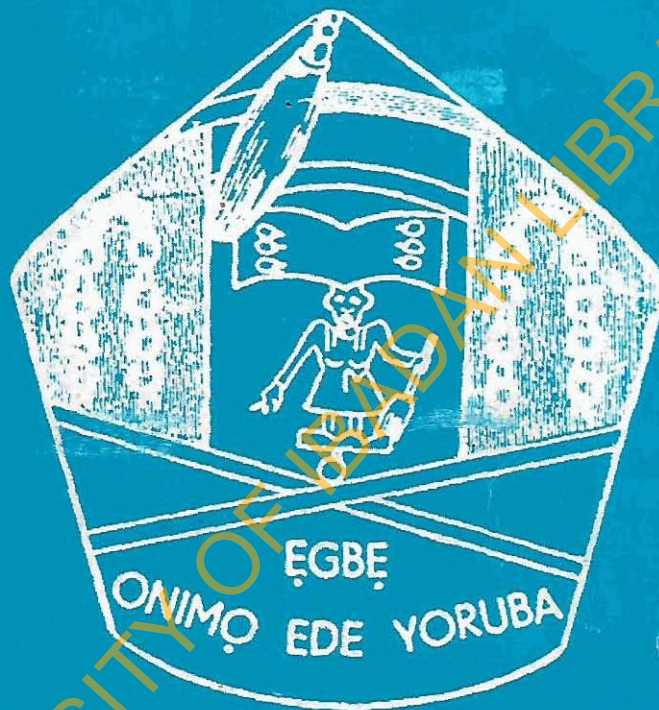


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(CONTENTS)

Adébáyò Fálétí: Yorùbá Poets Past and Present: The Poem Recorders	1
Adeyinka Laninhun: English-Yorùbá News Translation in the Broadcast Media: A Critical Analysis	11
Olufadekemi Adagbada: The Reality of Folktales in Yoruba Films: The Co-wives' Rivalry Example	31
F.O. Falako: Incantatory Connotations in Prayer In African Indigenous Churches	47
Yinka Egbokhare & Oso: Symbolism as a Vector of Yoruba Culture: A Study of Saworoide, Yoruba Home Video Film	63
Sànyà Bámiró: Origins of Conflicts among Yorubas	81
Şola Owonibi: (Book Review) Yoruba Royal Poetry: A Socio-Historical Exposition and Annotated Translation E.A. Akinyemi: A Review	87

ENGLISH-YORÙBÁ NEWS TRANSLATION IN THE BROADCAST MEDIA: A CRITICAL ANALYSIS

Adeyinka Laninhun*

Introduction

One problem area in broadcast news worth investigating is news translation. News translation is considered a colonial relic (Akpan, 1990). As history records it, the need for the colonial masters to communicate with the natives of the colonized territories made it imperative for messages from the colonial master to be translated or interpreted into the languages of the natives. When the colonized nations became independent, most of them retained the languages of their former colonial masters as their official languages. For instance, English is the official language in Nigeria.

However, one major problem with adopted official languages is that they are spoken by the educated few in the society. Hence, in order to reach the masses who do not understand the official languages, it has become imperative to translate messages from the colonial language into local languages.

This paper focuses on the translation of English news into Yorùbá, one of the major languages of Nigeria. It evaluates the Yorùbá newscasts on the broadcast media with particular reference to the radio and television stations in Ibadan Metropolis: Broadcasting Corporation of Òyó State (BCOS Radio and TV); Nigerian Television Authority (NTA); Federal Radio Corporation of Nigeria (FRCN) and Galaxy Television (GT).

No doubt, the problem of translation affects communication between people. This evaluation has therefore become necessary in view of the increasing demand or reliance on information received via the mass media. The trend in contemporary society, it has been observed, is for Yorùbá newscasters to embellish news broadcasts. But to what extent are the translated Yorùbá Newscasts intelligible to the viewers/listeners? How accurate are the translations? Is the language choice appropriate for the medium? These are some of the problems to be examined in this paper.

