in both form and content. This form of equivalence looks at the structure, form and content of the ST and its main intent is to transfer the information in the ST with accuracy and exactness in the referential meaning or denotative meaning which can simply be called the dictionary meaning. Conversely, in dynamic equivalence an effort is made to convey the ST message in the TT as naturally as possible and the main player being the receiver of the message. Dynamic equivalence is not concerned with the form or linguistic structure of the message but the ability of the target audience to digest and receive the intended meaning of the ST. This comes as no surprise given the fact that Nida was, at the time at which he offered his views about equivalence, translating the Bible, and hence trying to produce the same impact on different audiences he was simultaneously addressing.

Moreover, he states that dynamic equivalence in translation goes beyond correct communication of information but also has to do with the mood of the receptor after the dissemination of information thus the emergence of the principle of equivalent effect. To achieve equivalent effect means to achieve the similar response or mood in the reader of the translated text, as in the reader of the original (Venuti 2004: 154). Nida and Taber (1982) describe the effect as follows: The message of the original text is so transported into the receptor language that the response of the

receptor is essentially like that of the original receptors. Nida (1964) claims that the way of knowing if the equivalent effect is achieved is by determining the response of the receptor of the translation and then comparing that response to the way in which the original receptors presumably reacted to the message when it was given in its original setting (Nida and Taber 1982: 1). According to Nida's dynamic equivalence theory, the most important criterion of a good translation is equivalence in response between the target reader and the source reader. However, this principle was criticized by Broeck (1978:40) who wonders how it is possible to measure the equivalent effect since no text can have the same effect or elicit the same response in two different cultures in different periods of time.

### **2.3.2 Koller's Equivalence Theory.**

Another prominent German scholar working in the field of translation studies is Werner Koller. Koller (1979:186-191) who distinguished five different types of equivalence: denotative equivalence involving the extralinguistic content of a text, connotative equivalence relating to lexical choices, text-normative equivalence relating to text-types, pragmatic equivalence involving the receiver of the text or message, and, formal equivalence relating to the form and aesthetics of the text. Having identified different types of equivalence, Koller (1979:89) goes on to argue that a hierarchy of values can be preserved in translation only if the translator comes up with a hierarchy of equivalence requirements for the target text.

### **2.3.3 Newmark's Equivalence Theory**

Newmark replaces Nida's terms of formal and dynamic equivalence with semantic and communicative translation respectively. The major difference between the two types of translation proposed by Newmark is that semantic translation focuses on meaning whereas communicative translation concentrates on effect. In other words, semantic translation looks back at the ST and tries to retain its characteristics as much as possible. Its nature is more complex, detailed and there is also a tendency to over-translate. On the other hand, communicative translation looks towards the needs of the addressees, thus trying to satisfy them as much as possible. In this respect, communicative translation tends to under-translate; to be smoother, more direct and easier to read. Hence, in semantic translation a great emphasis is placed on the author of the original text whereas communicative translation is meant to serve a larger readership. It should be pointed out that during

the translation process, communicative translation need not be employed exclusively over semantic or vice versa. It may well be the case in a literary text that a particular sentence requires communicative translation whereas another sentence from the same text may require a semantic one. Hence, the two methods of translation may be used in parallel, with varying focuses where each is employed. Newmark (1981:39) strongly believes that literal translation is the best approach in both semantic and communicative translation. He also notes that when there is a conflict between the two forms of translation, communicative translation should be favoured in order to avoid producing an abnormal, odd-sounding or semantically inaccurate result.

#### **2.3.4 The Scope of Equivalence**

There is more to equivalence than just the similarity in meaning between the ST and the TT. The range (and, in some cases, richness) of equivalence distinctions is enormous in that it might refer to the kind of equivalence, or the degree of equivalence, (Zralka: 2007). Equivalence is split into precise equivalence, partial equivalence, broader equivalence, and narrower equivalence. Exact equivalence occurs when the concepts are identical and the phrases used to describe them all refer to the same thing. In partial equivalence, the contents or domains of the concepts differ from one another. It is also feasible that one concept (or a group of concepts) must be transmitted in multiple languages, or that a concept only exists in one language. When one notion is represented by several concepts in another language, it is an issue of broader and narrower equivalence between different language versions, (ibid).

Equivalence is a very contextual concept in qualitative speech, with distinct meanings in different circumstances. Some authors (Cauce et al.:1994) have conceptualised equivalence to establish validity in meaning or interpretation in two categories: semantic equivalence, which refers to the extent to which two cultures or languages hold similar meanings and relevance after being translated; and content equivalence, which refers to the extent to which two cultures or languages hold similar meanings (Cauce et al., 1998; Chang et al., 1999). When there is no settled term in the target language, a translation equivalent is utilised to express the source concept. The translation equivalent is frequently an expression whose applicability is determined by the circumstances. In some circumstances, a near equivalent can be used instead of the translated equivalent

## 2.4 Research in Cross-Language Settings

Different culture may cause an equivalence problem in translation, this problem is called culture-specific concepts. It occurs when the word from the source-language expresses a concept which is unknown in the target culture. The concept may be concrete or even abstract and related to a religious belief, social custom or even type of food. For example, there is a concrete concept such as 'airing cupboard' in English unknown in most other languages. In Indonesia, there is also an abstract concept like 'ketua' which is unknown in some languages. When research compares behaviours across two or more cultures and is conducted in a culture other than the researcher's it is considered cross-cultural research (Rogler, 1999).

Unfortunately, issues of language or terms used in study, the researchers' background, and the involvement of interpreters or translators are frequently overlooked while doing research in cross-language settings (other than the English language). Nonetheless, there has been an increase in enthusiasm among non-English-speaking scholars to target and submit papers to English-language publications. This is primarily done to reach a broader range of readers, including the academic community, than would otherwise be possible. It is therefore important that translation is highlighted because certain words in a specific ethnic group might be translated differently in an English speaking area thus the significance of this study.

Sunol and Saturno (2008) claimed that research conducted in languages other than English is less accessible and referenced than research conducted in English, and that crucial discoveries "published in other languages may be lost or, in practise, non-existent for the scientific community as a whole". For this reason, it is important to make sure that there is similarity in the message that has been intended to be passed on from English into another language hence the need for translation strategies. Due to language constraints, papers that are not available in English are frequently eliminated from systematic reviews and meta-analyses. Indeed, it is typical practise for such assessments to specify only English-language materials, ignoring valuable foreign data sources. This can only be reduced if these papers are translated in different languages so that the intended message reaches all the intended recipients hence the need for translation.

"Comparing is one of the most basic ideas of conscious human actions where we must and constantly compare in order to make decisions and judge in relation to others and our own past,"

(Alexander, 2000:26). The construct under investigation retains the same meaning and significance in the cultures of both the original meaning and the meaning into which it is being translated remains a point of contention (Chang et al., 1999; Flaherty et al., 1988). Flaherty et al. (1998) proposed a four-point scale approach for ensuring content relevance in translation: semantic (similarity of meaning), technical (method of data collection is comparable), criterion (translated terms are consistent with each culture's norms), and conceptual equivalence (also known as cultural equivalence, having the same meaning and relevance in two cultures) (Wang, Lee, & Fetzer, 2006).

Transcribing spoken words into text, according to Duranti (1997:26), is a procedure or technique for the "fixing on paper of transitory events" for the sake of analysis and synthesis (Lapadat & Lindsay, 1999; Halai, 2007). Because the basic intention of translation is to "achieve... intellectual equivalence without regard for lexical comparability," this procedure may be difficult (Whyte & Braun, 1968: 121). Researchers' expertise and comprehension of interpersonal language and culture greatly influence the process of acquiring "comparability of interpretations or meanings in qualitative research.

## **2.5 Challenges with Translation**

Research is a kind of investigation in which people investigate and make sense of human behavior and experience (Reason & Rowan, 1981). Qualitative research differs from quantitative research in that it uses a variety of ways and methods to portray the unique viewpoints of participants. Furthermore, qualitative research encourages a "research paradigm in which the subject is also a co-researcher, actively and publicly participates," bringing their own worldviews, paradigms, or set of beliefs to the table (Reason & Rowan, 1981: 20).

### **2.5.1 Challenges of Accuracy.**

Maintaining accuracy when reflecting people's ideas and perspectives when utilizing qualitative methodologies is vital yet difficult, as Khan and Manderson (1992) pointed out, especially when the research project is conducted in one language and subsequently analyzed and synthesized in another. As a result, because qualitative analysis frequently deals with the concept of "culture in producing meaningful action," the interpretation or understanding of meaning is crucial

(Alasuutari, 1992: 2). As a result, researchers in such meaning-making processes, according to Jootun, McGhee, and Marland (2009), must engage with meanings and discourses in order to produce correct and reliable translations.

When a vast amount of data is collected and processed, the process of translation can become quite time consuming and resource heavy (Halai, 2007). Bell (1991) recommends that using several researchers to examine recording tapes and transcripts is the only method to ensure accuracy in the translation process. Someone other than the researcher may be tasked with translating and transcribing, while the researcher is tasked with revising the transcripts using the original recording tapes or field notes as a guide.

Additionally, the accurate translation of ideas, emotions, and sentiments from one language to another is not always possible. It's even feasible that there's a visible conflict between valuing meaning on the one hand and a desire for conceptual equivalence on the other, which might be a genuine struggle for the newbie. In such circumstances, the entire research team may wish to debate a certain piece of the tapes and transcripts in order to arrive at the most accurate interpretation (ibid, 1998). As a result, it is critical that the research team be aware of and grasp the language or social context in which statements are made when translating (James et. al: 2018).

Similarly, checking for cultural equivalence and congruent value, as well as the cautious usage of colloquialisms, are all part of the intricate process of data translation (Crabtree & Miller, 1999; White & Elander, 1992). Even though teams speak the same language, different fields may have their own vocabularies with phrases that have different meanings (Green & Thorogood, 2004). Case studies, for example, have different meanings for clinicians and social researchers; thus, research consensus is critical.

The main disadvantage of translation is that it is typically time consuming and demanding, as the basic rule is to transcribe and translate everything as it is recorded on tape. Shortcuts like omitting words, using acronyms, or excluding what is considered unnecessary information can sometimes skew the data and make further analysis more difficult. "Parsing text into clauses of spoken language into written text" should be considered the initial stage of interpretation, according to Coffey and Atkinson (1996:93). As a result, research teams must agree on transcribing rules, such as how punctuation should be utilized in transcripts.

### **2.5.2 Challenges of Time.**

In the light of these processes and approaches for translation and transliteration, and also the experience and insights of the authors, two key strategies for translation and transliteration in qualitative research might be suggested. First, interviews conducted in an original source language should be transcribed word for word (verbatim), including pauses, emotional expressions, and annotations in the same language (Crabtree & Miller 1999; Honig, 1997). Each transcript should then be translated into the target language (English). Second, only the key themes or issues that emerge in the process of translation are transcribed (Birbili, 2000). It has been argued that this approach saves time and entails less transcribing (Emmel & Malby, 2001).

As stated by Brislin (1970, 1980), a suitable translation technique is to use at least two competent bilingual translators, one to translate forward and the other to translate back to the original language without having seen the original text. Many authors (Broadfoot & Osborn, 1993; Ercikan, 1998; Lewin, 1990; Phillips, 1960) have cautioned that translation is a difficult, time-consuming, and costly procedure that may be beyond the ability of many amateurs and student researchers.

### **2.6 Summary**

In view of the above studies, it can be deduced that the concept of equivalence cannot be exhausted as equivalence depends on what the scholar is focused on which could be the form, structure, degree or the content itself. The studies have further revealed that the most common type of equivalence is concerned with the target audience or the receivers of the message. This literature review is significant to the current study because it covers translation and equivalence as the themes that are paramount and are a basis to this study because the content being looked at are news items to be translated from English to Silozi being the ST and TL respectively. The literature further discussed the challenges faced by previous researchers in translation. The next chapter will look at the methodology that will underpin the study.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 General**

The previous chapter presented the Literature Review. The purpose of the present chapter is to provide an overview of the approach that was used to conduct the research. A methodology, according to Wellington (2000: 22), is "the activity or business of selecting, reflecting on, assessing, and justifying the data collecting procedures you utilize." The research design, study site, study population, study sample, sampling technique, data collection instruments, pre-testing of research instruments, data collection procedures, data analysis, textual analysis, validity and reliability of data for the study, and ethical considerations are all covered in this chapter.

#### **3.1 Research design**

The strategy, framework, or plan utilized to develop answers to research questions is known as a research design (Orodho, 2003). It is the overarching strategy for conducting the research. A case study research design was used in this investigation. A case study is a research method for gaining a comprehensive, multi-faceted understanding of a complicated subject in its real-world setting. The case study method was chosen because it allows for in-depth research into the topic, allowing others to learn from the material offered. (Brink&Wood: 1998) hold that case studies also provide verified information based on direct observations of the specific entity. These findings offer insight into the input processes. It can demonstrate the steps followed that resulted in specific outcomes. Those observations make it possible for people in comparable situations to potentially duplicate the case study method's findings. Because you're looking at data that was generated in real time, case studies provide facts to investigate. It is a method for researchers to convert their ideas into data that can be validated as reality because a good or negative development path has been established. Singling out a specific incident also provides in-depth facts about the growth path, giving it further credibility to an outside observer. (Kothari: 1985) identifies the case study method as quite affordable when compared to other research methodologies. The costs associated with this strategy include data access, which is frequently free because the researcher is able to observe and access information easily because the target audience is known and readily available.

With regard to the first objective of the study which was to identify the various strategies used in translating news items from English to Silozi, two questions were put in the interview guide in which the respondents were asked to state the translation strategies used to achieve sameness in their news casting. Thus, through the interview guide, reporters and other news casters were asked to state the strategies used in their institution if they knew any. Additionally, the participants were asked to translate three simple sentences from Silozi to English and state the strategy they used. The study revealed that there were only two strategies which were used being borrowing and Literal Translation in the given sentences.

