

# Investigating Translation Lapses from English to Hausa in Some Broadcast Media in Sokoto Metropolis

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**Abstract:** This work examined some lapses in the translation of product adverts and news items in selected media stations in the Sokoto metropolis. The main aim of this research is to examine the lapses evident in translation from English to Hausa in selected broadcast media. The specific objectives of the study are: to identify translation lapses made in commercial advertisements in the three selected broadcast media in Sokoto, to determine the nature of the lapses and to identify ways of overcoming such lapses. This study adopted mixed method using both quantitative and qualitative data. At the end, the research found lapse in spelling, problems of word division, lack of conformity and misuse of words. Also the study found basic translation issues of form, invariance and equivalence, which determine whether the meaning contained in the source language is actually transferred into the receptor language. Furthermore, the research found lapses in commercial adverts from English to Hausa and vice-versa because of the differences in the language structures and cultures. Lastly the study found that the source (English) and the target (Hausa) languages continue to blur effective translation in broadcast media. The research therefore recommends that translators should ensure that the meaning of the message is preserved no matter its nature. The translator should reconsider lexical selection when translating because that is one of the major challenges, and ensure that they use the right syntax in order to reduce lapses in translation.

**Keywords:** Investigating, Translation Lapses, English, Hausa, Broadcast Media Sokoto Metropolis

## I. INTRODUCTION

Mass Media whether electronic or printed onises the various means of disseminating valuable information with clear message to conveyed the listeners. *The purpose of translation is to pass on an understanding to people in their own language and create the same impact as the original text.* After all, each translation is somewhat new to the translator and he will always need to work and research to understand a text. Some will tell you "the translator should know"... Well, if he knows about your latest innovations, you might well sue him for industrial spying. (lol) Great translations are not made by translators boasting "omniscient knowledge" of a subject. They are made by hard-working knowledgeable translators suffering from acute dictionary - a dreadful illness. Affected translators can be recognized by the piles of dictionaries stacking up on their sides and compulsory accesses to online resources. Professional translations ALWAYS require the translator to translate toward his own mother tongue. The

reason for it is that translations require "the full picture" on the target country (or countries). In other words, one needs to be able to think like someone from the target country. "Grammatically correct" is a lot different from "ethnically correct". There are a lot of nuances a person learns or perceives throughout his education. A translation might be great per the dictionary and yet a screw up on the target country. The most dreadful examples can be found in marketing translations, where a single word can destroy the company's image.

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### *Problems Statement*

Despite the various researchers conducted by reputable scholars on the translation of a language in news broadcast in Sokoto metropolis one could hardly come across a research work dealing with translation of news broadcasts especially

one dealing with non-native speakers of English language. This study is therefore significant and timely considering the importance of news broadcast to people. This is the foremost reason of my under taking this research work. It should also stage here that I encountered no shortage problem and challenges right from the commencement of the research. some of these problems include lack of cooperation from editors and newscasters of the news station visited. There was also the lack of access to related literature and other documents related to the research, and there was the issue of time constraints at the disposal of the researcher.

### *Objective(S) of the Studies*

The main objectives of this research include the following:

This study intends to achieve the following aims and objectives.

- a. Analyzed the translation of news broad cases in Sokoto metropolis.
- b. Identify error made by non-native English newscaster in Sokoto metropolis in the area of pronunciation and the sources of these errors.
- c. Come up with solution and correction of the error in pronunciation made by media newscasters Sokoto metropolis.

## II. LITERATURE REVIEW

### *Theoretical Model and Conceptualism of Translation in review*

In the West, there is an interesting saying: A translation is like a woman: if it is faithful, it is not beautiful; if it is beautiful, it is not faithful. The faithfulness-beauty contrast was often used by Chinese translators to describe the effect of a piece of translated work. Most would rather prefer faithfulness to beauty when evaluating a translation. I suspect the reason is most probably that the Chinese traditional morals or values influence the translators' choice. Academically, it is the dispute between source-centered and target-centered trends. During most of the history of translation both in China and the West, source-centeredness was regarded a priority and was strictly followed. More than one hundred years ago, during the Qing Dynasty, Yan Fu, who was a household name in the Chinese translation circles placed faithfulness as the first of his three-word principle: faithfulness, smoothness, and elegance. Lu Xun, a well-known translator and man of letters, is a strong supporter of such a view and his translations co-authored with his brother evidently proved his idea, although their translations were accused by some as unnatural or even non-understandable (Chen Fukang: 2000). Similarly, in the West, A.F. Tytler (1747-1814) proposed his principles:

A translation should:

- give a complete transcript of the ideas and sentiments in the original passage
- maintain the character of the style
- Have the ease and flow of the original text. (A.F. Tytler: 1790)