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The Broadcast News

One of the most useful and necessary broadcast programmes is the news. People often watch/listen to news for information and social utility reasons. News is socially constructed. "News is an account of what the public wants to know, what they must know, what they ought to know..." (Akinfeleye, 1987:96). The public, especially in a democratic dispensation, has the unreserved right to know those things which are necessary for survival. Certainly, "the news media bring some features or 'reality' to our attention, placing them in the light" (Ginneken, 1998:23). Moreover, Fowler (1991) opines that news is a representation of the world in language. It is a form of linguistic expression. Linguistically constructed representation is a deliberate process just as the practices of news selection and presentation are deliberate and controlled.

The primary objective of the broadcast journalist is to communicate with his public. He can use words and visuals (TV) to pass his message across to both the literate and illiterate members of the audience. Nevertheless, the broadcast journalist cannot claim to have succeeded unless his intended meaning is accurately received and decoded by the audience. According to the Inferential Model of Linguistic Communication, "Linguistic communication is successful if the hearer recognizes the speaker's communicative intention" (Akmajian, Deners, Farmer and Harnish, 2007: 370). So, the broadcast journalist must choose linguistic meanings that will facilitate such recognition.

Ekong (1987:238) also notes that:

the most efficient communication is one which is not only intelligible but one which can be recognised and decoded by the listener with minimum effort (*emphasis mine*).

To this end, broadcast news presentation must not only be objective, it must be brief and clear. The broadcast journalist must therefore adopt an appropriate language and must achieve accuracy in the shortest possible time.

Research findings have actually confirmed very "low levels" of information holding by those who rely on the broadcast media for news (Woodall, Davis and Sahin, 1983; Lang, 1989). With

particular reference to television news, Lang (1989) explains that the viewer's inability to control the time frame of presentation is responsible for this lack of memory. As she puts it:

Because viewers cannot back-up and re-view material that was poorly understood or incompletely perceived, they fail to fully process and store the information in the newscasts, resulting in low levels of recall for TV news information (P. 442).

This finding probably explains why Hilliard (1985) has advised that the broadcast news writer must remember that the audience does not have a chance to go back and rehear the news, as the newspaper reader has a chance to re-read. As such, broadcast news must be presented concisely, clearly, simply and directly. Moreover, it is important to stress that when language format in broadcast news is not well followed, the message of the news may be eventually distorted. When this occurs, the audience are misinformed and the news report fails to achieve its communicative objective.

Translation: A Theoretical Perspective

Newmark (1991) describes translation as a science and an art, a skill, a taste, an exercise of choices and decisions. Basically, translation is concerned with written texts and signals, but Newmark (1991:35) notes that:

In general terms, translation is a cover term that comprises any method of transfer, oral or written, from writing to speech, from speech to writing of a message from one language to another.

Translation therefore involves interlinguistic mediation. It consists of understanding and re-expressing an idea of one language into another (Kolawole, 2005). Harris (1991) also explains that in principle, language translation can be effected by decomposing sentences in one language, translating the components into another language and recomposing the sentences in the other language.

The basic purpose of translation is to transmit knowledge or information in plain, appropriate and accessible language. The

translator's main responsibility, therefore, is to "ensure mutual understanding between the given participants in interlingual communication in each particular translation event". (Komissarov, 1987:417). In a nutshell, translations must convey meaning. The three varieties of meaning normally involved in any translation are cognitive, communicative and associative meaning (Newmark, 1991; Kolawole, 2005).

Since translation has to do with the transferring of meaning from one language to another, it is not surprising therefore that the problem of equivalence has been given great attention in the theory and practice of translation. Factors which determine translation equivalence include:

- (i) the nature of the translation process;
- (ii) its linguistic and extralinguistic layers;
- (iii) the nature of the source and the receptor of the message;
- (iv) the category of text;
- (v) the differences in linguistic structure, culture and world-view of the two languages in a contact situation (Nida (1976) cited in Simpson, 1988).

Although opinions differ as to how to arrive at equivalence in translation, there is a general consensus among scholars that a good translation should consist, as much as possible, the same message as contained in the original. Hence, a translator should aim at producing "the closest possible equivalent of the source text message in the target language" (Komissarov, 1987:416).