The research was mainly qualitative. Qualitative research is a type of social science research that collects and works with non-numerical data and that seeks to interpret meaning from these data that help understand social life through the study of targeted populations or places and also deals with social interactions, (Kumar: 2005). Therefore, the researcher chose to use the qualitative method because of a social aspect there in and also because the research deals with words and analysis from documentation that composes everyday life, even when in-person interviews or other on-site responsibilities are required, the costs of data analysis are negligible. The case study technique organizes data in a comprehensible format for those who read it and record the results.

### **3.2 Study population**

A study population is a group of things, events, or people who share a common attribute that the researcher wants to investigate (White: 2003). The study's target group included newscasters and journalists from Liseli Radio Station.

### **3.3 Study sample**

According to White (2003), a study sample is a collection of individuals or situations chosen from a broader population. Four (4) newscasters, four (4) journalists and two (2) editors from Liseli Radio Station.

### **3.4 Sampling technique**

Sampling is a method of selecting individuals or a subset of the population in order to make statistical inferences and estimate population characteristics. Purposive and convenience sampling,

both non-probability sampling methods, was employed to obtain a broad and diverse set of data. In non-probability sampling, White (2003:63) explains, "the researcher uses people who happen to be accessible or who may reflect specific types of traits." In fact, this is the most used sort of sampling in educational research." Purposive sampling, according to, seeks for group contexts and individuals where the processes being examined are most likely to occur, (Denzin and Lincoln :2000) They further point out that in Convenience sampling sometimes called availability sampling respondents are usually those who are the nearest and the most easily available. This sampling technique was used by identifying a group of people that are believed to be consumers of the news items as it is known that 80% of the population is a potential candidate. The sampling was also used by talking to people who were readily available which was convenient for the researcher.

### **3.5 Data collection instruments**

Any tool that a researcher uses to capture, measure, and evaluate data is referred to as a data collection instrument. "The importance of adopting particular research tools relies on the goal of the study being conducted," writes Ghosh (1992:213). In this study questionnaires, previous recordings and an interview guide were employed as research tools. An interview guide is a frequent data gathering tool in the study of human perception behavior (Ghosh, 1992). According to Parton (1980), "we utilize interview guides to interview people in order to learn about things we can't see directly, such as feelings, thoughts, and intentions." The interview guide also provides topic or subject areas within which the interviewer is free to explore, probe, and ask questions that will enlighten and highlight that specific subject, according to Parton (1980). Questionnaires as well as previous recordings are tools that help to collect data from individuals that you might not have enough time to meet and get accurate data from the sample respectively.

### **3.6 Data analysis**

Data analysis is the process of converting data obtained via the use of measuring tools into a format that is easy to comprehend and analyze. This is because a set of raw data isn't very valuable on its own (Defour-Howard, 2000). The goal of data analysis is to create a conceptual model in which the links between the variables are carefully highlighted so that relevant conclusions can be reached. Without adequate analysis, data remains a meaningless mass of stuff, according to Ghosh (1992).

Thematic analysis was performed on the data in this study. Thematic analysis is a qualitative data analysis process that entails examining a data set (such as transcripts from in-depth interviews or focus groups) and recognizing patterns in meaning throughout the data in order to derive themes. (Kumar:2011) Thematic analysis is a reflexive process in which the researcher's subjective experience is crucial to deriving meaning from facts (Delve, 2022). The writing down and sorting out of data from specialist translators allowed a complete analysis in identifying the real problems that surround equivalence in translation as well as the inadequate use of translation strategies by reporters and news casters.

### **3.7 Validity and Reliability**

The amount to which an instrument objectively and extensively captures the issues under investigation is referred to as validity (Cohen et al., 2007). It concerns data precision and meticulousness, as well as whether a study can produce consistent results when replicated. The validity of a study is determined by its ability to generalize its findings to the real world (Bless and Achola, 1988). Reliability, on the other hand, is linked to the consistency of a measuring instrument's results. Bless and Achola (1988) define reliability as the degree of consistency with which a given measuring procedure produces equivalent results over a number of trials. The instrument was thoroughly reviewed by the researcher and other lecturers in this study to verify validity and reliability. The interview guide and questionnaire were put through at Radio Liseli in Mongu District after a thorough edit by the supervisor as a result, the validity and reliability was not compromised.

### **3.8 Ethical consideration**

According to Kombo and Tromp (2006), ethical consideration should include issues such as completely disclosing all relevant information, obtaining informed consent from any subject who was used in the study, explaining the research to the subjects in advance, and ensured that all subjects participated voluntarily; maintaining confidentiality at all times; and taking all reasonable precautions to protect subjects physically and psychologically. Thus the researcher obtained a letter from the University of Zambia which was used to seek permission and consents from participants after which permission was granted by the institution. The goal, objectives, and importance of the study were explained to the respondents in this research thus all ethical rules

were followed. Most importantly, the ethics committee's consent was obtained for ethical clearance.

### **3.9 Summary**

The research techniques for gathering the relevant data have been outlined in this chapter. The case study design was used to obtain the essential data in order to obtain extensive information and analysis. The study sample comprised ten people, and the respondents were chosen using purposive and convenience sampling. The data were collected from the respondents using an interview guide and a questionnaire thus the information gathered will be analyzed thematically. The chapter concludes by discussing validity and reliability difficulties, as well as ethical considerations that were followed throughout the research.

## CHAPTER FOUR

### RESEARCH FINDINGS

#### 4.0 General

The previous chapter focused on the methodology which was used in this study. This chapter discusses the findings of the study which were collected through the utilization of the qualitative techniques which were: Interviews, Questionnaires and Audio Recordings. The findings emanated from the thematic aspects upon which the study hinged and these were: (i) Strategies that were used to translate news Items from English to Silozi. (ii) The challenges faced when translating these news items, (iii) Achieving equivalence in the target Language in the translation process,(iv) establish the level of training of translators at the radio station. The research questions further guided the thematic focus as their main aim was to allow participants to share their knowledge, views as well as their understanding of the study they were involved in.

To achieve coherence with information provided, the respondents were each given the research instrument which they answered truthfully. Not only that, but some casters were heard while presenting these news items and these respondents were grouped according to their gender to ease the process of data collection. The research questions used included the following:

- a. What are the strategies used when translating news items from English to Silozi at Liseli Radio Station in Mongu district?
- b. What are the challenges faced by the translators when translating news items from English to Silozi at Liseli Radio Station in Mongu district?
- c. What measures are put in place to enhance the quality translation of news items from English to Silozi at Liseli Radio Station in Mongu district?
- d. Are the staff members at Liseli Radio Station involved in translation of news items trained?

It is from the above, that the findings were drawn after bringing out the concept of translating to have a clearer understanding from the target audience.

## **4.1 Findings on Translation Strategies Used.**

Though several methods have been suggested for translation, it is quite evident that a substantially good translation cannot be produced by holding fast to any one of those methods. Newmark (2000) holds that during the process of translation, depending on the type of the source language text, the translator resorts to the combination of these different methods to achieve the intended goal.

Therefore, findings of the study show that some translation Strategies were used to translate news items from English to Silozi. Some of these strategies are those championed by scholars: Literal, adaptation, word for word, omission, borrowing and deleting strategy.

### **4.1.0 Translation by Borrowing**

Borrowing in research has two types and these are loan words and nativisation as discussed below.

#### **4.1.1 Nativisation**

Nativisation is the process through which a language undergoes new phonological, morphological, syntactical, semantic and stylistic changes, (Kachru: 1980). Since English is often a functional language meant to serve as the language of communication in a multilingual or multi-ethnic community, certain words are nativised because the translator wants to achieve the communicative aspect.

#### **4.1.2 Loan Words**

It was discovered that borrowing had two categories i.e those words that have been nativised by changing the words to suit the phonological processes of the TT and words borrowed directly the way they are in the ST. The study revealed that borrowing was mostly used by reporters to refer to known places or things in English. It is also worth to make mention that these words might still sound English this is because the pronunciation has been maintained and in some the spelling still maintained to suit the English words so as to make the meaning clearer in the TL. Some of the words borrowed from English into Lozi were as follows:

**Table 1: Nativisation**

ENGLISH	LOZI
<b>District</b>	<b>Sikiliti</b>
<b>Mass</b>	<b>Masi</b>
<b>Priest</b>	<b>Pulisita</b>
<b>Week</b>	<b>Viki</b>
<b>Catholic</b>	<b>Katoliki</b>
<b>Christ</b>	<b>Kreste</b>
<b>Boarding school</b>	<b>Sikolo sa boarding</b>
<b>Mats, doctor</b>	<b>Limati, dokota</b>
<b>Police</b>	<b>Polici</b>

*These are some examples of words that have been nativised. For instance, doctor has changed to dokota in Silozi which shows that there hasn't been much changes to the word but that the phonology is more like the same as the word when used in the TT and this is the case with other words in table one. Source: Field Data.*

#### **4.1.2 Borrowing**

**Table 2: Borrowing**

<b>CDF</b>	<b>CDF</b>
<b>Company</b>	<b>Company</b>
<b>Church</b>	<b>Church</b>
<b>Constituency</b>	<b>Constituency</b>
<b>Boarding</b>	<b>Boarding</b>
<b>School</b>	<b>School</b>
<b>Lusaka</b>	<b>Lusaka</b>
<b>Internet</b>	<b>Internet</b>
<b>Bursary</b>	<b>Bursary</b>
<b>Food Security Pack</b>	<b>Food Security Pack</b>
<b>Ward</b>	<b>Ward</b>

*As seen from table two, the word 'Bursary' has not undergone any changes but has been lifted with the same form it had in the ST this means that it has been borrowed from the ST in its original state and used in the TT. Source: Field Data.*

#### **4.1.3 Translation by Borrowing plus Explanation**

It was later discovered that the translated news items did not just have borrowed words but also the explanation attached to them. This was done to make the meaning of the loan words clearer in the TL. Below are some of the examples in the ST and TL.

ST; Sioma Secondary School

TT: Sikolo sesipahami sona sesibizwa Sioma Secondary School.

ST: Priests Cheitnum and Cleopus

TT: Ba pulisita ba ili bo Cheitnum nibo Cleopus

ST: Constituency Development Fund.

TT: Katengo kakabona za mali amwa ma constituency kona kebaali CDF.

TT: Youth Development fund

SL: Kakwata kakabona za zwelopili yababancha yona Youth Development Fund.

ST: Diocese

TT: Sibaka sa ba pulisita yona yebali Dioecese

ST: Youths

TT: Babanca bona bababizwa kuli mayufi kappa Youths.

ST: Church in Need

TT: Katengo kaka bona zetokwa kekeke kona kebaali Church in Need.

ST: Road Transport and Safety Agency

TT: Katengo kakabona litaba za mikwakwa kona kakabizwa Road Transport and Safety Agency.

ST: The Zambia Telecommunications Company (ZAMTEL) has opened a service centre in Nalolo District in a bid to enhance access to customer services in the new districts across the country.

TT: Company ya Zambia Telecommunications yona ZAMTEL ka bukuswani ikwauluzi ofisi mwa sikiliti sa Nalolo ka mulelo wa kusuteleza misebezi ya company kwa sicaba mwa likiliti zenca.

ST: Sesheke District Commissioner.

TT: Babahulu mwa sikiliti sa Sesheke ili bona bo District Commissioner DC kabukuswani.

SL: RTSA

TT: Katengo kakabona zamikwakwa ni limota kabukuswani RTSA.

#### **4.1.4 Literal Translation.**

When asked about other translation strategies following the interview guide, the reporter revealed that the language in the TT must be precise without any addition or subtraction but not word for word because certain information can be distorted. He further went on to say that he goes through the text to convert some words into near target language equivalents. He had this to say:

*“I look at the script before I start translating it in order to get understanding of the context. After that, I start translating and in some instances I just use the context to fully translate it than using word for word.”*

Another reporter expressed the same view; *“To use simple language and to understand the content of the news item in English”*

One of the translators when asked to explain some of the strategies that are used in translation news items from English to Silozi at Liseli Radio Station said *“First of all, we read through the text to fully understand the meaning before translating so that the context is internalized and then explain the meaning of words that do not have their equivalents in the target language which is Silozi in this case.*

The chief of operations had the following to say:

*“English is very wide and dynamic which makes it difficult to find equivalents for most local vocabulary words in Silozi, so one has to adulterate the word or explain it in more than one word in order for them to get the meaning.”*

Last but not the least, translators do not add or subtract to the given information and also exemplify the skill of summary by simply putting up the translation in brief or go straight to the point. According to the Skopos Theory, a translator is expected to provide a translation that is easier to understand in the target language and culture hence the use of this strategy, (Geald:2017).

The following are some of the examples of Literal Translation:

1. ST: The faithful have been encouraged to live a life that will help them enter the kingdom of God.

TT: Balumeli basusuelizwe kupila bupilo bobukaba tusa kukena mwa mubuso wa lihalimu.

2. ST: In his homily during mass on oblate radio liseli today missionary oblate of Mary Immaculate reverend father Crescent Mvula says there is need for the faithful to examine their lives and identify the things that prevent them from doing God's work.

TT: Mwa kutazo yabona mwa masi fa wayalesi ya liseli kacenu, bo mupatiri Crescent Mvula ba ma oblata nebaize kuli kubutokwa kuli balumeli bakone kutatuba bupilo bwa bona ni kulemuha lika zeba palelwisa kueza musebezi wa Mulimu

3 .ST: Father Mvula says Christians must invest their time for God in order for them to be partakers in the kingdom to come.

Fr Mvula notes that it is always important for the faithful to do away with things that hinder them from fully participating in the service of God.

