

Yorùbá Media Terms: Addressing Inconsistent use of Terms in Yorùbá Newsbroadcast

Eleshin, Adedoyinsola Omowunmi

Abstract

In recent times, the interest of Yorùbá scholars have been drawn to the field of terminology development in response to discipline-based communication need. This paper aims to address the inconsistent use of Yorùbá terms by the media and advocates the unifications of the terms. Media is an important social institution which presents culture, politics and social life, while shaping and reflecting how they are formed and expressed. This research investigates the development and use of Yorùbá terms by the media. This study adopts the qualitative research method which Pritha (2022) defines as a process that involves collecting and analyzing non-numerical data to understand concepts, opinions, or experiences. Data for this research is collected using structured interview, library consultation, random sampling as well as purposive and convenience sampling. The data is collected from three (3) selected radio stations from Ogun, Ekiti and Osun states where Yorùbá language is use at the medium of broadcast. Data collection is followed by interpretations and comprehensive analysis. This study recommends that communication experts, linguists and terminologist needs to team up to developed a terminology for use in the media to avoid inconsistent use of terms.

Keywords: language planning, media, terminology development, Yorùbá language, inconsistent

Introduction

The media feeds the society with information of events happening home and abroad, as such, the language of transmission must be well understood by the reporters as well as the listeners. It is a field concerned with the nature and social impact of newspapers, radio and television on the society. The information must be passed to the listeners as clearly as possible using the appropriate terminologies. Yusuff (2008) opines that media is a formidable source of language engineering in that, it is saddled with the responsibility of giving expression in the Yorùbá language to modern concepts, ideas and notions outside the experience of the monolingual, non-literate and mostly rural speakers of the Yorùbá language. This task has left the media in the quest for continuous term formation. It has been observed that as much as the media achieve this quest, the level of inconsistencies in the use of Yorùbá terms can result in misinformation. Examples from this research shows that *covid protocols* was referred to as *Ìlànà*

kóffùdì, Ìgbìmò tí ñ rí sí òrò Covid and Òfin ìgbógún tí àrùn covid – 19. If a terminology is put in place for the media use, inconsistent use of terms will not occur.

Methodology

This study adopts the radio broadcast for primary data collection. This choice is guided by the fact that radio is easy to procure, possess, maintain and it has a wide spread. The study espouses the listening-observation method of data collection. Listening is one of the modes of observation data collection methods which allows the researcher to observe by listening to a performance with the aim of understanding the phenomena and retrieving necessary information for analysis. Three radio stations were intensively monitored during the month of June, 2021. The excerpts were transcribed and analysed.

According to UNESCO (2005: 7-8), Some important objectives of language planning, include: implementation of mother tongue education policy as a means of checking high failure and drop-out rate; creation of an optimum environment for learning Science, Technology and Mathematics i.e., through the mother tongue; and bridging of the digital divide by developing indigenous languages for use in the electronic media. This is an attempt towards unifying Yorùbá terms for the news media in particular as well as other programs where Yorùbá language is the medium of communication in broadcasting. As the field of language planning research grows, so do terms proliferate, and the relationship between these terms tends to be confusing. Planning is sometimes the superordinate term subsuming policy and development (Olubode-sawe, 2010). In this research, we prefer the term “development” as exposed in Massamba (1987; 180) as:

We might say that language development is a deliberate move by a social group (e.g., a nation) to adopt, choose from available dialects or languages, or even invent a language for the sole purpose of equipping it with the capacity of being used as a medium of either instruction or communication.

In recent times, terminology development is beyond coining new words. UNESCO (2005:5-6) specifies a number of activities:

...a mixture of methods and approaches, including terminology and lexicography, terminology management, translation and translation management, and increasingly, corpus-based approaches (term extraction, corpus analysis for spotting neologisms coined in discourse communities).

To this end, most information people need for economic, sociocultural and po-

litical development is huge and diverse, it also cuts across language boundaries, these are enough reasons for shifting efforts on Yorùbá terminology development. There is need for the unification of Yorùbá media terminology. People must be reached with information they can understand and respond to: “people must find their own language to articulate the world in their own language, to articulate the world in their own terms and to transform reality in search of their own dreams” (Pasquali 1997, p.33).