Types of Translation

Simpson (1988:134) has identified three broad categories of translation. They are:

- (1) *Technical or scientific translation* – This is aimed at a specialized audience. In this type of translation, idiomatic use of language is highly restricted. The search for equivalence in this type of translation is greatly tied to cognitive and terminological elements.
- (2) *Literary translation* – This is characterized by the poetic and imaginative use of language – the original text is usually a creative piece of work. In this type of translation, there is no restriction on the use of figurative and connotative

Adeyinka Laninhun: English-Yorùbá News Translation in the Broadcast Media: A Critical Analysis

expressions. Some measure of creative competence is however required on the part of the translator.

- (3) *General translation* – This involves texts of varying subject matters, the text usually contains general interest materials. The target audience are from varied social, political and economic backgrounds. Although technical terms and figurative expressions may be used, they must be used in a way that will not constitute a barrier to easy understanding.

News translation belongs to this category (general translation). The contents of news texts are usually general interest materials which are meant for an heterogenous audience.

Problems in News Translation

It is the translator's responsibility to produce translations that are understood by the target audience (Adeaga, 2006). However, translation is a very delicate art because the translator has to present the source's ideas in its completeness and without any distortion. More importantly, translating from one language to the other is quite tasking since differences exist in the syntax, phonology and orthography of different languages.

Also, there are differences in socio-cultural backgrounds. For instance, English and Yorùbá languages have different cultural frameworks. A translator must not focus only on the grammatical rules of a language but also on the socio-cultural background of the native speakers of the source and target languages while translating. Since words acquire different meanings across cultures, Òsúndáre (cited in Adégòkè, 1989) suggests that translation should be done within the social and cultural context of the target language, otherwise the translation may lose its meaning.

In essence, accuracy in translation requires more than a perfect knowledge of the structure of the source and target languages. A translator must also know his audience. He must understand the socio-cultural rules which guide the use and meaning of certain words and phrases in the languages concerned. An example of the influence of socio-cultural beliefs on language is found in the Yorùbá word 'Kú'. Though the direct equivalence of 'Ku' is 'die' it is wrong to translate the sentence, 'the king of Ajere is dead' into Yorùbá as 'Ọba Ajere ti kú'. Even though this is grammatically correct, it is considered inappropriate, because the Yorùbá believe that an Ọba does not die. Hence, it will be more

appropriate to say 'Ọba Ajere ti lọ bá àwọn baba nílá rẹ' (The Ọba (King) has joined his ancestors) or any other indirect word or expression that will convey the same message as 'Kú' (e.g. Wàjà).

The foregoing suggests that the major factor responsible for the difficulty in news translation has to do with the concept of communicative competence. This term refers to the knowledge of language appropriateness, that is, the knowledge of what to say, where to say it, when to say it, how to say it, and who to say it to. This would assume the ability to use (that is, produce and receive) the most appropriate variety of speech that a given situation requires with the greatest ease of intelligibility possible (Ekong, 1987:239). According to Ekong, for a message to be termed intelligible, "the listener must not only recognize the continuum of sounds transmitted by the speaker but he must also know their meaning". (P. 238). When language is not easily intelligible, then it cannot be efficiently processed by the audience.

The broadcast media audience, it must be noted, is of varied backgrounds. While some receivers of the news translation are highly competent in the Yorùbá language, some are less competent either because they have been exposed to an urban civilization in which terms are regularly borrowed from English or because they are not native speakers of the Yorùbá language. In other words, there are different degrees of communicative competence.

Thus, news translation requires simplicity in carrying across meaning from English into Yorùbá. The message must be simplified, such that non-native speakers of Yorùbá who are equally not proficient in the English language and as such rely on the Yorùbá translation of the news can easily pick up the gist of the news.

A news translator must be aware that effective communication occurs only when a common grounds has been established between the people involved in the communication process. Mutual understanding can however be marred by semantic problems. Some of the causes of semantic problems are:

- (i) Divergent backgrounds of the participants in the communication process.
- (ii) Differences in language level and usage.
- (iii) Lack of skill on the part of the communicator (Merrill and Lowenstein cited in Okunna, 1994).