TT: Bo mupatiri mvula baize kuli balumeli balukela kufumana nako ya kueza misebezi ya mulimu kuli bakone kuyokena mwa mubus wa kwa lihalimu

Baekelize kotalusa kuli kubutokwa kuli balumeli ba ambuke lika zeba palelwisa kueza musebezi wa mulimu ka kutala.

4. ST: Nalolo district commissioner Namatama Mupo has appealed to government to consider allocating more fuel to districts that are sandy like Nalolo among others in Western Province for the smooth implementation of government programs.

Ms. Mupo made the appeal through Ministry of Community Development and Social Services Permanent Secretary (PS) Angela Chanda Kawandami who was in Nalolo to monitor the distribution of wetlands farming inputs under the food security pack program.

TT: Bo mubusisi ba sikiliti sa Nalolo bo Namatama Mupo bakupile muuso kuhupula kufa likiliti zenani lishabati ahulu zeswana sina sikiliti sa Nalolo mafula a mwa limotikala ka buñata ili kuli mingendende ya muuso ikone kuzamaya ka bunolo

Bo Mufumahali Mupo neba fitisize kupo ye ka bo muñoli ba muuso mwa likolo la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda Kawandami benebali mwa sikiliti sa Nalolo ili

kuyo tatuba mungendenge wa kuabela lipeu ni mununo mwa libaka za mabala mwatasa tukiso ya Food security pack

5.ST: In response, Ministry of Community Development and Social Services Permanent Secretary Angela Chanda says it was vital to understand the terrain for some districts in order to properly strategize on the movement of farming inputs and other logistics to the district.

Ms. Chanda says districts like Nalolo would be given priority for both inputs and funding so that it is not caught napping in any circumstance in order to cushion the poverty cycle adding that human capital, land and water were readily available in the area.

TT: Ka kualaba, bo muñoli ba muuso mwa likolo la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda nebaize kuli kubutokwa kuutwisisa buino bwa libaka za sikiliti sale ili kuli kukone kubatiwa mikwa yeminde ya kuzamaisa lipeu ni mununo ni lika zemu

Bo mufumahali Chanda baize kuli likiliti zeswana sina Nalolo lilukela kufiwa kolo yapili kwaneku la kufa lipeu ni mununo ni mali ili kuli bubotana bukone kukusufala haibile babeleki, mubu ni mezi liteni ni kale.

6.ST: The Road Transport and Safety Agency yesterday **RTSA** conducted a compliance exercise meant to understand the reasons behind why some bus operators are resisting to effect the new bus fares.

TT: Katengo ka Road Transport and Safety Agency RTSA ka bukuswani maabani neka sweli kubatisisa mabaka atisa kuli baluwi babamu ba limotikala bahane kukutisa mwatasi mali a linzila asazo tomiwa.

7.ST: The bus and taxi drivers association of Zambia have rejected the recent reduction in bus fares by RTSA and this prompted the agency to conduct the exercise in order to get first-hand information on the challenges they are facing.

And some of the bus drivers talked to by RTSA officers during the exercise explained that the owners of the buses expect them to cash in the same amount of money regardless of whether or not the fares are reduced making it difficult to reach such targets.

TT: Katengo ka baluwi ba limotikala cwanoñu fa kahanile litifo za linzila zenca zekutisizwe mwatasi ki katengo ka RTSA ili nto yetisize kuli katengo ka rtsa kakale mungendenge wa kubatisisa sesitisa cwalo

Haili babamu ba bamatisi ba limotikala beneba ambozwi ni bona ki ba katengo ka RTSA nebaize kuli bañi b limotikala babalibeleda kuisa mali aswana eneba isanga kale nihakunani kukutisa mwatasi kwa mali a linzila ili nto yeba tiseza kufumana tata kufita fa sikonkwani sebatomezwi,

8.ST: The Zambia Telecommunications Company (ZAMTEL) has opened a service centre in Nalolo district in a bid to enhance access to customer services in the new districts across the country.

TT: Company ya Zambia Telecommunications yona ZAMTEL ka bukuswani ikwauluzi ofisi mwa sikiliti sa Nalolo ka mulelo wa kusuteleza misebezi ya company kwa sicaba mwa likiliti zenca mwa naha.

9.ST: ZAMTEL regional manager Roy Mofya says the move is part of the company's strategy to meet the growing demand especially in the far flung areas of the country.

ST: Babaetelezi company ye mwa bulozi bo Roy Mofya baize kuli muhato wo ki kalulo ya mihato yengilwe ki company kwaneku la kukwanisa kuezeza batu misebezi yeba tokwa sihulu mwa libaka za kwa hule ni tolopo mwa naha.

10. TT: Mr. Mofya noted that Nalolo district already has a physical presence but the growing demand for the products required that a dedicated facility to cater for the customers be opened.

ST: Bo Mofya baekelize kutalusa kuli company neseifitile kale mwa sikiliti sa Nalolo nihaike nekusa tokwahala ofisi yeinelezi mwa sikiliti sale batu babaitusisa yona habanze baekezeha.

11.ST: And officiating at the event that was held at the customer service center in muoyo area, nalolo district commissioner Namatama Mupo commended ZAMTEL for providing affordable and quality services to its customers.

TT: Kuambola kanako yeneku kwaululwa ofisi yenca ya ZAMTEL mwa sikiliti sa Nalolo, bo mubusisi ba sikiliti bo Namatama mupo neba lumbile company ya ZAMTEL kakubelekela hande sicaba.

12.ST: Mr. Mofya disclosed that ZAMTEL has so far rolled out over 80 mini-shops dotted across the country adding that over 300 direct jobs have been created as more zambians are taking up the opportunity to partner with ZAMTEL to run service centers.

TT: Bo Mofya bapatuluzi kuli company ya ZAMTEL kikale ikwaulula mantolo amanyinyani afitelela palo ya 80 mwa naha nikuli misebezi batu babafitelela palo ya 300 kikale bakeniswa misebezi batu babañata habanze babelekisana ni company.

13.ST: Minister of Green Economy and Environment Collins Nzovu has commended the Catholic Relief Services (CRS) for taking a lead in promoting the use of low carbon emissions electric vehicles.

TT: Ntuna wa likolo la sifumu sesitala ni lilalanda collins Nzovu ulumbile katengo ka catholic relief services CRS ka bukuswani kakuetelela mwa kubabaza kuitusisa limotikala ze zusa musi omaswe omunyinyani.

14.ST: Mr Nzovu says the use of electric vehicles will greatly contribute to curbing green gas emissions.

TT: Bo Nzovu baize kuli kuitusisa limotikala za magesi kukatusa ahulu kwa neku la kukusufaza musi omaswe osinya buino bwa mbyumbyulu.

16:ST: The Zambia Consumer Association is shocked that the Zambia National Farmers Union is offended with the availability of cheaper fresh commodities such as cabbages and tomatoes on the market.

TT: Katengo ka Zambia Consumer Association kakomokisizwe kikuli katengo ka Zambia National Farmers Union ka bilaezwa ki kuba teni ka buñata kwa miloho yeswana sina kabici ni tamankisi fa misika ka liteko zekutisizwe mwatasi

17.ST: ZANIS reports that Mr Nzovu was speaking during the unveiling of the CRS electric car in Lusaka yesterday and that the promotion of electric cars is the right step in combating effects of climate change.

Mr Nzovu explained that the increased purchase of electric vehicles will lead to reduction of the import bill on oils and contribute to the stabilisation of the country's foreign exchange rate.

and CRS Zambia country representative John Shumlansky said the launch of the electric car is a testimony of the importance the organization attaches in the fight against climate change.

TT: Ba ZANIS bafitisa piho ya kuli bo Nzovu neba bulela litaba ze kanako yeneku boniswa kwa sicaba motikala ya magesi ya katengo ka CRS mwa Lusaka maabani nikuli kususueza kuitusisa limotikala za magesi ki muhato omunde kwaneku la kulwanisa matata atiswa ki licinceho za myaha

Bo mutompehi Nzovu batalusize kuli kukezeza kuleka limotikala za magesi kuka kusufaza cwalo mali a sinyehela fa kuleka mafula ni kucimbula buino bwa mali a naha

Haili bo muyemeli ba katengo ka CRS mwa naha zambia bo John Shumlansky nebaize kuli kukwaulula kuitusisa motikala ya magesi kokueyizwe ki katengo ka bona kubonisa kuli katengo kanga ndwa ya kulwanisa licinceho za myaha kuba ya butokwa

Bo shumlansky baize kuli katengo ka CRS kakazwelapili kubelekisana ni muuso kupunyula lifasi kwa matata atiswa ki licinceho za myaha

#### **4.1.5 Adaptation**

Tarec (2013:1) defines adaptation as a type of translation which involves a number of changes to be made so that the target text produced be in harmony with the spirit of the source text. These changes are of various types. They are: deletion, addition, explanation, illustration and exemplification. This is the 'freest' form of translation and it is used mainly for plays (comedies) and poetry; the themes, characters and plots are usually preserved, the source language culture converted to the target language culture and the text is rewritten. This is where the information might not be generally accepted as a translation but is nevertheless recognized as representing the original text. It is therefore a valid translation because people are able to understand the TT.

(Ibid)Translators often edit the language or the scene, or make it implicit instead in what is called ideological adaptation. In matters of religion and sex, the translator would always make adaptation to soften the original tone, hoping not to offend the target text readers as well as to escape censorship.

Mostly, texts in adaptation appear to be longer than the original text as some are completely rewritten by the translator. In cementing this, the head of section had this to say:

*Sometimes we do not translate everything but just focus on the characters and what really happened provided the message has been put across.*

The following are some of the examples of adaptation.

ST: Youths in Sioma District have asked government to separate powers in the distribution of bursaries in school.

TT: Babanca mwa sikiliti sa Sioma bakupa muuso kualula maata a kuzamaisa mali a ma bursary mwa lilikolo.

ST: There was drama at a named compound when a young man believed to be John came back from a drinking spree and demanded for nshima after he went out without leaving any money for lunch.

TT: Nelinto yeseisa asamulaho a bo John benebakutile kutobata zakucha kwandu kono nebasikasiya mali alichu.

ST: After two priests were kidnapped by unknown people in Nigeria last week, the Diocese in Nigeria announced that one of the priests managed to run away while the other one was murdered gruesomely.

The kidnapped priests Cleopas and Cheitnum were caught on 15<sup>th</sup> July around 17 hours at a Catholic Church Christ the King.

According to a letter that was released by the Diocese, the Priest Cleopas managed to escape while the other one was killed in a cruel way the same day they were captured.

TT: Kasumulaho wa kuswaliwa kw aba pulisita bababeli kibatu babasa zibahali mwa naha ya Nigeria viki yefelile, neitumisize kuli alimumu waba pulisita bao nakonile kuiposhola ni kumata mi haili yomumu nakonile kubulaiwa ka lunya.

Ba Pulisita ba ili bo Cleopas ni Cheitnum neba sweliwi la 15 Sikulu 2022 kanako ya 17 hours kwa keleke ya katoliki ya Christ the King mwa tolopo ya Lere mwa Northern Kaduna state mwa naha ya Nigeria.

Kuyaka lin'golo leneli zwelela kwa Diocese, bo mupatiri Cleopas neba konile kumata mi bo mu patiri Cheitnum neba bulailwe ka lunya ka lizazi leliswana leneba swelwi.

#### **4.1.6 Word for Word Translation.**

Whereas literal translation deals with word for word and addition of information, word for word translation is translating each word without adding extra information.

ST: The faithful have been encouraged to live a life that will help them enter the kingdom of God.

TT: Balumeli basusuelizwe kupila bupilo bobukaba tusa kukena mwa mubuso wa lihalimu.

ST: The burial will be on 21, July, 2022 at the Cathedral of Peter.

TT: Kepelo ikaba teni la 21, Sikulu, 2022 kwa Cathedral of Peter.

ST: In the month of July, there has been priests amounting to seven in Nigeria who have been kidnapped according to investigations by an organisation Church in Need.

TT: Mwa kweli ya Sikulu, kubile ni bapulisita babafita fa palo ya seven mwa Nigeria baba swelwi kuamana ka lipatisiso za ka tengo ka Church in Need.

ST: The committee that is looking at development in Nakato in Nalikwanda Constituency has received letters seeking for financial assistance for two boarding secondary schools.

ST: Minister of green economy and environment Collins Nzovu has commended the catholic relief services (CRS) for taking a lead in promoting the use of low carbon emissions electric vehicles.

TT: Ntuna wa liluko la sifumu sesitala ni lilalanda Collins Nzovu ulumbile katengo ka Catholic Relief Services CRS ka bukuswani kakuetelela mwa kubabaza kuitusisa limotikala ze zusa musi omaswe omunyinyani

ST: Mr Nzovu says the use of electric vehicles will greatly contribute to curbing green gas emissions.

TT: Bo Nzovu baize kuli kuitusisa limotikala za magesi kukatusa ahulu kwa neku la kukusufaza musi omaswe osinya buino bwa mbyumbyulu

#### **4.1.7 Translation by Omission and Addition.**

According to Baker (1992), omission in translation has three forms namely: omission in word or expression, in idiom and omission in content of information. O.Connel (1998) holds that the most common forms of screen translation are dabbling and subtitling. It was discovered that some words were omitted for no reason or because there was lack of time. For example, the expression ‘**Western Province**’ could have been translated using a general word ‘**mwa bulozi**’ but it was omitted. The following are some of the examples of omission in word or expression and subtitles as exemplified in the TT with the omitted or added word or expression in bold.

ST: In his homily during mass on Oblate radio Liseli today, missionary oblate **of Mary Immaculate** reverend father Crescent Mvula says there is need for the faithful to examine their lives and identify the things that prevent them from doing god’s work.