Literature Review

Thelen (2015) discusses the interaction pattern between terminology and translation. It shows the interrelatedness between terminology and translation. The study presents two types of terminology as: Theory-oriented Terminology and Translation-oriented Terminology. The work goes further to distinguish between translation-oriented terminology and translation. The is to clearly state that terminology and translation are not the same. The relation between the objectives of translation-oriented terminology and translation is presented with the table below:

Table 1: Similarities and dissimilarities

Translation-oriented terminology	Translation
Decode the meaning of a source language (SL), retain the meaning as much as possible and encode it in a target language (TL)	Decode the meaning of a source language (SL), retain the meaning as much as possible and encode it in a target language (TL)
Improve and disambiguate communication: (mainly) bilingually/interlingually (sometimes) monolingually (intralingually)	Improve and disambiguate communication: (mainly) bilingually/interlingually (sometimes) monolingually (intralingually)
Improve and disambiguate communication by applying appropriate terminological principles	Improve and disambiguate communication by applying appropriate translation types/methods/procedures
_____	Translate terms by standard TL equivalent terms (unless specified otherwise by the commissioner)
Term registration for future use and reference	_____

Source Thelen (2015:8)

From the table above, the differences between the two subject matters are made clear and the words in bold show clearly the strength of each respectively.

UNESCO (2005:10), provided seven (7) guidelines as some of the semiotic principles needed for term creation. They are: transparency, consistency, appropriateness, conciseness, derivability, linguistic correctness, and preference for native resources. These principle if followed according, creating the right term for notions and ideas will not be difficult.

Having examined term creation strategies by other scholars, Olubode-sawe (2010) describes four main strategies common in Yorùbá term creation as: **composition** (affixation and combination of two or more free morphemes), **extension of meaning**, **borrowing and coinage**.

Olubode-sawe (2010:70) gave the following examples:

Table 2: Terms, referent and meaning

Yorùbá term	Referent	Literal meaning	Figure of speech
Adéedáḍi	condom	Daddy's crown	euphemism
Adójútòfò	insurance	that which shames calamity	personification
Etí-ajé	selvedge	ear of economy	metaphor
Fidíḥe	interim	use bottom to perch	metaphor

Olubode-sawe (2010:70)

Olubode-sawe (2010) concludes that from the 1950s to the 1990s, it has been established that the internal resources of the Yorùbá language are sufficient to adequately cater for the vocabulary developmental need of the language. These resources therefore need to be properly put to use.

Owolabi (2006) in a paper presented at his inaugural lecture opines that Nigerian native languages should be given widespread recognition as a major factor in the overall development of the Nigerian nation. He exposes that an all-inclusive development of the Nigerian nation cannot be achieved exclusively by using foreign language since a vast majority of Nigerians understand and speak only their native language. Some of the existing effort on Nigerian languages towards achieving an all-inclusive development is the publication of *Quadilingual Glossary of Legislation Terms* in the three Nigerian major languages i.e., Igbo, Hausa and Yorùbá by the NERDC in 1991. Also, Odetayo (1993) the *Yorùbá Dictionary of Engineering Physics*. This study therefore is an attempt to extend efforts on developing Nigerian languages to the media.

This study accepts that terminology development is not the same as translation as discussed by Thelen (2015). It agrees that Yorùbá language is blessed

sufficient resources to adequately cater for the terminology development need of the language. The study also identifies that Yorùbá language has a considerably fair widespread as it is currently used as a medium of communication in some radio stations majorly public stations. The focus of this study is to attempt a unification of the terms already in use by these stations in order to reduce rate of inconsistency to the barest minimum as this will foster the development of the language.

Analysis

To avoid miscommunication and misconception, the unified use of terms has become very necessary in that, one station will not refer to president as *aláṣẹ*, another as *ààrẹ* and another as *olóri-orilẹ̀-èdè*. The table 1 below shows the different term juxtaposition derived across different public media:

Table 3: Term juxtaposition

	English Terms	Yorùbá terms Splash FM 106.7 Abeokuta	Yorùbá terms Ekiti 91.5 FM	Yorùbá terms OSBC 104.5 FM
1.	president	ààrẹ (Splash) aláṣẹ (OGBC)	ààrẹ	ààrẹ
2.	senate president	adarí ilé - ìgbìmò aṣòfin àgbà	olóri ilé - ìgbìmò aṣòfin àgbà	ààrẹ ilé aṣòfin àgbà
3.	speaker	abẹnugan ilé ìgbìmò aṣojú-ṣòfin	abẹnugan	ààrẹ ilé ìgbìmò aṣojú-ṣòfin
4.	senate leader	adarí àwọn aṣòfin	olóri ilé - ìgbìmò aṣòfin àgbà	adarí omo ilé tó pò jùlò nílẹ ìgbìmò aṣòfin àgbà
5.	senate whip	akójánu ilé ìgbìmò aṣòfin àgbà	akójáanu ilé- ìgbìmò aṣòfin àgbà	akójánu ilé ìgbìmò aṣòfin àgbà
6.	bill	àbádòfin	àbádòfin	àbádòfin
7.	motions	àbá	èròngbà	àbá
8.	running mate	akegbé nínú idíje	olúbádíje	ìgbákeji olùdíje
9.	head of department	adarí èka ikẹkọ́	olóri èka ijoba	adarí èka
10.	permanent secretary	akòwé àgbà	akòwé àgbà	akòwé àgbà èka ilẹ-ìṣé ijoba
11.	reporter	ajábò ìròyìn	akòroyìn	akóròyìn jọ
12.	social distancing	jíjinnàreré sí ara eni ní gbangba	fifi àyè silẹ́ fún ara-eni	ìyera fúnra