It is believed that when the language level or usage of a translation is much higher than that of the receiver of the message, then the problem of intelligibility may arise. In addition, psycholinguistic problems of interpreting, perceiving, understanding and mentally integrating both the physical and the psychological realities of whatever is being communicated can contribute towards delimiting the extent of mutual understanding (Unoh, 1987:93).

Studies have confirmed inadequacies in English-Yorùbá news translation. Adégòkè's (1989) study on English-Yorùbá News translation on BCOS & FRCN radio reveals many discrepancies between the original news bulletins in English and their Yorùbá translations. Adégòkè attributes inaccurate news translation to negligence and ignorance on the part of translators. Certainly, when a translator does not know the meaning of a term or word used in the original text, he is most likely to give a wrong translation of such a word or term.

Furthermore, translators, when interviewed, disclosed that the major cause of inaccurate news translation is lack of time. Translators complained that they usually have too many stories to translate within a relatively short period. This situation, according to them, does not give room for a detailed, thorough and accurate translation. They do not have the time to proof-read either. Of course, the Yorùbá presentation of the news requires more time as the reader has to explain many single English words or concepts in translating them into Yorùbá.

Simpson's (1988) evaluation of Lagos State news translated into Yorùbá also reveals that the translation of many modern concepts in the sphere of public administration and business management poses problems for the Yorùbá translator. The same terms are used indiscriminately to designate different functions and functionaries. The result is that the Yorùbá receiver of the message can only have some idea of the post involved.

Some of the examples cited are:

Top officials – àwọn lógàálógàà

Senior matron – ògá àgbà

Administrator – àláṣe àgbà

Under-secretary – akòwé kékeré kan

It is important to mention that where there is inaccuracy in translation, the audience are misinformed about happenings around them. A news translator must therefore avoid inaccuracies as this may hinder the achievement of the major aim of the news

broadcast which is to transmit information that will not only enlighten the masses but also transform their lives.

Procedure

As stated earlier, this paper examines news translation aired on broadcast stations in Ìbàdàn metropolis. All the Yorùbá news broadcasts evaluated were translations from the English texts (bulletins). The evaluation was based on major Yorùbá newscasts recorded, monitored and obtained from bulletins and scripts of translators made available to this researcher.

Simpson's (1988) approach to translation criticism was adopted. Simpson suggests that both negative and positive aspects should be considered in the evaluation of translated texts. Hence, this appraisal is not just a mere error analysis, it also appreciates the ingenuity of news translators. The appraisal is done from the communicative point of view.

Analysis

I. Inadequacies In Broadcast News Translation

Some of the inaccuracies observed in the news translations evaluated are presented thus:

1. Omissions

It was observed that generally, the Yorùbá newscasts are not as detailed as the English version. Probably due to time constraints, certain news items (stories) carried in the English broadcast of the news are omitted in the Yorùbá version. As such, the Yorùbá audience are not as privileged as the English viewers/listeners. They do not receive adequate information about happenings around them; news presentation to them is a filtered experience. For instance, while BCOS TV devotes 25 minutes to its daily major English newscast, only 15 minutes is allotted to the Yoruba version of the major news.

2. Additions

Sometimes news translators add or introduce some ideas which are not in the original text (English bulletin). This results in misinformation.

Some examples are:

- (a) English version: "...he said that the students should apologise publicly in writing to the board of management of

the institution, the state Government and the various individuals harassed during the riot”.

Yorùbá version: “...ó sọ wípé àwọn akékòò ló gbòdò bèbè fún ìdárjì látòdò àwọn aláṣe ilé èkọ yíí nípa kíkọ ìwé kí wọn sì tún kéde rẹ fàráyé gbọ tó e mó ìjọba ìpínlẹ nàà àti àwọn tí wón ba dúkiá rẹ jé. Gómìnà kilò pé ìjọba òun kò ní gba akékòò yòowù láàyè láti ti òun gbòn-ón-gbòn-ón”.
(The underlined was not in the original text).