TT: Mwa kutazo yabona mwa masi fa wayalesi ya liseli kacenu, bo mupatiri Crescent Mvula ba ma oblata nebaize kuli kubutokwa kuli balumeli bakone kutatuba bupilo bwa bona ni kulemuha lika zeba palelwisa kueza musebezi wa Mulimu.

ST: Nalolo DC appeals to government to consider allocating more fuel to sandy districts in **Western Province** for the smooth implementation of government programs.

TT: Bo Mubusisi ba sikiliti sa Nalolo bakupa muuso kusulela sikiliti sale mafula amañata a kuitusisa kueza mingendenge ya zwelopili mwa libaka za lishabati.

ST: Road Transport and Safety Agency undertakes compliance exercise on bus fares.

TT: Katengo ka Road Transport and Safety Agency kabatisisa sesitisa **bamatisi ba limotikala kuhana litifo za linzila zesazo tomiwa.**

ST: In response, Ministry of Community Development and Social Services Permanent Secretary Angela Chanda says it was vital to understand the terrain for some districts in order to properly strategize on the movement of **farming** inputs and other logistics to the district.

TT: Ka kualaba, bo muñoli ba muuso mwa liluko la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda nebaize kuli kubutokwa kuutwisisa buino bwa libaka za sikiliti sale ili kuli kukone kubatiwa mikwa yeminde ya kuzamaisa lipeu ni mununo ni lika zemu.

ST: Ms. Chanda says districts like Nalolo would be given priority for both inputs and funding so that it is not caught napping in any circumstance in order to cushion the poverty **cycle adding that** human capital, land and water were readily available in the area.

TT: Bo mufumahali Chanda baize kuli likiliti zeswana sina Nalolo lilukela kufiwa kolo yapili kwaneku la kufa lipeu ni mununo ni mali ili kuli bubotana bukone kukusufala haibile babeleki, mubu ni mezi liteni ni kale mwa sibaka.

ST: ZAMTEL Regional Manager Roy Mofya says the move is part of the company's strategy to meet the growing demand especially in the far flung areas of the country.

TT: Babaetelezi company ye mwa bulozi bo Roy Mofya baize kuli muhato wo ki kalulo ya mihato yengilwe ki company kwaneku la kukwanisa kuezeza batu misebezi yeba tokwa sihulu mwa libaka za kwa hule **ni tolopo** mwa naha.

ST: And officiating at the event that was held at the **customer service center in Muoyo area**, Nalolo District Commissioner Namatama Mupo commended ZAMTEL for providing affordable and quality services to its customers.

TT: Kuambola kanako yeneku kwaululwa ofisi yenca ya ZAMTEL mwa sikiliti sa Nalolo, bo mubusisi ba sikiliti bo Namatama Mupo neba lumbile company ya ZAMTEL kakubelekela hande sicaba

**ST:** Mr. Mofya disclosed that ZAMTEL has so far rolled out over 80 mini-shops doted across the country adding that over 300 direct jobs have been created as more zambians are taking up the **opportunity** to partner with ZAMTEL to **run** service centers.

TT: Bo Mofya bapatuluzi kuli company ya zamtel kikale ikwaulula mantolo amanyinyani afitelela palo ya 80 mwa naha nikuli misebezi batu babafitelela palo ya 300 kikale bakeniswa misebezi batu babañata habanze babelekisana ni company.

ST: And officiating at the event that was held at the customer service center in Muoyo area, Nalolo District Commissioner Namatama Mupo commended ZAMTEL for providing **affordable** and **quality services** to its customers.

TT: kuambola kanako yeneku kwaululwa ofisi yenca ya zamtel mwa sikiliti sa Nalolo, bo mubusisi ba sikiliti bo Namatama Mupo neba lumbile company ya ZAMTEL kakubelekela hande sicaba.

ST: The ZNFU on Monday expressed concern about the dumping of several fresh commodities such as cabbages and tomatoes on the market by some known farmers which is resulting in a drop in **commodity** prices.

TT: Katengo ka Zambia National Farmers Union viki yefelile neka fitisize pilaelo bakeñisa kuiswa ka buñata kwa miloho fa musika ki balimi babazibahala ili nto yetisa kukuta mwatasi kwa liteko za miloho

ST: Association executive secretary Juba Sakala says the desire of consumers is to have cheaper food on the market and it is unfair for the union to push for higher **food** prices on the market.

TT: Bo muñoli ba katengo bo Juba Sakala baize kuli takazo ya baleki ki kufumana lika zeleka mali alikani fa misika nikuli akinto yende kuli katengo ka balimi kakone kususueza kupahamiswa kwa liteko za miloho fa misika.

## **4.2 Findings on the Degree of Equivalence**

The study will further show the levels of equivalence that were revealed after a textual analysis at Liseli Radio Station. These have been discussed as highlighted earlier in chapter two holding the scholars' work according to Baker, Munday and Dabelnert as well as Newmark. The following are some of the equivalents noted:

### **4.2.1 Grammatical Equivalence**

ST: Father Mvula says christians must invest their time for God in order for them to be partakers in the kingdom to come.

TT: Bo mupatiri Mvula baize kuli balumeli balukela kufumana nako ya kuesa misebezi ya mulimu kuli bakone kuyokena mwa mubus wa kwa lihalimu.

ST: Father Mvula notes that it is always important for the faithful to do away with things that hinder them from fully participating in the service of God.

TT: Baekelize kotalusa kuli kubutokwa kuli balumeli ba ambuke lika zeba palelwisa kueza musebezi wa mulimu ka kutala

ST: In response, Ministry of Community Development and Social Services Permanent Secretary Angela Chanda says it was vital to understand the terrain for some districts in order to properly strategize on the movement of farming inputs and other logistics to the district.

TT: Ka kualaba, bo muñoli ba muuso mwa liluko la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda nebaize kuli kubutokwa kuutwisisa buino bwa libaka za sikiliti sale ili kuli kukone kubatiwa mikwa yeminde ya kuzamaisa lipeu ni mununo ni lika zemu

#### **4.2.2 Textual Equivalence**

ST: The Road Transport and Safety Agency yesterday RTSA conducted a compliance exercise meant to understand the reasons behind why some bus operators are resisting to affect the new bus fares.

The bus and taxi drivers association of Zambia have rejected the recent reduction in bus fares by RTSA and this prompted the agency to conduct the exercise in order to get first-hand information on the challenges they are facing.

And some of the bus drivers talked to by RTSA officers during the exercise explained that the owners of the buses expect them to cash in the same amount of money regardless of whether or not the fares are reduced making it difficult to reach such targets.

Meanwhile some Mongu district residents have expressed dissatisfaction with the taxi and bus owners association for refusing to reduce the bus fares.

They told oblate radio liseli news that just as they are quick to increase the fares when prices of fuel are hiked, it is only responsible for them to reduce the fares when fuel prices are dropped.

TT: Katengo ka road transport and safety agency RTSA ka bukuswani maabani neka sweli kubatisisa mabaka atisa kuli baluwi babamu ba limotikala bahane kukutisa mwatasi mali a linzila asazo tomiwa

Katengo ka baluwi ba limotikala cwanoñu fa kahanile litifo za linzila zenca zekutisizwe mwatasi ki katengo ka RTSA ili nto yetisize kuli katengo ka RTSA kakale mungendenge wa kubatisisa sesitisa cwalo

Haili babamu ba bamatise ba limotikala beneba ambozwi ni bona ki katengo ka RTSA nebaize kuli bañi b limotikala babalibelela kuisa mali aswana eneba isanga kale nihakunani kukutisa mwatasi kwa mali a linzila ili nto yeba tiseza kufumana tata kufita fa sikonkwani sebatomezwi

Bamatise ba limotikala bao bazwezipili kotalusa kuli balifanga mulonganyana mali afita fa k45 zazi ni zazi ili nto yelukelwa kutalimiwa haiba kucinca cinciwa kwa mali a linzila kusa zwelapili.

#### **4.2.3 Communicative Equivalence.**

This is more similar to textual equivalence as it is more concerned with the target audience than the ST. Another reporter had this to say:

*Sometimes it is not possible to translate everything that has been written down or said, so I choose what to translate by looking at what the community needs to know as well as the text/news item type.*

The following are some of the items with the Communicative effect.

ST: The Zambia Telecommunications Company (ZAMTEL) has opened a service centre in Nalolo District in a bid to enhance access to customer services in the new districts across the country.

TT: Company ya Zambia Telecommunications yona ZAMTEL ka bukuswani ikwauluzi ofisi mwa sikiliti sa Nalolo ka mulelo wa kusuteleza misebezi ya company kwa sicaba mwa likiliti zenca

ST: In his homily during mass on oblate Radio Liseli today missionary oblate of Mary Immaculate reverend father Crescent Mvula says there is need for the faithful to examine their lives and identify the things that prevent them from doing God's work.

TT: Mwa kutazo yabona mwa misa fa wayalesi ya liseli kacenu, bo mupatiri Crescent Mvula ba ma oblata nebaize kuli kubutokwa kuli balumeli bakone kutatuba bupilo bwa bona ni kulemuha lika zeba palelwisa kueza musebezi wa Mulimu.

ST: Fr Mvula notes that it is always important for the faithful to do away with things that hinder them from fully participating in the service of God.

TT: Baekelize kotalusa kuli kubutokwa kuli balumeli ba ambuke lika zeba palelwisa kueza musebezi wa mulimu ka kutala.

ST: The Road Transport and Safety agency yesterday RTSA conducted a compliance exercise meant to understand the reasons behind why some bus operators are resisting to effect the new bus fares.

The bus and taxi drivers association of Zambia have rejected the recent reduction in bus fares by RTSA and this prompted the agency to conduct the exercise in order to get first-hand information on the challenges they are facing.

And some of the bus drivers talked to by RTSA officers during the exercise explained that the owners of the buses expect them to cash in the same amount of money regardless of whether or not the fares are reduced making it difficult to reach such targets.

Meanwhile some Mongu district residents has expressed disappointment with the taxi and bus owners association for refusing to reduce the bus fares.

They told oblate Radio Liseli news that just as they are quick to increase the fares when prices of fuel are hiked, it is only responsible for them to reduce the fares when fuel prices are dropped.

TT: Katengo ka Road Transport and Safety Agency RTSA ka bukuswani maabani neka sweli kubatisisa mabaka atisa kuli baluwi babamu ba limotikala bahane kukutisa mwatasi mali a linzila asazo tomiwa.

Katengo ka baluwi ba limotikala cwanofu fa kahanile litifo za linzila zenca zekutisizwe mwatasi ki katengo ka RTSA ili nto yetisize kuli katengo ka RTSA kakale mungendenge wa kubatisisa sesitisa cwalo

Haili babamu ba bamatishi ba limotikala beneba ambozwi ni bona ki katengo ka rtsa nebaize kuli bañi b limotikala babalibelela kuisa mali aswana eneba isanga kale nihakunani kukutisa mwatasi kwa mali a linzila ili nto yeba tiseza kufumana tata kufita fa sikonkwani sebatomezwi

ST: Ms. Mupo made the appeal through Ministry of Community Development and Social Services permanent secretary (PS) Angela Chanda Kawandami who was in Nalolo to monitor the distribution of wetlands farming inputs under the Food Security Pack program.

TT: Bo Mufumahali Mupo neba fitisize kupo ye ka bo muñoli ba muuso mwa likolo la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda Kawandami benebali mwa sikiliti sa Nalolo ili kuyo tatuba mungendenge wa kuabela lipeu ni mununo mwa libaka za mabala mwatasa tukiso ya Food Security Pack.

#### **4.2.4 Semantic Equivalence**

ST: ZAMTEL regional manager Roy Mofya says the move is part of the company's strategy to meet the growing demand especially in the far flung areas of the country.

Mr. Mofya noted that Nalolo district already has a physical presence but the growing demand for the products required that a dedicated facility to cater for the customers be opened.

TT: Babaetelezi company ye mwa Bulozhi bo Roy Mofya baize kuli muhato wo ki kalulo ya mihato yengilwe ki company kwaneku la kukwanisa kuezeza batu misebezi yeba tokwa sihulu mwa libaka za kwa hule ni tolopo mwa naha.

Bo Mofya baekelize kotalusa kuli company neseifitile kale mwa sikiliti sa nalolo nihaike nekusa tokwahala ofisi yeinelezi mwa sikiliti sale batu babaitusisa yona habanze baekezeha

ST: Mr. Mofya disclosed that ZAMTEL has so far rolled out over 80 mini-shops dotted across the contry adding that over 300 direct jobs have been created as more zambians are taking up the opportunity to partner with ZAMTEL to run service centers.

TT: Bo Mofya bapatuluzi kuli company ya ZAMTEL kikale ikwaulula mantolo amanyinyani afitelela palo ya 80 mwa naha nikuli misebezi batu babafitelela palo ya 300 kikale bakeniswa misebezi batu babañata habanze babelekisana ni company.

ST: ZAMTEL Regional Manager Roy Mofya says the move is part of the company's strategy to meet the growing demand especially in the far flung areas of the country.

TT: Babaetelezi company ye mwa Buluzi bo Roy Mofya baize kuli muhato wo ki kalulo ya mihato yengilwe ki company kwaneku la kukwanisa kuezeza batu misebezi yeba tokwa sihulu mwa libaka za kwa hule ni tolopo mwa naha.

ST: The ZNFU on Monday expressed concern about the dumping of several fresh commodities such as cabbages and tomatoes on the market by some known farmers which is resulting in a drop in commodity prices.

TT: Katengo ka Zambia National Farmers union viki yefelile neka fitisize pilaelo bakeñisa kuiswa ka buñata kwa miloho fa musika ki balimi babazibahala ili nto yetisa kukuta mwatasi kwa liteko za miloho

ST : Association executive secretary Juba Sakala says the desire of consumers is to have cheaper food on the market and it is unfair for the union to push for higher food prices on the market.