	English Terms	Yorùbá terms Splash FM 106.7 Abeokuta	Yorùbá terms Ekiti 91.5 FM	Yorùbá terms OSBC 104.5 FM
13.	registrar	akòwé	akòwé	olùdari ilé èkọ́ gíga
14.	frisc	àjo èṣọ́ aláàbò ojú-pópó	àjo tó ní rí sí lilo bibò ọkọ	àjo èṣọ́ ojú pópó
15.	commissioner of police	kọmìṣhọ̀nà ọlọpáá	alákoóso ọlọpáá	kọmìṣhọ̀nà ọlọpáá
16.	chief of army staff	adari àwọn ọmọ ogun orí ilẹ̀	olórí àwọn ọ̀ṣiṣẹ́ àjo ológun ilẹ̀	ọ̀gá àgbà àjo ológun orí ilẹ̀
17.	chief of naval staff	adari àwọn ọmọ ogun orí omi	olórí àwọn àjo ojú omi	ọ̀gá àgbà àjo ológun orí omi
18.	chief of air staff	adari àwọn ọmọ ogun òfurufú	olórí àwọn ọ̀ṣiṣẹ́ ojú òfurufú	ọ̀gá àgbà àjo ológun ojú òfurufú
19.	chief of defence staff	adari àwọn ọmọ ogun aláàbò	olórí àwọn ọ̀ṣiṣẹ́ àjo aláàbò	adari àgbà fún àwọn àjo ológun
20.	hand sanitizer	ìpọwọ́	òróró ìfipawọ́	èrọ̀jà ìfowọ́ tó ní pa kòkòrò
21.	immunization	abẹ́rẹ́ àjẹsára	abẹ́rẹ́ àjẹsára	abẹ́rẹ́ àjẹsára
22.	vaccination		gbígba abẹ́rẹ́ àjẹsára	gbígba abẹ́rẹ́ tí ní dènà àìsàn
23.	vaccine		àjẹsára	abẹ́rẹ́ tí ní dènà àìsàn
24.	traffic rules	òfin irinnà	àwọn òfin súnkẹrẹ-fàkẹrẹ	òfin irinnà
25.	covid protocols	òfin igbógun tí àrùn covid – 19	ìlànà kófíṣí	ìgbìmọ́ tí ní rí sí ọ̀rọ́ covid
26.	jungle justice		ìdájọ ọwọ́	ìdájọ àtọwọ́dà
27.	bandit	agbésunmòmí	ọlọ̀sà/ aṣẹ̀rùbàlú	jà̀ndùkú adihámọ̀ra ogun
28.	explosion	ìbúgbàmù	ìbúgbàmù	ìbúgbàmù
29.	masses	aráálú	aráálú	aráálú
30.	attack	ìkọ̀lù	ìkọ̀lù	ìkọ̀lù

Fieldwork June, 2021

The table above shows different terms used by radio stations across Yorùbá speaking states for the same concept. This practice does not appear to be in the best interest of the Yorùbá language. In the situation where media terminology

is in place what we have in (5), (6), (21), (28), (29) and (30) where the Yorùbá terms are the same in the radio stations should run through all the table as against different terms presented in other numbers above. The inconsistencies is unhealthy for a good terminology. We present our proposed solution below.

This research proposes that to develop unified terminology, two questions are germane:

First, does the idea exist in both the language of existing term (LET henceforth) and the language of deriving term (LDT henceforth)? Second, do the LET and LDT have names for the idea? The table below addresses these questions:

Table 4: Term derivation schema

	Language of existing terms (LET)	Language for deriving terms (LDT)
1	Yes trouser	Yes <i>ṣòkòtò</i>
2	Yes jacket	No _____

The table above shows that if the answer to the first question is Yes-Yes, the idea exists in both LET and LDT. If the answer in the table is Yes-No, the idea exists in the LET but does not exist in the LDT. If the answer to the second question is Yes-Yes, the strategy for deriving term for such idea in the LDT is referred to as lexicon. Lexicon is used here to express terms that can be found in both LET and LDT. If the answer in the table is Yes-No, the LET has a name for it but the LDT does not. The answer automatically translates that the idea not exist in the LDT and there is therefore no name for it. Seeing that the world is fast becoming a global village, ideas are constantly cycling societies of the world thereby increasing the need for term derivation. The strategies below are proposed for term derivation.