- (b) English: “...He warned that the state government will neither condone nor accept poor performance or unnecessary delays by any of its contractors”.

Yorùbá: “Ó sọ ó wankeke pé – bébiti ò bá péku kó yáa féyìn féléyìn ni o. Ìjọba ìpínlẹ Ọyọ ò leè fara mó “isẹ-bòò-wòwò” tàbí wíwòṣé nílẹ lórí isé tó mu ará ilú lómi, kò sì leè gbàgbàkugbà lówó àwọn agbaṣeṣe rẹ”.
(The underlined were not implied in the original English bulletin).

3. Verbatim translation

This type of error is also capable of misinforming the listener/viewer. Verbatim translation occurs when a translator does not examine the context in which a particular expression is used in the source language before translating such expression into the target language. This is a clear example of inappropriate language use.

Some examples:

- (a) English: State Security Service...
Yorùbá: aláàbò ilú ní ìpínlẹ ọhún...
- (b) English: All the affiliated clubs have been directed to send their representatives in their clubs' colours and banners for the march past.

Yorùbá: Wón wá rọ gbogbo àwọn egbé agbábòlù wònyí pé kí wón rán aṣojú wá sí ibi ìtòtò èyẹ nàà pèlú àwò àti àsíá egbé wón.

Although the direct Yorùbá equivalence of 'colour' when used denotatively is 'àwọ̀', the translation of colours into àwọ̀ in this context is inappropriate. The right word should be "asọ". A Yorùbá listener who does not understand English is most likely to misunderstand this message. This type of error is usually due to the ignorance of the translator.

4. Distortion of Message

According to MacBride et al (1981:157-158), distortion of news content occurs:

when inaccuracies or untruths replace authentic facts; or when a slanted interpretation is woven into the news report, for example through the use of pejorative adjectives and stereotypes.

When a message contained in the original text (English bulletin) is distorted in the translation, the original meaning of the message is completely lost in the translation. This results in misrepresentation of ideas. In short, wrong meanings are conveyed the Yorùbá listener or viewer therefore receives a message different from the one intended by the original source.

Cases of misrepresentation abound in the news translations evaluated but few will be cited here:

- (a) English: Governor Adéşínà was represented by Prince Dòtun Oyèlàdé
Yorùbá: Gómìnà Adéşínà pàápàá wà nìbè ẹni tí Oṣoṣa Dòtun Oyèlàdé ẹ ojú fún.

This is a clear case of inaccurate news translation. While the English newscast reports that the governor was represented at the occasion, the Yorùbá version indicates that the governor was present and at the same time was represented by someone. This is quite confusing.

- (b) English: The workers chanted solidarity songs.
Yorùbá: Àwọn òşìşẹ̀ sì n kọrin Kòbákùngbẹ̀.
Appropriate Translation: Àwọn òşìşẹ̀ sì n kọrin ẹ̀mí ịşòkan
- (c) English: Good health depends on good nutrition and disease eradication.

- Yorùbá: Oúnjẹ tó da á ma ẹ ara lóore a sì máa lé àrùn lo pèlú
Appropriate Translation: Ìlera pípé dá lóri oúnjẹ tó ẹ ara lóore àti lílẹ̀ àrùn kúrò ní àgò ara.
- (d) English: Workers' basic allowance
Yorùbá: Owó tí àwọn ọ̀sìsẹ̀ lè yàá
Appropriate Translation: Àjẹmónú owó oṣù àwọn ọ̀sìsẹ̀
- (e) English: Fibroid
Yorùbá: Jejere
Appropriate Translation: Ìju
- (f) English: Geography
Yorùbá: Èkọ nípa ayé
Appropriate Translation: Èkọ nípa ìmò ilẹ̀
- (g) English: Non-governmental organizations (NGOs)
Yorùbá: Àwọn ẹgbé tí kò fara mọ̀ iṣẹ́
Appropriate Translation: Àwọn lájóláṣọ̀ tí kì í ẹ́ ti iṣẹ́
- (h) English: He described Governor Adésínà as the best governor Òyó state ever had.
Yorùbá: Ó ẹ́ ẹ̀pẹ̀júwe Gómìnà Adésínà gégé bí akọni ènìyàn.
Appropriate Translation: Ó ẹ́ ẹ̀pẹ̀júwe Gómìnà Adésínà gégé bí gómìnà tó fakọyọ̀ jùlọ̀ ní ipínlẹ̀ Òyó.
- (i) English: Ibàdàn less city
Yorùbá: Àwọn ilú tó sún mọ̀ Ibàdàn pẹkípékí
Appropriate Translation: Ìgbèríko Ibàdàn