TT: Bo muñoli ba katengo bo Juba Sakala baize kuli takazo ya baleki ki kufumana lika zeleka mali alikani fa misika nikuli akinto yende kuli katengo ka balimi kakone kususueza kupahamiswa kwa liteko za miloho fa misika.

## **4.3 Findings on The Challenges**

### **4.3.1 Inadequate Time**

It was discovered that translators do not have adequate time to sit, research and translate the script accordingly because news items would be needed in half an hour. One of the translators had this to say:

*It is very difficult for me to come up with a well translated script in a very short time as some reporters deliver the news items from the field very late. It happens that by the time I am given to translate, it would be few minutes before the news, so sometimes the translation might not be very correct.*

The chief of operations had this to say:

*We are not in charge of collecting news items on the ground because there are reporters that are assigned to do that except in some cases. Because of this, we have no control of time and we only translate within the given period as the listeners will always anticipate the news items on time especially when there are issues they await to be addressed, so we do not keep the items longer but go ahead and translate regardless of time.*

This was further cemented on by the head of section who said the following:

*Sometimes, it is not the translators' fault that certain scripts are not correctly translated because they do not have the time required to sit and research especially on words they do not know, but we make sure that the listeners get the intended message.*

#### **4.3.2 Lack of Training of Translators.**

The study showed that most translators at Liseli Radio Station have a limited or no knowledge of translation. It was also discovered that the only professional development they have is holding staff meetings from time to time to discuss matters of translation to fill up the gaps. One of the news casters had this to say:

*If I said am professionally trained, I would not be telling the truth. I rely on the Silozi that I have learnt from Primary to Secondary School.*

Another respondent in line with training had this to say:

*Mostly we rely on the collaboration between staff and indigenous people when it comes to matters of translation.*

The same sentiments were echoed by one of the journalists who said the following:

*We just use the language skill we have as people who know the language and we concentrate on what the community needs to hear.*

#### **4.3.3 Lack of Resources or Translation Tools.**

The study also revealed that the Radio Station had no software or equipment that they could use during translation. Not only this but they also relied on one Silozi dictionary that is available at the station. The librarian shared the following sentiment:

*We lack dictionaries here as translators suffer a lot in the sense that they have no resources to use.*

Another reporter had this to say over the same:

*We only have one old dictionary at the station which is only used when checking for big words.*

#### **4.3.4 Wording Challenges.**

The research further revealed that there were quite a number of challenges that deal with words that require translation from English to Silozi at the station. It was discovered that certain words could not be found or do not exist in Lozi. One of the participants lamented:

*It is difficult sometimes to translate certain words from English to Lozi because certain words might be in English but not there in Lozi, this poses a challenge for us.*

Another news caster expressed the same view:

*You will find that there are certain legal and scientific terms that are in English but not there in Lozi so sometimes we fail to come up with such words. Not only has this but we also found it a challenge to translate a script that has been written using big words.*

Another news caster on the same said the following:

*There are some words in English that when translated have meaning in Lozi so it is difficult to find a way of putting the message across and some of the words cannot be directly translated into Lozi from English. For example the word **‘government’ can both be translated as katengo to mean an NGO which can also be translated as ‘liluko’ to mean ‘ministry’.***

The last response from one of the journalists carried the following sentiment:

*Most of us are not familiar with new Scientific and Neulogical terms introduced in the English Language in Lozi.*

*Sometimes the translators would give more than one meaning of the sentence, so it poses a challenge on which one to use in the delivery of the news items and because of this some items might be distorted.*

Another journalist had this to say:

*The application of a situation in English to Lozi in news is not easy especially when some words are too tough to be considered in the TT, so meanings might not be as accurate. For example ‘implementation’ ‘relief’ and scientific terms that might be left out in the TT because of difficulties in translating.*

#### **4.3.5 Summary of Chapter Four**

Chapter four presented the research findings on the strategies used to establish equivalence when translating news items from English to Lozi at Liseli Radio Station in Mongu District of Western Province. The research revealed that the following strategies were used in the process of translating news in English into Lozi: borrowing, loan words plus explanation, Literal translation, adaptation, word for word and omission. These strategies were corresponding to those propounded by Baker (1992), Darbelnet and Vinay (2004). Although in news translation; “texts are designed to serve new purposes, without any necessary constraint by equivalence” (Pym 2004:55). However, Bayar (2007) classified equivalence in four degrees which were evident in the research namely optimum, near optimum, and weak equivalence with no scripts translated with zero equivalence. The findings further showed that there were quite a good number of challenges faced by translators when translating news from English to Lozi at Liseli Radio Station with the most notable challenges being the following: lack of training, time constraints and difficulty in wording as well as diverse meanings at sentence level. The subsequent chapter will discuss the findings that correspond to the objectives of the study.

## CHAPTER FIVE

### DISCUSSION OF FINDINGS

#### 5.0 General

The previous chapter presented the strategies used in translating news items from English to Lozi, the challenges faced in the translation process and further looked at the degree of equivalence. Chapter five will in turn discuss in detail the strategies that are used to translate news items from English to Lozi by Lozi translators at Liseli Radio Station in Mongu District of Western Province. These include borrowing or loan words, borrowing plus explanation, literal translation, adaptation, word for word, omission and addition. The chapter will further discuss the degree of equivalence in detail as well as the challenges that are faced by translators at the radio station. In the analysis of News texts, the researcher mainly relied on one bilingual dictionary because this is the only source that the station had and three Lozi translators to interpret data cemented by the researcher who is Lozi.

#### 5.1 Translation Strategies Used When Translating English News Items into Lozi.

Kelly (2005: 26-27) defines translation as the skill of understanding the source text and rendering it in the target language by using the register, the background knowledge, and other language resources according to the intended purpose. Therefore, a translator is a mediator of the two languages and cultures who can transfer the SL to the TL. According to the Webster Dictionary, strategy is a long-term plan of actions designed to achieve a particular goal. Therefore, a translation strategy aids the translator to achieve the goal of transferring the intended message in the TT from the ST. In this view, the researcher explored different plans or methods by which translators translated news from English into Lozi at Liseli Radio Station by textual analysis and identifying these methods in the news items.

##### 5.1.1 Translation by Loan Words /Nativisation

The research findings indicate that a lot of loan words have been used at Liseli Radio Station in translating news items from English to Lozi. For example ‘CDF’ was borrowed and used in the TT without any alterations while ‘mat’ was nativised as ‘mati’ in the TT even when it has

equivalence in Silozi which is ‘**museme**’. According to the gathered data, translators employed borrowing because some of the words had no equivalents in Lozi while others were borrowed because it was easier to change them to suit the TT which in other words is called nativisation as seen in table 1 in chapter four. This is because the borrowed words have undergone new phonological changes.

Moreover, Peter H. (1986) defines nativisation as a process through which a language undergoes new phonological, morphological, syntactical, semantic and stylistic changes. Further, some of the findings show that some words were borrowed without proper for no reason because that is what was thought about at that particular time and due to time constraints. For instance, ‘**police**’ was nativised as ‘**polici**’ when it could be translated as ‘**ma pokola**’ and ‘**church**’ was borrowed when it could have been translated as ‘**keleke**’ in Lozi. This entails that translators borrowed for no apparent reason or they did not have enough time to think as they expected to deliver the TT in 30 minutes.

### **5.1.2 Translation by Loan words Plus Explanation.**

In this study, there were instances where this strategy was used as a way of providing clarity in the translated items or including what an organization or an entity does. Firstly, it is worth to note that this strategy was mainly used when translating acronyms, organisations, committees as well as titles. This is explained by first stating the ST followed by TT in bold and the the borrowed plus explanation in italics. An example of this is found in chapter four is **Sioma Secondary School: Sikolo sesipahami sona sesibizwa Sioma Secondary School** (the higher learning institution). The translator opted to use **sesipahami** because it is the only word that is used to refer to both tertiary and secondary school and because of the context it is used, listeners are able to know what kind of education is being talked about. Similarly, CDF committee has been translated as ‘**Katengo kakabona za mali amwa ma constituency kona keballi CDF**’ (The organization/association that deliberates the distribution of funds in constituencies. Last but not the least was RATSA translated as ‘**Katengo kakabona litaba za mikwakwa kona kakabizwa Road Transport and Safety Agency**’ (The organisation that deals with information/things that deal with roads) where **litaba** has been deliberately used to indicate anything that involves roads.

Moreover, it was also noted that this strategy was used to translate names and job titles. However, it did not just mention the place or job titles but also on what exactly the place is all about and what is done by the mentioned job holders as it is shown below. As shown in section 4.1.3, the word 'Diocese' was translated as **Sibaka sa ba pulisita yona yebali Diocese** (the priest's place) here, the inclusion of place carries itself certain connotations like where the priest lives or the one in charge of affairs. The other example is Church in need translated as **Katengo kakabona zetokwa keleke** (An authority that deals with looking into matters that the church needs) this is an expansion of what this organisation/association does in the church. Further examples on job titles are: District Commissioner: **Bahulu mwa sikiliti sa Sesheke ili bona bo District Commissioner kabukuswani**, President Hakainde Hichilema: **Yomuhulu wa naha ye Hakainde Hichilema**, Father reverend Mvula: **Babahulu bababona za keleke bo Reverend Mvula**, permanent secretary Angela Chanda: **bababona zakun'ola bo Angela Chanda**, ZAMTEL Regional manager Roy Mofya: **Babaetelezi company yebona za kuambola mwa mwa bulozi bo Roy Mofya**. The listed examples translate the titles and also gives a job description and allows the target audience to understand the kind of job that these people deal with hence this corresponds with who talks about the importance of context and meaning in the translation process.

### 5.1.3 Literal Translation

Vinay and Darbelnet in Munday (2012) define literal translation as word for word translation. This translation strategy is when there is an exact structural, lexical, even morphological equivalence between two languages. The scholars argue that this is possible when the two languages are very close to each other. Further, Newmark (1988) adds that literal translation attempts to follow the form of the source language. The above is evident in the current study, as 16 out of the 40 English-Lozi news items, contain sentences that have been translated word for word as shown in chapter four. Some of the examples are as follows:

**Example 1.** ST: The faithful have been encouraged to live a life that will help them enter the kingdom of God.

TT: Balumeli basusuelizwe kupila bupilo bobukaba tusa kukena mwa mubuso wa lihalimu.

**Example 2.** ST: In his homily during mass on Oblate Radio Liseli today missionary oblate of Mary Immaculate reverend father Crescent Mvula says there is need for the faithful to examine their lives and identify the things that prevent them from doing God’s work.

TT: Mwa kutazo yabona mwa masi fa wayalesi ya liseli kacenu, bo mupatiri Crescent Mvula ba ma oblata nebaize kuli kubutokwa kuli balumeli bakone kutatuba bupilo bwa bona ni kulemuha lika zeba palelwise kueza musebezi wa Mulimu.

**Example 3.** ST: Father Mvula says Christians must invest their time for god in order for them to be partakers in the kingdom to come.

Fr Mvula notes that it is always important for the faithful to do away with things that hinder them from fully participating in the service of God.

TT: Bo mupatiri mvula baize kuli balumeli balukela kufumana nako ya kueza misebezi ya mulimu kuli bakone kuyokena mwa mubus wa kwa lihalimu

TT. Baekelize katalusa kuli kubutokwa kuli balumeli ba ambuke lika zeba palelwise kueza musebezi wa mulimu ka kutala.

**Example 4.** ST Nalolo district commissioner Namatama Mupo has appealed to government to consider allocating more fuel to districts that are sandy like Nalolo among others in Western Province for the smooth implementation of government programs.

This is in line with Nida’s theory of equivalence that the receptor is the main concern thus the ST must closely resemble the TT as he states “Translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style” (Nida 1969: 12), and “there should be a high degree of equivalence of response, or the translation will have failed to accomplish its purpose” (Nida 1969: 24).

#### **5.1.4 Adaptation.**

There is an interesting saying between translations theorists around the world saying that translation is like a woman: if it is faithful, it is not beautiful, if it is beautiful, it is not faithful. Of course the faithfulness-beauty trend cannot be achieved 100% in translation and interpretation as well, that is why both translators and interpreters use adaptation. In this way, the procedure of

adaptation aims at achieving an 'equivalence' of situations by considering a similar context in the TL whenever a cultural gap between ST and TT defies comprehension. Thus adaptation can be considered an instance of equivalence at the level of context.

ST: After two priests were kidnapped by unknown people in Nigeria last week, the Diocese in Nigeria announced that one of the priests managed to run away while the other one was murdered gruesomely.

The kidnapped priests Cleopas and Cheitnum were caught on 15<sup>th</sup> July around 17 hours at a Catholic church Christ the King.

According to a letter that was released by the Diocese, the Priest Cleopas managed to escape while the other one was killed in a cruel way the same day they were captured.

TT: Kasamulaho wa kuswaliwa kwaba prista bababeli kibatu babasa zibahali mwa naha ya Nigeria viki yefelile, neitumisize kuli alimumu waba prista bao nakonile kuiposhola ni kumata mi haili yomumu nakonile kubulaiwa la lunya.

Ba Prista ba ili bo Cleopas ni Cheitnum neba sweliwi la 15 Sikulu 2022 kanako ya 17 hours kwa keleke ya katoliki ya Christ the King mwa tolopo ya Lere mwa Northern Kaduna state mwa naha ya Nigeria.

From the translated version, it can be seen that the information in the TT has been explained in detail with certain adaptations of words that summarise the incident. This agrees with Tarec's theory of ideological adaptation which holds that adaptation is used in certain religious stories when there is need to moderate the tone especially with religion and sexual texts. However, it is important to note that adaptation is not the only strategy used to translate religious and sex stories.

