

1. Record Nr.	UNINA9910847589103321
Autore	Aiseng Kealeboga
Titolo	The Sociolinguistics of South African Television : Language Ideologies in Selected Case Studies // by Kealeboga Aiseng
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	3-031-54915-5
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (0 pages)
Disciplina	306.440968
Soggetti	Sociolinguistics Television broadcasting Motion pictures - Africa Language policy Television Studies African Film and TV Language Policy and Planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Introduction -- Chapter 2: Theoretical Underpinnings -- Chapter 3: Zulu Ethnolinguistic Nationalism -- Chapter 4: The Emergence of isiZulu in Skeem Saam (2011) and The 'Loss of Ethnolinguistic Pluralism' at the SABC 1 -- Chapter 5: Ideologies of Colonial-Apartheid Linguistic Order -- Chapter 6: A Quest for Ethnic Media: Form and Content in the Case of Muvhango -- Chapter 7: Conclusion.
Sommario/riassunto	This book explores the interwoven relationship between language, media, and society in post-Apartheid South Africa. The author examines selected case studies from the sociolinguistic landscape of South African television, analysing dominant language ideologies and illuminating the challenges, opportunities, and potential for transformation. He argues for the power of television in shaping language ideologies, fostering cultural understanding, and advocating for more inclusive and equitable language usage in the media. This book contributes to the field of sociolinguistics by emphasizing the

complexity of multilingualism in South Africa and inviting ongoing exploration and dialogue in this landscape. It will be of interest to students and scholars of Sociolinguistics, Media Studies, African Culture and History, and Language Policy and Planning. Kealeboga Aiseng is a Senior Lecturer in the Journalism and Media Studies department at Rhodes University, Makhanda, South Africa. He holds a PhD in African Languages and Linguistics from the University of the Witwatersrand, South Africa. His research interests are sociolinguistics, language policy, African popular culture, new media, and film studies, and he has published articles in local and international journals.

---