LEXICON: Words already in existence in both languages.

DPF: Derived by physical features.

DF: Derived by functionality.

DESCRIPTIVE: Describing the nature or quality.

SEMEX: Semantic extension; extending the name of an existing idea to new idea that is related in meaning.

LOAN: Loan word.

The following examples show some terms derived and the strategies employed in deriving them respectively: Refugee “Ogun lé n dé (DESCRIPTIVE), Terrorist “Alákatakítí” (DESCRIPTIVE) Accurate “Régí” (LEXICON) Mortuary “ilé ìṣòkúlójò” (DF) Cylindrical “Òlópárun (SEMEX). These examples are pre-

sented to show that every term derived should be properly accounted for by a word derivation strategy.

This research therefore encourages that a unified terminology for Yorùbá news media must consist of terms that are concise, apt, economical and aligns with one or more word derivation strategies.

In the table (5) below, when the meaning of the terms is considered, Yorùbá terms generated for (21) and (23) can be easily interrogated.

Table 5: Observation

	Language of existing terms	Meaning
21b	Immunization	WHO definition: the process whereby an individual is made immune or resistant to an infectious disease, typically by administration of a vaccine.
23b	Vaccine	Usually, injections and sometimes oral preparation that is used to stimulate the body's immune response against infection.

From the above, it is observed that the terms derived for these notions appear not to capture the meanings respectively.

Recommendations

This study recommends that proper understanding of the notion or idea for which a term is to be derived must be properly understood to avoid derivation of words that will result in misinformation or miscommunication. Therefore, the following terms as presented in table (5) above should be expressed as *Abéré àjésáre* for *Vaccine* and *Ìfúnlájẹsára* for *Immunization*. This is also applicable for some of the terms presented in table (4) above. For example: *Fífi àyẹ sílẹ̀ fún ara-ẹni* for *Social distancing*, *Òfin ìrinnà ojú-pópó* for *Traffic rules* and *Jàndùkú Adihámóra Ogun* for *Bandit*. This study further recommends that communication experts, linguists, terminologist needs to team up to developed a terminology for use in the media to avoid inconsistent use of terms.

Conclusion

In conclusion, when ideology is imported from a particular clime, the language of such clime is imported along and vice versa. In other words, when a language depends so much on word borrowing/loaning, the lexicon of the language will increase but it will lose its naturalness hence, the struggle between naturalness and increment. To preserve the naturalness of African languages, terminolo-

gy development is the way to go. This research has been able to present the effort of Yorùbá news broadcasters in providing terms to address communicative needs in the society given to civilisation and globalisation. We also show the presence of inconsistencies in the use of terms in the Yorùbá news media. We conclude that a Yorùbá media terminology should be produced to avoid the issue of inconsistent use of terms in the media.

REFERENCES

- Massamba, D. (1987). "The impact of politics in language development in Tanzania" *Kiswahili* 54(1-2): 180-191.
- NERDC (1991). *Quadilingual Glossary of Legislative Terms (English, Hausa, Igbo, Yoruba)*. Lagos: Spectrum Books Limited.
- Odetayo, J. (1993). *Yorùbá Dictionary of Engineering Physics*. Lagos: University of Lagos Press
- Olubode-sawe, F. (2010). Devising a Yoruba Vocabulary for Building Construction. Doctoral Dissertation Adekunle Ajasin University, Akungba Akoko.
- Owolabi, K. (2006): Nigeria's Native Language Modernization in Specialized Domains for National Development: a linguist's approach. Inaugural Lecture. Ibadan: University of Ibadan
- Pasquali, A. (1997). "The Critical Avant-Garde." *Journal of International Communication*. 4 (2), 29-45.
- Pritha Bhandari (2022) *What is Qualitative Research?/ methods and Examples.*@ <https://www.scribbr.com/methodology/qualitative-research>
- Thelen, M. (2012). *The Structure of the Lexicon. Incorporating a Cognitive Approach in the TCM Lexicon, with Application to Lexicography, Terminology and Translation*. Ghent: Academia press
- UNESCO (2005). *Guidelines for Inclusion: Ensuring Access to Education for all*. Paris: UNESCO
- Yusuff, L.A (2008). *Lexical Morphology in Yorùbá Language Engineering: A Thesis Submitted to University of Lagos School of Postgraduate Studies Ph.D Thesis and Dissertation*, 330pp.