### **5.1.5 Word for Word Translation.**

This type of translation keeps the SL word order; words are translated out of context according to their most common meaning. Such kind of translation can be used as a preliminary translation. This method or type of translation takes the meaning of each word in isolation regardless of differences between both the ST and TT, word order, context, and special usage. Moreover, this translation focuses on the source language and the target should follow it step by step. Hence, it

seems a very easy way to translate and it is commonly used by inexperienced translators. Some examples are as follows with the TT in bold.

The burial will be on 21, July, 2022 at the Cathedral of Peter:

**Kepelo ikaba teni la 21, Sikulu, 2022 kwa Cathedral of Peter.**

In the month of July, there has been priests amounting to seven in Nigeria who have been kidnapped according to investigations by an organisation Church in Need.

**Mwa kweli ya Sikulu, kubile ni bapulisita babafita fa palo seven mwa Nigeria baba swelwi kua ka lipatisiso za ka tengo ka Church in Need.**

From the above, the study revealed that word for word translation was used to make the process of translation easier. This is in line with Newmark (1988a: 81) where he contends that this translation focuses on the source language and the target should follow it step by step. Hence, it seems a very easy way to translate and it is common among students. It can therefore be deduced that this strategy was used because some translators at Liseli Radio Station are still students or in other words still learning the art of translating. It was also noted that meaning was still maintained even after following the word order of the ST thus the translation aided the whole process and the meaning is still maintained which is a good thing.

#### **5.1.6 Translation by Omission and Addition**

Dickins et al. (2017, .20) explain that omission is one form of translation loss where parts of the ST are simply omitted in the TT. Some scholars refer to this as ‘zero translation’, while Vinay and Darbelnet call it ‘implication’. They define it as “making what is explicit in the source language implicit in the target language, relying on the context or the situation for conveying the meaning” (1995: 344). As a result, omission is a common strategy. In the current study, omission was used in different ways as exemplified in chapter 4, Omission was used when omitted words did not affect the message which was to be communicated, words that, if translated would distort the meaning of the text, descriptive words and names of places if the context is already known. The following are some examples of omission.

Firstly, **'consider'** was omitted because it did not affect the meaning of the sentence which would not have been so if it was translated as 'kubona' which would distort the information in the TT. Further 'western province' and **'Mary Immaculate'** as the place were omitted because these news items already had the context hence the translators opted to leave it out because the place is already known by the target audience and already mentioned in previous news items thus omitting it does not affect the message in any way. This is also true for news item nine where **'opportunity'** has been omitted instead of translating it as 'liluko' yet the meaning was maintained.

Secondly, omission was used on descriptive words: in the next news item **'farming'** was omitted because the term **'inputs'** was already translated as **'lipeu ni mununo'** which is already understood as things that deal with farming hence no need to include **'za bulimi'** in the translation process as it would render the sentence redundant thus no need of describing the inputs for farming. Further **'cycle'** was also omitted in the same item because 'poverty was already translated so even without cycle, poverty would still be understood. This is also the case in item 10 under omission where **'affordable and quality services'** was omitted and only translated as kubelekela sicaba for **'service'** only.

Thirdly, omission was used when there was no need to give accurate details without affecting the message. For instance in news item 8 under omission: **'customer service centre in muoyo area'** was omitted. This was so because other aspects of the place like district and what the office does was given hence the translator opted not to waste time by providing details that are not necessary. Instead of translating it as **'liluko la kwa muoya lelibona za litekiso'** this information was not necessary as it could repeat what the listeners already know and have heard hence the omission. Not only that, the sentence would have been grammatically incorrect if this was translated in the TT.

The study correlates with Vinay and Darbelnet who define it as "making what is explicit in the source language implicit in the target language, relying on the context or the situation for conveying the meaning" (1995: 344) and this has been seen in the given examples. The study also revealed that omission makes the life of a translator easier by delivering only important information without explaining all the details unnecessarily.

Dickins et al. (2017: 21) define translation by addition as “something that is added to the TT that is not present in the ST”, though like all forms of semantic change between the ST and TT, translation by addition is also considered by Vinay and Dabelnet as a type of translation loss, on the basis that translation loss refers to any “incomplete replication of the ST in the TT”. This means the translation by addition may be acceptable and efficient, but by definition means that the TT is not semantically identical to the ST.

In news item 11, the word **food** had some additions in the TT which was translated as ‘**miloho**’ this entails that while the ST had a word to mean all kinds of foods, the TT has ‘**vegetables**’ only. This can be so due to the fact that the context in the item was at a time when tomatoes were going to waste hence the word choice in the ST is general while in the TT is a specific one. This was the same in item 8 when ‘**mubusisi**’ was added to mean a leader when it was not present in the ST. Further, addition was used when there was need to explain in detail what the ST might have not stated clearly. This explanation helps the target audience to understand exactly what is in the ST. For instance the phrase ‘**bamatisi ba limotikala kuhana litifo za linzila zesazo tomiwa**’ has been used to explain the case that bus drivers refused to comply with the just implemented law on fares which the TT doesn’t state on when this law was implemented. Instead of translating as ‘litifo za limotikala’ the translator included the bus drivers as well as the new law which makes it easier for the message to be understood.

Consequently, the study is in tandem with Vinay and Darbelnet who hold that explication/addition as a stylistic translation technique which consists of making explicit in the target language what remains implicit in the source language because it is apparent from either the context or the situation” (1995:324).

### **5.1.7 Literal Translation**

Vinay and Darbelnet in Munday (2012) define literal translation as word for word translation. This translation strategy is when there is an exact structural, lexical, even morphological equivalence between two languages. The scholars argue that this is possible when the two languages are very close to each other. Further, Newmark (1988) adds that literal translation attempts to follow the form of the source language. The above is evident in the current study, as 16 out of the 40 English-

Lozi news items, contain sentences that have been translated word for word as shown in chapter four. Some of the examples are as follows:

This type of translation preserves the grammatical structures of the SL where they are translated into their nearest TL equivalents. It takes place when the SL and TL share parallel structures. Words are translated out of context paying no attention to their connotative meanings. However, it differentiates from it in two points: (a) It does not neglect context. (b) It finds metaphorical equivalents in the target language for metaphorical words in the source language. So, this method of literal translation is much more acceptable than the first method which insists on having a word for word translation. The above is evident in the current study, as 16 out of the 40 English-Lozi news items, contain sentences that have been translated word for word as shown in chapter four. Some of the examples are as follows:

The faithful have been encouraged to live a life that will help them enter the kingdom of God:  
Balumeli basusuelizwe kupila bupilo bobukaba tusa kukena mwa mubuso wa lihalimu.

ST: Ms. Mupo made the appeal through Ministry of Community Development and Social Services Permanent Secretary (PS) Angela Chanda Kawandami who was in Nalolo to monitor the distribution of wetlands farming inputs under the Food Security Pack Program.

TT: Bo Mufumahali Mupo neba fitisize kupo ye ka bo muñoli ba muuso mwa likolo la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda Kawandami benebali mwa sikiliti sa Nalolo ili kuyo tatuba mungendenge wa kuabela lipeu ni mununo mwa libaka za mabala mwatasa tukiso ya Food security pack.

## **5.2 Study Findings on the Degree of Equivalence.**

### **5.2.1 Grammatical Equivalence**

Baker (1992) holds that grammatical equivalence refers to the diversity of grammatical categories across languages and the difficulty of finding an equivalent term in the TT due to the variety of grammatical rules across languages. From the 40 news items chosen, about 13 news items employed grammatical equivalence. For example, in chapter four section 4.2.1, the following items

had grammatical equivalence. News stories that are translated for new audiences undergo transformation and manipulation processes in which translation is one element in a complex set of processes whereby information is transposed from one language into another and then edited, rewritten, shaped and repackaged in a new context, to such a degree that any clear distinction between source and target ceases to be meaningful. Therefore, equivalence must not be compromised.

ST: Father Mvula says christians must invest their time for God in order for them to be partakers in the kingdom to come.

TT: Bo mupatiri mvula baize kuli balumeli balukela kufumana nako ya kueza misebezi ya mulimu kuli bakone kuyokena mwa mubus wa kwa lihalimu.

ST: Father Mvula notes that it is always important for the faithful to do away with things that hinder them from fully participating in the service of God.

TT: Baekelize kotalusa kuli kubutokwa kuli balumeli ba ambuke lika zeba palelwisa kueza musebezi wa mulimu ka kutala.

From the translation above, this study revealed that there was grammatical equivalence as the message in the TT might be missing some of the words in the TT probably because there is no equivalent for a certain grammatical structure which in this case is or an addition of 'number' as shown in the example above i.e '**Bo mupatiri**'. If the translator had not added the structure (number) to show respect to the subject, the message in the TT would have been misrepresented. The addition of number attaches respect which will help the recipients know the status of the person being referred to. Hence, the study agrees with Baker (1992) where she stresses that differences in grammatical structures may significantly change the way the information or message is carried across in the TT.

### **5.2.2 Textual Equivalence.**

Baker (ibid) contends that textual equivalence refers to equivalence that may be achieved between a ST and TT in terms of cohesion and information. Texture refers to the concrete, physical elements

of prose or poetry that are separate from the structure or argument of the work (wikipedia). Thus the equivalence in terms of texture simply refers to the ultimate culmination of different word choice in a piece of writing and Baker argues that The translators' decision to maintain (or not) the cohesive ties as well as the coherence of the SL text mainly rests on three main factors; the target audience, the purpose of the translation and the text type. Below is an example of textual equivalence.

ST: The Road Transport and Safety Agency yesterday RTSA conducted a compliance exercise meant to understand the reasons behind why some bus operators are resisting to affect the new bus fares.

The bus and taxi drivers association of Zambia have rejected the recent reduction in bus fares by RTSA and this prompted the agency to conduct the exercise in order to get first-hand information on the challenges they are facing.

TT: Katengo ka road transport and safety agency RTSA ka bukuswani maabani neka sweli kubatisisa mabaka atisa kuli baluwi babamu ba limotikala bahane kukutisa mwatasi mali a linzila asazo tomiwa

Katengo ka baluwi ba limotikala cwanofu fa kahanile litifo za linzila zenca zekutisizwe mwatasi ki katengo ka RTSA ili nto yetisize kuli katengo ka RTSA kakale mungendenge wa kubatisisa sesitisa cwalo.

The study revealed that textual equivalence was evident in stories that required the target audience to follow through with clarity hence the message in the TT was accurately depicting the ST. Not only that but also the cohesion and coherence is seen as the information is on certain laws that were passed and maybe certain things to be implemented. Therefore, the study agrees with Baker (1992) who states that the translator might decide to maintain the cohesive ties because of the target audience as well as the text type.

### **5.2.3 Communicative Equivalence.**

Newmark (1988), defines communicative equivalence as a communicative translation which concentrates on effect. This entails that to him, the addressee is more important than the addresser

and the main objective for translation is that the message is understood without difficulty. For example in the following translation:

ST: ZANIS reports that Mr Nzovu was speaking during the unveiling of the CRS electric car in Lusaka yesterday and that the promotion of electric cars is the right step in combating effects of climate change.

Mr Nzovu explained that the increased purchase of electric vehicles will lead to reduction of the import bill on oils and contribute to the stabilisation of the country's foreign exchange rate.

TT: Ba ZANIS bafitisa piho ya kuli bo Nzovu neba bulela litaba ze kanako yeneku boniswa kwa sicaba motikala ya magesi ya katengo ka CRS mwa Lusaka maabani nikuli kususueza kuitusisa limotikala za magesi ki muhato omunde kwaneku la kulwanisa matata atiswa ki licinceho za myaha

Bo Nzovu batalusize kuli kukeza kuleka limotikala za magesi kuka kusufaza cwalo mali a sinyehela fa kuleka mafula ni kucimbula buino bwa mali a naha.

The research is in line with Nida's theory of dynamic equivalence where he holds that "the terms source, message and receptor are clear evidences of Nida's assumption that translation is an act of communication (Stine 2004: 130). In any communication, the receptor should be the key element; however, as can be seen in the above news items, the traditional focus of translation has been on the form of the message rather than the response of the receptor". The study also agrees with Newmark (1981) who states that communicative equivalence is mostly interested with the audience more than the ST and because of this, there is a tendency to undertranslate sometimes just to make sure that people understand the message in simplicity. For this reason, the study reviewed atleast 16 items that employed literal translation and 6 adaptation and borrowing plus explanation because these are strategies concerned with the translation effect more than meaning just like Newmark argues, Newmark (1981).

#### **5.2.4 Semantic Equivalence**

Last but not the least was the semantic equivalence as propagated by Newmark. Because of certain strategies like word for word, borrowing plus explanation and translation by addition so as to make the message in the TT clearer than the ST. Below are some examples of semantic equivalence.

The study further revealed that according to Newmark translators value the target audience because that's the primary focus and strategies are used to make sure that the central focus is served well. The study revealed just like Newmark that in a bid to make sure that the audience understands the message, there is need that the meaning is clear in a quest to simplify things hence he argues that some sentences in the same news item might have both communicative and semantic equivalence to transmit the message effectively. Hence, literal translation, borrowing plus explanation and addition were employed in order to make the meaning overt with explanations that is the reason why Newmark says that sometimes there is a tendency to overtranslate.

ST: Road Transport and Safety Agency undertakes compliance exercise on bus fares.

TT: Katengo ka Road Transport and Safety Agency kabatisisa sesitisa bamatise ba limotikala kuhana litifo za linzila zesazo tomiwa.

ST: In response, Ministry of Community Development and Social Services Permanent Secretary Angela Chanda says it was vital to understand the terrain for some districts in order to properly strategize on the movement of **farming** inputs and other logistics to the district.