Moreover, it was observed that some Yorùbá news readers often refer to Alliance for Democracy (AD) Party as 'Egbé Afénifé'. Although there is a political controversy surrounding this issue, the Yorùbá audience should not be misled to think that AD party is also 'Afénifé'. AD is purely a political party while Egbé Afénifé' is a Pan-Yorùbá socio-political organisation. It is important that personal biases and stereotypes do not creep into the news.

5. The Use of Slang

Slang has also been introduced into news translations. Slang, it must be stated, is understood by only a particular group; it is not quite appropriate for broadcast news translation which is meant for an heterogenous audience.

Some of the examples taken from the news translations monitored are:

- * NEPA ti ɛ ɛ àlàyé ìdí tí wón fi múná lọ bí orí tí wón sán ñ gí (Total blackout)
- * Àwọn ọmọ tí wón ń rìn rìn bòròò káàkiri tíí. (Roam the streets)
- * Àwọn pèdèpèdè yóó sèngèrè sórí ètò (This is a phonaesthetic ideophone, meaning 'will be present at the programme).
- * Egbé ASUU ti sọ wí pé ọrọ kan ń rúgbó bò o. (Crisis is likely to ensue).
- * Àwọn egbẹ̀ ọ̀sìsẹ̀ yarí kánlẹ̀ bíí kòkó olódún méta (Adamant)

The slang in the utterances/expressions are underlined, while the English equivalents are in parenthesis.

6. Use of Archaic/Figurative Expressions

Translators often times use words/expressions that are not commonly used. Most of such expressions may not be intelligible to the audience as it is difficult to infer the meanings of such expressions from the context.

Although the translation may be accurate, the choice of words is inappropriate for the medium. As noted earlier, the communicative competence of receivers differ. When such expressions are used in news broadcasts, members of the audience who are neither proficient in the English language nor the Yorùbá language but who rely on Yorùbá news for information are alienated from the information process.

Examples of archaic expressions often used by news translators include the underlined:

- Ọ̀pò ènìyàn ló parojo sí ilé-ìṣẹ́ aṣojú ìjọba Amẹ́rìkà (Nervous crowd)
- Fífi obìnrin ṣòwò nàbì. (Prostitution)

Again, examples of figurative expressions abound in the news translations evaluated but a few will be mentioned here. The figurative expressions are underlined while the English equivalents are in parenthesis.

- Àwọn egbé òṣìṣẹ́ kò faramọ́ sísan owó náà ní elétaàta (Instalment)
- Ó pabì àbìdun òrò o rẹ (Being explicit)
- Ìgbìmò tèékótó (Committee)
- Ó gbé ìṣẹ́ rẹ́ lápányáká (Job commitment)
- Wón fi àbùkù olórònbó kàn án (Grave insult)
- Egbé AD yóó wá wòròkò sàdá lórí òrò yìí (Will find a solution to the problem)
- Ìjọba ti fisù síná ó n fojú wóbe lórí òrò náà (Will sort things out)
- Àwọn olóṣèlú náà ò modó tí won ìbá dòrúnlá sí. (In dilemma)
- Ó fi òpálábá gún ọkọ ọ rẹ (broken bottle)

A listener or viewer has to be versed in the Yorùbá language to understand the underlined expressions. Although, Babalola (1977) (cited in Simpson, 1988) has noted that because of the highly expressive character of the Yorùbá language, the Yorùbá translator cannot avoid resorting to imagery and figurative expressions at almost every turn, such expressions should be minimised in a news broadcast. Also, only the ones in common usage should be used and they must be used appropriately. In short, such expressions should not impair easy understanding.