TT: Ka kwalaba, bo muñoli ba muuso mwa liluko la zwelopili ya lilalanda ni misebezi ya sicaba bo Angela Chanda nebaize kuli kubutokwa kuutwisisa buino bwa libaka za sikiliti sale ili kuli kukone kubatiwa mikwa yeminde ya kuzamaisa lipeu ni mununo ni lika zemu.

## **5.3 Findings on the Challenges**

### **5.3.1 Inadequate Time**

As presented in chapter four, section 4.3.0, one of the challenges faced by translators is inadequate time. This agrees with Wong, D. & Shen, D. (1999) who states that the misinterpretation or misreading is simply written into the translation due to lack of time, sometimes even as obvious nonsense in the guise of a misleadingly fluent and elegant adaptation or paraphrase. Irresponsibility is attributable to various causes, such as unfair social and academic status, low pay, or tight deadlines. The reference to tight deadlines is in line with what the researcher unearthed that translators are sometimes given scripts to translate in 30 minutes. Bielsa (2007) and Bani

(2006) hold that the nature of news translation demands quick and accurate translation of information thus misinterpretation is sometimes the case of lack of adequate time in the translation process. It was further discovered that lack of time led to certain words being borrowed as discussed in table 4.1.2 even when they have equivalents e.g **church, ward, and school** which have equivalents '**keleke, wodi, and sikolo**' respectively.

### **5.3.2 Lack of Professional Training of Translators.**

The study revealed that though there are translators at Liseli Radio Station most of them are not professionally trained thus some limitations in the translation process. Pym(2009) holds that 'we train people not just to translate, which they can already do, but to translate well, perhaps for a specific purpose, market or technological environment'. The study also revealed that the only form of training they have is in house meetings where they hold staff meetings to analyse and discuss translation matters. (ibid) states that Long-term university-level training is a relatively recent phenomenon, mostly dating from the second half of the twentieth century and rising sharply in the late 1980s and early 1990s and that the late development is why most practitioners, and indeed most translator trainers, have probably not received formal training of this kind. However, one can argue that there is still a low turn out of translators registering for higher trainings in colleges or universities.

### **5.3.3 Lack of Resources or Translating Tools.**

In his study on machine translation, Kaluzna, (2018) states that it is typical that human assistance in MT is required at the stage of ST preparation (pre-editing) or output editing (post-editing) (Palumbo 2009: 73), Because of lack of tools like machines, the study revealed that the translation process was characterised by weak translations in certain words or sentences. As established in chapter four, Liseli Radio Station only had one old Lozi dictionary which they only consulted when faced with difficult words and the reason for having one dictionary was that Silozi dictionaries are scarce.

### **5.3.4 Wording Challenges.**

Nord (2011:117) contends that text-related obstacles included among others: overcomplexity of content, insufficient explanation of content, complex theme, ambiguous and inconsistent structure,

use of ambiguous terminology both semantically and syntactically as well as textual drawbacks in terms of typos, standard errors, and faulty punctuation which can be corrected by the translation instructor using a precise analysis of the source text lead to wording challenges in a text. Just like Nord, the study revealed that it was discovered at Liseli Radio Station that there were instances when it was difficult to find equivalents in the TT because of different reasons. One of the reasons was that there were no equivalents for certain terminologies like scientific and legal terms just like one respondent told the researcher as presented in chapter four. Another instance is where a word can be known what but would be difficult to translate and in such cases translators employed borrowing, borrowing plus explanation, omission, adaptation and addition to explain and make sure that the intended message has been passed to the target audience.

Therefore, it is vital that the responsible sectors find a way of training these translators so that this hiccup reduces as some words are important to be left out or ignored. Another challenge faced with words was that there was ambiguity in the translation as one word could have two meanings in lozi e.g 'NGO' which could mean 'katengo' or 'liluko' so this posed a huge challenge to the translators. Due to the dynamic nature of language, there are new scientific terms that have been introduced in English, but they have no equivalents in Lozi for now e.g 'internet'. The researcher hopes that this will not be long as translators look forward to trainings to be competent in carrying out their task effectively and efficiently.

### **5.3.5 Summary**

The chapter started by discussing the findings on translation strategies that were used in translating news items from English into Lozi. The study revealed that the following strategies were used: borrowing, borrowing plus explanation, literal translation, adaptation, word for word translation and translation by omission and addition. The study revealed that these strategies were used in order to transmit information as well as knowledge clearly because the target audience is the primary objective. Not only that but also these translation strategies were used to solve equivalence problems, this means that they were used especially when there were no equivalents in the TT. Precisely, borrowing was used to simplify the information in the TT by using it when there was no direct equivalent whereas borrowing plus explanation and addition were used to explain information that could not be so clear if there was no extra information or explanation added.

Additionally, omission among others was used when the translators wanted to avoid distorting the message from the ST especially when they did not know the equivalents. Not only that but also to avoid repetition. The study also revealed that it is possible to know how to do something without knowing exactly what it is as it is evident from the study that translators were able to employ these strategies without knowing what they are called, so it took the researcher to identify these strategies.

On the one hand, the different translation strategies were used to translate English news items into Lozi which led to the discussion on findings of degrees of equivalence. The study revealed that Communicative Equivalence was mostly used in the translation of news items at Liseli Radio Station probably because it is the one that considers the audience important as they are receptors. This was followed by Semantic Equivalence as it is necessary to make sure that the message in the TT is that which is in the ST to avoid any misinformation. Other types of equivalences that were discovered to have been employed were textual and grammatical equivalence.

The study discussed the challenges that the staff face at Liseli Radio Station in the translation of news items from English to Lozi. It also revealed some of the challenges that translators faced which included: inadequate time, lack of professional training of translators, lack of resources/tools and wording challenges. The next chapter is the final one and it offers a conclusion as well as recommendations.

## CHAPTER SIX

### CONCLUSION AND RECOMMENDATIONS

#### 6.0 General

The study's main focus was to establish the translation strategies that were used to achieve equivalence in translating news items from English to local languages specifically Lozi. The research was conducted at Liseli Radio Station in Western Province. The last chapter will present the conclusions and recommendations following the objectives of the study which will be presented in the order the objectives are presented after which recommendations for future studies will be presented based on the findings of this study.

#### 6.1 Conclusion

The research established that there were quite a number of translation strategies that were used in the translation of news items from English to Lozi at Liseli Radio Station. Some of these translation strategies that were used were: borrowing, borrowing plus explanation, adaptation, word for word translation and translation by omission and addition. These translation strategies were used in the translation of items because there was need for the target audience to understand the ST thus equivalents were sought by using different strategies. Further, strategies like borrowing were used when the researcher did not have enough time to research or just for no reason. One can argue that sometimes borrowing in some cases does not mean there are no equivalents but that the translators may use it to save time.

Conversely, loan words plus explanation and addition were mostly used when there were no equivalents and there was need to explain in detail so as to make the message clear. This study's revelation correlates with Newmark who says that these strategies are concerned with the translation effect more than meaning just like Newmark argues, Newmark (1981). The study also revealed that word for word translation was the least used probably because thus translation distorts meaning in the TT. However, literal translation was mostly used. The study also revealed that omission was used as a choice for leaving out words because they were not necessary or did not affect the meaning of words, but omitted certain words especially those that specified a place.

Moreover, the study also revealed that the translation strategies revealed some levels of equivalences namely: Grammatical, Textual, Communicative and Semantic equivalence. The revelation of the study was that these strategies as propounded by Baker and Newmark were evident in the news items translated from English to Lozi at Liseli Radio Station. Among the mentioned types of equivalences, it was discovered that communicative equivalence was mostly used. It can be argued that it is like this because it is the equivalence that holds the target audience as the important aspect in the translation process just like Newmark (1988) defines it as having the communicative effect. This was achieved by using literal translation, adaptation and borrowing plus explanation. Textual equivalence on the other hand was achieved by using literal translation, borrowing and addition as these deal with coherence and clarity in the TT. Semantic and grammatical equivalences were also achieved using all the strategies.

A number of challenges that are faced by the translators when translating news from English into Lozi at Liseli Radio Station were discovered during this study. These challenges include: inadequate time, lack of training of translators, lack of resources or translation tools and wording challenges. After a thorough investigation and collection of data on the set objectives, the researcher delights to make mention that all the data required for each objective as outlined in chapter one was collected and that the study tackled all the four objectives in this paper.

## **6.2 Recommendations**

From the data presented, it can be seen that the study revealed translation strategies used to establish equivalence between news items translated from English into Lozi at Liseli Radio Station. The study stretched to discuss different types of equivalences in the translated items and lastly the study revealed that there were quite a number of challenges that translators faced at Liseli Radio Station. Some of these challenges were: inadequate time, lack of training of translators, lack of resources or translation tools and wording challenges. Consequently, the researcher saw the need to come up with the following recommendations after looking at the findings of the study and the following are the recommendations.

- (i) There is need for higher learning institutions to widely advertise or introduce a translation facility as well as courses that sorely deal with translation to equip translators with the knowledge and skills required for quality translation.

- (ii) Being an integral part of language learning especially in this globalisation, universities must partner with Ministry of Education to hold workshops on translation nationally and internationally to increase the human resource in this field as assets to the country to reduce on hiring international translators.
- (iii) Translation strategies are limited with the creation of words in cases where certain terms have no equivalence, hence the translation specialists should stretch the discipline further by looking at word creation to curb the lack of equivalents in some languages.
- (iv) Media houses must increase the number of reporters to share responsibilities of being in the field and translating the news items in order to tackle the challenge of time as put across by translators that are overwhelmed with field work and translation.

### **6.3 Future Research Suggestions**

This study was conducted as part of different studies that are being undertaken in the field of translation. Therefore, it means that other researchers need to build on this scope to contribute to some of the disciplines in language. The study looked at establishing equivalence in translation from English into Lozi at Liseli Radio Station. Therefore, the researcher urges other researchers in future to focus on the following topics on translating news items.

1. Establish how many institutions offer translation as a single discipline and why there is apathy in enrolling even among untrained translators in major media houses.
2. A critical evaluation of the reasons for lack of training by translators and levels of compromise in the translation process by untrained translators.

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**APPENDICES**

**Appendix 1: Interview Guide**

The semi-structured interview guide was constructed intentionally for the Head of Department at Liseli Radi Station.

I am student at the University of Zambia. I am conducting a study titled “**Translation Strategies to Establish Equivalence in English - Lozi Translation in Selected Media Institution in Mongu District**”. We hereby invite you to participate in this study. Any information you provide will be treated confidential and cannot be traced to you. The information you provide will be used purely for academic purposes. The data obtained from this study will be protected and will not be made available to any second and/or third parties. If by any reason, you do not want to continue answering any of the questions you can choose to discontinue your participation in the study. Thank you very much for giving me your attention.

**SECTION A: BACKGROUND INFORMATION**

Sex of respondent:.....

Position:.....

Time of interview: .....

What is your position in the radio station?-----

**SECTION B**

1. What are the strategies used when translating from English to Lozi at this radio station?

.....  
.....

2. What do you understand by the term translation?-----

-----

3. Translate the following statements from English to Lozi.

'The president of Zambia is Hakainde Hichilema'

.....

'There has been a rise in COVID 19 cases'

.....

'I am asking for your book'

.....

4. What translation strategy have you used and is there equivqlence in the words used?

.....

5. What is a translation strategy?

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-----

6. What are the challenges faced by the translators when translating from English into Lozi at this radio station?

.....

.....

7. What measures are put in place to enhance translation from English to Lozi at this radio station?

.....

.....

8. How effective are the measures?

.....

.....

9. Do you have professional translators?

.....  
.....  
.....

10. What level of training did they undergo?

.....  
.....  
.....

11. If they are not trained, what measures have you put in place to ensure equivalence in the Target Language?.....

.....  
.....

12. Why do you think it is relevant to utilise strategies in the translation of news items?

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13. Do you have programmes to equip translators with translation skills?

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If yes, list some of the programmes put in place.

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14. What are some of your expectations from translators in the translation process?

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**Thank You For Your Participation.**

**Appendix II: Questionnaire**

**This questionair was intended for the journalists and translators in the news room at Liseli Radio Station.**

I am a student at the University of Zambia. I am conducting a study titled “**Translation Strategies to Establish Equivalence in English - Lozi Translation at Liseli Radio Station in Mongu District**”. I hereby invite you to participate in this study. Any information you provide will be treated confidential and cannot be traced to you. The information you provide will be used purely for academic purposes. The data obtained from this study will be protected and will not be made available to any second and/or third parties. If by any reason, you do not want to continue answering any of the questions you can choose to discontinue your participation in the study. Thank you very much for giving me your attention.

**SECTION A: BACKGROUND INFORMATION**

**Tick where appropriate**

Sex of respondent: Male  Female

Position:.....

**SECTION B**

1. Professional Qualification.

.....//.....

PHD ( ) Master ( ) Degree ( ) Diploma ( )

2. Which institution did you go to for your training?-----  
-----  
-----

3. Do you know any translation strategies? (Yes) (No)

If yes, list some of them -----  
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If no, how do you translate news items from English to Lozi?

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4. What strategies are used when translating news items from English to Lozi at this radio station?

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.....

5. What are some of the challenges that translators face when translating news items from English to Lozi at this radio station?

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.....

.....  
6. How do you tackle these challenges?  
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7. What measures are put in place to enhance translation of news items from English to Lozi at this radio station?

.....  
.....  
.....  
.....  
.....

8. How effective are the measures?

.....  
.....  
.....

9. How can translation be improved?

-----  
-----

10. Do you attend any trainings on translation? (Yes) (No)

If yes, mention some of the trainings you undergo.