They should not result in any ambiguity or confuse the receivers of the news.

Other Yorùbá programmes, not the news broadcast, should be used to display the richness of Yorùbá language. The news broadcast should be delivered in the most simplified form so as to reach as many people as possible.

II. Ingenious Translations

1. Translations of foreign concepts/technical terms

Contemporary language is characterized by neologisms. Due to social, political and economic changes, and particularly technological advancement, new words are emerging.

MacBride et al (1981:4) state that:

all languages are in a state of incessant change.. They respond to new needs arising from developments in thought and knowledge, in productive techniques, in social relationships, in political and economic structures.

Of course, some of the emerging English terms or concepts are non-existent in the Yorùbá language. It is however commendable that Yorùbá news translators have devised means by which foreign concepts or words are rendered into Yorùbá. Such words are usually explained; technical terms which are usually more difficult to translate are broken down into simple expressions that can be understood by the target audience.

Some examples are:

English: ...the country's nascent democracy

Yorùbá: ... ìjọba àwàarawa ilẹ̀ wa, tó sì wà ní pò màjèèsín lẹ̀wólẹ̀wọ̀

English: Internet

Yorùbá: Èrọ ayélujára

English: Computer

Yorùbá: Èrọ ayárábíàṣá

English: Interim National Government

Yorùbá: ìjọba fidí hé

**Adeyinka Laninhun: English-Yorùbá News Translation in the
Broadcast Media: A Critical Analysis**

English: Borehole
Yorùbá: Kànga Ìgbàlódé

English: Welfarist programmes
Yorùbá: Àwọn ètò kórí-má-tàlú

English: Mobilisation fees
Yorùbá: Owó kíṣẹ́máfalẹ̀

English: Speaker of the House of Assembly
Yorùbá: Abẹ̀nugan ilé ìgbìmọ̀ aṣòfin

Other examples of skillful translation taken from the script of a BCOS news translator are presented below:

English: The C.E.O. noted that recent repositioning and reinvigoration at the BCOS by the state government had greatly improved the station in terms of human and material resources as well as stronger signals.

Yorùbá: Ọ́gá àgbà ilé iṣẹ́ yìí tún ṣàkíyèsí pé ìsòdòtun àti àtúntò ilé-iṣẹ́ BCOS, tí ìjọba ipínlẹ̀ Ọ̀yọ́ gùn lé tí mú àyípadà rere bá ilé-iṣẹ́ náà— nípasẹ̀ àmúgbòdòrò irinṣẹ́ àti iṣẹ́ ọ̀pọ̀lọ — tó e dórí báwọn èyàn ìgbooro ẹ̀ n jáládùn ilé-iṣẹ́ wa sí.

English: Reports say relations between UN Peace keepers and rebels controlling large areas of the country have often been strained.

Yorùbá: A gbọ́ pé àjọṣepò àwọn ọ̀mọ-ogun-apètùsíjà àjọ ìsòkan àgbáyé, àtawọn ọ̀lòtẹ̀, tó n ṣàkóso agbègbè tó pòjù nílẹ̀ náà kò dán mọ́rán.

No doubt, one has to be proficient in both the source and target languages to be able to translate these news excerpts very well.

Furthermore, analysis reveals that some translations retain elements of the source language (original English bulletin) to aid better understanding. This, according to Catford (Cited in Adégòkè, 1989), is partial translation-when some words in the source language are not replaced by target language equivalents. e.g.

- Ìmò èkọ́ science

- Ègbé Boys Brigade
- Àyèwò scan
- Àjọ UNICEF

Also, some ideas are expressed through loan translation. Foreign words which have been adopted into the phonology of the target language are sometimes used to achieve accuracy. e.g. Television – ẗelífisàn

'ẗelífisàn is now used to prevent the ambiguity which the closest Yorùbá equivalence of television (móhùnmáwòrán) can create. The film or video can equally pass for 'móhùnmáwòrán'.