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**Thank You For Your Participation.**

### **Appendix III: Main News in English**

**TIME: 12:45 HOURS**

**DATE: 10.08.2022**

**CASTER: NAMAKAU**

**COMPILED BY: KUMOYO**

The time is 12:45, good afternoon and welcome, you're listening to oblate radio liseli, spreading the light of christ.

with the main news brought to you with the compliments of madison general insurance zambia limited

iam .....

#### **Coming up in the news....**

-Nalolo DC appeal to government to consider allocating more fuel to sandy districts in western province for the smooth implementation of government programs.

-Road Transport and Safety Agency undertakes compliance exercise on bus fares.

These and more stories but first we hear from the church

**WESLEY/10.08.2022/ORL**

#### **HOMILY**

The faithful have been encouraged to live a life that will help them enter the kingdom of God.

In his homily during mass on oblate radio liseli today missionary oblate of mary immaculate reverend father Crescent Mvula says there is need for the faithful to examine their lives and identify the things that prevent them from doing God's work .

Father mvula says christians must invest their time for oGd in order for them to be partakers in the kingdom to come.

Fr mvula notes that it is always important for the faithful to do away with things that hinder them from fully participating in the service of God.

**FR CRESCENT MVULA**

**Ends**

**ZANIS/10.08.2022/ORL**

**ALLOCATE MORE FUEL TO SANDY DISTRICTS**

Nalolo district commissioner Namatama Mupo has appealed to government to consider allocating more fuel to districts that are sandy like nalolo among others in western province for the smooth implementation of government programs.

Ms. Mupo made the appeal through ministry of community development and social services permanent secretary (ps) Angela Chanda Kawandami who was in Nalolo to monitor the distribution of wetlands farming inputs under the food security pack program.

**DC MUPO**

In response, ministry of community development and social services permanent secretary Angela Chanda says it was vital to understand the terrain for some districts in order to properly strategize on the movement of farming inputs and other logistics to the district.

Ms. Chanda says districts like nalolo would be given priority for both inputs and funding so that it is not caught napping in any circumstance in order to cushion the poverty cycle adding that human capital, land and water were readily available in the area.

**PS ANGELA CHANDA**

**ENDS**

**KUMOYO/10.08.2022/ORL**

**RTSA UNDERTAKES COMPLIANCE EXERCISE ON BUS FARES**

The Road Transport and Safety Agency yesterday **RTSA** conducted a compliance exercise meant to understand the reasons behind why some bus operators are resisting to affect the new bus fares.

The bus and taxi drivers association of zambia have rejected the recent reduction in bus fares by **RTSA** and this prompted the agency to conduct the exercise in order to get first-hand information on the challenges they are facing.

And some of the bus drivers talked by RTSA officers during the exercise explained that the owners of the buses expect them to cash in the same amount of money regardless of whether or not the fares are reduced making it difficult to reach such targets.

Meanwhile some mongu district residents has expressed dissapointment with the taxi and bus owners association for refusing to reduce the bus fares.

They told oblate radio liseli news that just as they are quick to increase the fares when prices of fuel are hiked, it is only responsible for them to reduce the fares when fuel prices are dropped.

**ends**

**ZANIS/10.08.2022/T**

**ZAMTEL OPENS A SERVICE CENTER**

The Zambia Telecommunications Company (ZAMTEL) has opened a service centre in Nalolo District in a bid to enhance access to customer services in the new districts across the country.

ZAMTEL regional manager Roy Mofya says the move is part of the company's strategy to meet the growing demand especially in the far flung areas of the country.

Mr. Mofya noted that Nalolo district already has a physical presence but the growing demand for the products required that a dedicated facility to cater for the customers be opened.

Mr. Mofya disclosed that zamtel has so far rolled out over 80 mini-shops dotted across the contry adding that over 300 direct jobs have been created as more zambians are taking up the opportunity to partner with zamtel to run service centers.

And officiating at the event that was held at the customer service center in muoyo area, Nalolo district commissioner Namatama Mupo commended ZAMTEL for providing affordable and quality services to its customers.

**ENDS**

**KUMOYO/10.08.2022/ORL**

**GOVERNMENT LAUDS CATHOLIC RELIEF SERVICES' ELECTRICAL VEHICLE**

Minister of Green Economy and environment Collins Nzovu has commended the catholic relief services (crs) for taking a lead in promoting the use of low carbon emissions electric vehicles.

Mr Nzovu says the use of electric vehicles will greatly contribute to curbing green gas emissions.

ZANIS reports that Mr Nzovu was speaking during the unveiling of the CRS electric car in Lusaka yesterday and that the promotion of electric cars is the right step in combating effects of climate change.

Mr Nzovu explained that the increased purchase of electric vehicles will lead to reduction of the import bill on oils and contribute to the stabilisation of the country's foreign exchange rate

And CRS Zambia country representative john shumlansky said the launch of the electric car is a testimony of the importance the organization attaches in the fight against climate change.

Mr Shumlansky stated that crs remains committed to supplementing government's efforts in saving the planet from climate change.

**ENDS**

**NAMAKAU/10.08.2022/ORL**

**ZCA SHOCKED WITH ZNFU**

The Zambia Consumer Association is shocked that the Zambia national farmers union is offended with the availability of cheaper fresh commodities such as cabbages and tomatoes on the market.

Association executive secretary juba sakala says the desire of consumers is to have cheaper food on the market and it is unfair for the union to push for higher food prices on the market.

Mr. sakala has since commended the farmers who are supplying the fresh commodities on the market to continue as it is helping people to have access to nutritious food.

The ZNFU on Monday expressed concern about the dumping of several fresh commodities such as cabbages and tomatoes on the market by some known farmers which is resulting in a drop in commodity prices.

**ENDS**

**TIME: 12:45 HOURS**

**DATE: 10.08.2022**

**CASTER: NAMAKAU**

**COMPILED BY: KUMOYO**

Bo mubusisi ba sikiliti sa nalolo bakupa muuso kusulela sikiliti sale mafula amañata a kuitusisa kueza mingendenge ya zwelopili mwa libaka za lishabati

Katengo ka Road Transport and Safety Agency kabatisisa sesitisa bamatise ba limotikala kuhana litifo za linzila zesazo tomiwa

**WESLEY/10.08.2022/ORL**

### **HOMILY**

Balumeli basusuelizwe kupila bupilo bobukaba tusa kukena mwa mubuso wa lihalimu

Mwa kutazo yabona mwa misa fa wayalesi ya liseli kacenu, bo mupatiri crescent mvula ba ma oblata nebaize kuli kubutokwa kuli balumeli bakone kutatuba bupilo bwa bona ni kulemuha lika zeba palelwisa kueza musebezi wa mulimu.

Bo mupatiri Mvula baize kuli balumeli balukela kufumana nako ya kueza misebezi ya mulimu kuli bakone kuyokena mwa mubus wa kwa lihalimu.

Baekelize katalusa kuli kubutokwa kuli balumeli ba ambuke lika zeba palelwisa kueza musebezi wa mulimu ka kutala.

**FR CRESCENT MVULA**

**ENDS**

**ZANIS/10.08.2022/ORL**

**ALLOCATE MORE FUEL TO SANDY DISTRICTS**

Bo mubusisi ba sikiliti sa Nalolo bo Namatama Mupo bakupile muuso kuhupula kufa likiliti zenani lishabati ahulu zeswana sina sikiliti sa Nalolo mafula a mwa limotikala ka buñata ili kuli mingendende ya muuso ikone kuzamaya ka bunolo.

Bo mufumahali mupo neba fitisize kupo ye ka bo muñoli ba muuso mwa likolo la zwelopili ya lilalanda ni misebezi ya sicaba bo angela chanda kawandami benebali mwa sikiliti sa nalolo ili kuyo tatuba mungendenge wa kuabela lipeu ni mununo mwa libaka za mabala mwatasa tukiso ya food security pack.

**DC MUPO**

Ka kualaba, bo muñoli ba muuso mwa likolo la zwelopili ya lilalanda ni misebezi ya sicaba bo angela chanda nebaize kuli kubutokwa kuutwisisa buino bwa libaka za sikiliti sale ili kuli kukone kubatiwa mikwa yeminde ya kuzamaisa lipeu ni mununo ni lika zemu

Bo mufumahali chanda baize kuli likiliti zeswana sina nalolo lilukela kufiwa kolo yapili kwaneku la kufa lipeu ni mununo ni mali ili kuli bubotana bukone kukusufala haibile babeleki, mubu ni mezi liteni ni kale

**PS ANGELA CHANDA**

**ENDS**

**ZANIS/10.08.2022/O**

**ZAMTEL OPENS A SERVICE CENTER**

Company ya Zambia Telecommunications yona ZAMTEL ka bukuswani ikwauluzi ofisi mwa sikiliti sa nalolo ka mulelo wa kusuteleza misebezi ya company kwa sicaba mwa likiliti zenca.

Babaetelezi company ye mwa bulozi bo roy mofya baize kuli muhato wo ki kalulo ya mihato yengilwe ki company kwaneku la kukwanisa kuezeza batu misebezi yeba tokwa sihulu mwa libaka za kwa hule ni tolopo mwa naha.

Bo mofya baekelize kotalusa kuli company neseifitile kale mwa sikiliti sa nalolo nihaike nekusa tokwahala ofisi yeinelezi mwa sikiliti sale batu babaitusisa yona habanze baekezeha.

Bo mofya bapatuluzi kuli company ya zamtel kikale ikwaulula mantolo amanyinyani afitelela palo ya 80 mwa naha nikuli misebezi batu babafitelela palo ya 300 kikale bakeniswa misebezi batu babañata habanze babelekisana ni company.

Kuambola kanako yeneku kwaululwa ofisi yenca ya zamtel mwa sikiliti sa nalolo, bo mubusisi ba sikiliti bo Namatama Mupo neba lumbile company ya ZAMTEL kakubelekela hande sicaba

Bo mufumahali mupo basusuelize sicaba sa nalolo kuitusisa ofisi ye kwauluzwi kuleka ma simcard a zamtel ni kubelekisana ni company

**ENDS**

**KUMOYO/10.08.2022/ORL**

**GOVERNMENT LAUDS CATHOLIC RELIEF SERVICES' ELECTRICAL VEHICLE**

Ntuna wa likolo la sifumu sesitala ni lilalanda collins nzovu ulumbile katengo ka catholic relief services crs ka bukuswani kakuetelela mwa kubabaza kuitusisa limotikala ze zusa musi omaswe omunyinyani.

Bo nzovu baize kuli kuitusisa limotikala za magesi kukatusa ahulu kwa neku la kukusufaza musi omaswe osinya buino bwa mbyumbyulu

Ba zanis bafitisa piho ya kuli bo nzovu neba bulela litaba ze kanako yeneku boniswa kwa sicaba motikala ya magesi ya katengo ka crs mwa lusaka maabani nikuli kususueza kuitusisa limotikala za magesi ki muhato omunde kwaneku la kulwanisa matata atiswa ki licinceho za myaha.

Bo nzovu batalusize kuli kukeza kuleka limotikala za magesi kuka kusufaza cwalo mali a sinyehela fa kuleka mafula ni kucimbula buino bwa mali a naha.

Haili bo muyemeli ba katengo ka crs mwa naha zambia bo john shumlansky nebaize kuli kukwaulula kuitusisa motikala ya magesi kokuezizwe ki katengo ka bona kubonisa kuli katengo kanga ndwa ya kulwanisa licinceho za myaha kuba ya butokwa.

Bo Shumlansky baize kuli katengo ka crs kakazwelapili kubelekisana ni muuso kupunyula lifasi kwa matata atiswa ki licinceho za myaha .

**ENDS**

**KUMOYO/10.08.2022/ORL**

**RTSA UNDERTAKES COMPLIANCE EXERCISE ON BUS FARES**

Katengo ka Road Transport and Safety Agency RTSA ka bukuswani maabani neka sweli kubatisisa mabaka atisa kuli baluwi babamu ba limotikala bahane kukutisa mwatasi mali a linzila asazo tomiwa.

Katengo ka baluwi ba limotikala cwanofu fa kahanile litifo za linzila zenca zekutisizwe mwatasi ki katengo ka rtsa ili nto yetisize kuli katengo ka rtsa kakale mungendenge wa kubatisisa sesitisa cwalo

Haili babamu ba bamatise ba limotikala beneba ambozwi ni bona ki katengo ka rtsa nebaize kuli bañi b limotikala babalibelela kuisa mali aswana eneba isanga kale nihakunani kukutisa mwatasi kwa mali a linzila ili nto yeba tiseza kufumana tata kufita fa sikonkwani sebatomezwi

Bamatise ba limotikala bao bazwezipili kutalusa kuli balifanga mulonganyana mali afita fa k45 zazi ni zazi ili nto yelukelwa kutalimiwa haiba kucinca cinciwa kwa mali a linzila kusa zwelapili

**ENDS**

**KUMOYO/10.08.2022/URL**

**ZCA SHOCKED WITH ZNFU**

Katengo ka zambia consumer association kakomokisizwe kikuli katengo ka zambia national farmers union ka bilaezwa ki kuba teni ka buñata kwa miloho yeswana sina kabici ni tamankisi fa misika ka liteko zekutisizwe mwatasi.

Bo muñoli ba katengo bo juba sakala baize kuli takazo ya baleki ki kufumana lika zeleka mali alikani fa misika nikuli akinto yende kuli katengo ka balimi kakone kususueza kupahamiswa kwa liteko za miloho fa misika.

Bo sakala balumbile balimi babasweli kutisa miloho fa musika nikuba susueza kueza cwalo haibile batusa batu kufumana lico zende kwa mubili

Katengo ka Zambia National Farmers Union viki yefelile neka fitisize pilaelo bakeñisa kuiswa ka buñata kwa miloho fa musika ki balimi babazibahala ili nto yetisa kukuta mwatasi kwa liteko za miloho.

**ENDS.**