Radio – Rédíò

Due to technological advancement, 'radio' is no longer asòròmágbèsì.

Other examples are numerals (million-mílíònu, billion-bílíònu).

English: Mr Obaseki assured that by the time all refineries are fully operational, local production of Petrol will increase from the present level of eleven to eighteen million litres per day.

Yorùbá: Ògbéni Obaseki fowò soyà pé tí gbogbo ibùdó ifopo wa bá bèrè isé tán ipèsè epo petrol, yóò lọ sókè 'lábélé láti millionu mọkànlá lita ojúmọ sí millionu méjídínlógún.

English: World Bank

Yorùbá: Bánkì Àgbáyé

2. Colourful Translations

It was further observed that certain translations are rendered colourful by the use of phonaesthetic words, that is, words which convey their meanings solely by their sounds (Simpson, 1988).

Examples taken from the news translations monitored are:

- Huge amount of money – owó tàbùàtabua
- The equipment which exploded – Èrọ tó bú gbàmù
- The bakeries were locked up – wọn ti àwọn ilése búrédì wọn pa bámúbámú

Adeyinka Laninhun: English-Yorùbá News Translation in the Broadcast Media: A Critical Analysis

- The boy was shot dead – wọn yinbọn pa ọmọ nàà kú fínfín
- President Ọbásanjó disclosed this yesterday – Ààrẹ Ọbásanjó ló la ọ̀rọ̀ mọ̀lẹ̀ pèé lánàá.

An example from the script of a translator is:

English: A frontline politician in Ọyọ State...has dismissed the rumour that...

Yorùbá: Àgbà Ọ̀sẹ̀lú kan ní ìpínlẹ̀ Ọyọ̀ tí ní iró gbuu ní àhẹsọ̀ ọ̀rọ̀ kan pé..

This skillful, colourful translation technique will no doubt aid understanding of the message.

Conclusion and Recommendations

This appraisal has not only identified the inadequacies in English-Yorùbá news translations on the broadcast media, it has also highlighted the ingenious translations evident in the Yorùbá news broadcasts. It must be stressed however that news translations need to be rendered in such a manner that less effort is required to process them. In other words, news translators must create newscasts that are easier to process. They must understand their audience and the medium through which information is being disseminated. They must bear it in mind that the broadcast media is transient in nature because the audience cannot “catch up” on what they have lost.

Although, the concept of an ideal or perfect translation is illusory (Newmark, 1991), news translators need to be more thorough and accurate. They must bear in mind the objective of the broadcast message and therefore, use language that is easily intelligible. In essence, they need to adopt a communicative approach when translating news bulletins.

According to Newmark (1991), in communicative translation, there is no excuse for unnecessary synonyms or elegant variations. Communicative translation is:

- Reader centred
- Effect oriented
- Easier to read, more natural
- Smoother, simpler, clearer and more direct.

- The unit of translating in communicative translation tends to sentences & paragraphs while the focus is the message

News translators would therefore communicate better if they stopped trying to impress or outdo one another in the use of figurative language.

Also, news translators must note that language is not static. Words change their meanings and acquire fresh applications; new words are also invented. They must therefore keep abreast of happenings around them.

Moreover, despite the fact that all languages have many untranslatable words, there is need to “develop specialized vocabularies, technical and scientific terms and certain concepts that will meet the needs of information disseminators in our technologically developing nation” (Unoh, 1987).

Furthermore, Duthie (1996) has identified the skills which a translator needs to do the work. These include:

- Competence in the source language and culture
- Competence in expressing meaning in the target language
- Understanding of the linguistic theory of translation, along with a practical ability in translation.

Only broadcasters who possess these skills should be allowed to handle news translations. It is, therefore, recommended that specialized training sessions be organized for news translators in the broadcast media.

Also, news translators should be provided with translation tools such as current dictionaries (in English and Yorùbá), encyclopedia, glossaries of different technical subjects and other relevant reference materials. These will enable them meet the challenges of news translation in contemporary society.

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