This is cited here to demonstrate the historical fact that source-centeredness was prevalent, not to prove that these principle are wrong or should be abandoned altogether. Instead, one should study them seriously and apply them in practice. Our suggestion is that if for linguistic or cultural reasons the source cannot be transcribed, we must make accommodations rather than translate it literally. As a matter of fact, accommodations are made exactly to preserve the original style or manner. As translation theories develop, a shift can be observed from source to target, from form to content and meaning which is essential in any form of human communication. In modern times, a new theory appeared to offer a compromise. It was proposed by by Christiane Nord (2001), who introduced a pair of terms: Documentary (preserve the original exoticizing setting) vs. instrumental translation (adaptation of the setting to the target culture). Whether a translation ought to be instrumental or documentary when cultural and historical elements are involved is therefore the translator's decision. If s/he focuses on the transmission of the original flavor for the reader's reference, documentary translation is preferred; if s/he mainly intends to convey the information for basic communication, instrumental translation is sufficient. Moreover, if the purpose of a translation is to achieve a particular purpose for the target audience, anything that obstructs the achievement of this purpose is a translation error. This is significant in its emphasis on the target-centeredness. It is commonly believed that translators are better at translating into their native language than into a second language. The underlying reason for this assumption is that translators have a more profound linguistic and cultural background of their mother tongue than of a second language which they have to learn in order to be well-versed translators. By the same token, the translator who translates into his or her native language has a more natural and practical knowledge of the various linguistic elements of his or her native language, such as semantics, syntax, morphology and lexicology than the translator who translates into a foreign language. In addition, translation into the first language enables translators to render cultural elements such as proverbs, idioms, metaphors, collocations, swear words and others into proper equivalents in their mother tongue because such translators are born and bred in the culture into which they translate these culture-bound aspects. In fact, the translators' first language is naturally acquired in a culture and environment where the first language is naturally acquired and practiced. On the other hand, their second language is, for the most part, learned, rather than acquired, later on in the course of their life. As a result, the linguistic and cultural knowledge of their second language is always in progress and never complete. In this respect, James Dickins (2005) points out: Translator training normally focuses on translation into the mother tongue, because higher quality is achieved in that direction than in translating into a foreign language. (2005: 2)

On the linguistic level, translation into the first language provides the translator with some advantages, such as an instinctive knowledge of morphological, semantic, syntactic

and lexical aspects of his or her mother tongue because the translator acquires these linguistic elements naturally in the course of time. These various aspects constitute the translator's increasing linguistic reservoir. In contrast, translation into a second language not only provides the translator with some kind of bookish knowledge, but it also puts him or her at the mercy of references, such as grammar books, and general and specialized dictionaries as the translator's second language is, in most cases, learned outside its natural context rather than acquired. Every time the translator is unsure of the morphological, semantic or lexical rules of the second language into which he or she translates, he or she will have to refer to references and dictionaries for help. Sometimes, he or she consults more than one reference or dictionary to decide on the right meaning of a certain word or phrase, and the search for appropriate equivalents in the target language may take even a long time. In this respect, Katherine Reiss (2000) argues: Due to the fact that differences between the grammatical systems of languages are frequently quite great, it is the morphology and syntax of the target language that clearly deserve priority unless there is some overriding factor either in the nature of the text or some special circumstance. (2000: 60)

As far as the morphological aspect is concerned, translation into the mother tongue tends to be more successful than translation into a second language because of the translator's inherent knowledge of the morphological rules of his or her first language. The following invented example in Arabic may illustrate this point. The sentence is *hwa akbaru waladin fi ala'ila*. This Arabic sentence corresponds to the following English sentence: he is the eldest child in the family. Such a sentence may confuse a novice translator whose first language is Arabic because "akbaru", which is morphologically equivalent to the comparative English form "elder/older", is, in fact, used here to refer to the superlative degree. For a translator whose first language is English, such a sentence will not pose any challenge because his or her morphological competence will automatically lead him or her to the right choice. Furthermore, the semantic knowledge of the translator who translates into his or her mother tongue is an added asset to good translation because he or she does not translate words in isolation but meaning in a given context. In some languages, one word can be used to refer to more than one thing and only those translators who translate into their native language are aware of such a semantic feature. This, however, may cause confusion or translation loss when translation is done into a foreign language. Michael Hanne (2006) highlights this point by stating the following example: European cultures traditionally make a firm distinction between *emotional* and *intellectual* activities, attaching them to the *heart* and the *head* respectively. In traditional Chinese culture, I understand, no such distinction is made, since the *heart* is referred to as the location of mental activities of all kinds. Take these sentences from Herman Melville: "I stand for the heart. To the dogs with the head. I had rather be a fool with a heart than Jupiter Olympus with a head" (2006: 209)

Despite the fact that translators' best friends are assumed to be monolingual and bilingual dictionaries, the translators who translate into their first language perform well even without the help of such dictionaries because, by intuition, they are more aware of the lexical aspect of their native language than that of a second language. By virtue of this knowledge, for example, they can decide what verbs collocate with what nouns, what adjectives collocate with what nouns, what adverbs to use before what adjectives, what tense to use, whether a feminine, masculine, singular or plural should be used, and other important lexical information. Roman Jakobson (2001) further illustrates this point by providing an example from Russian: In order to translate accurately the English sentence "I hired a worker," a Russian needs supplementary information, whether this action was completed or not and whether the worker was a man or a woman, because he must make his choice between a verb of completive or non-completive aspect...and between a masculine and a feminine noun. (2001:116)

As far as culture is concerned, translation into the first language provides the translator with an in-depth knowledge of the various aspects of his or her culture because most texts are normally coloured with cultural elements such as idioms, proverbs, metaphors, swear words and other cultural features. When translators translate into their native language and culture, they are fully aware of the cultural sensitivities of the target language and can best render the cultural elements of the source language into proper equivalents in their own language and culture. On the other hand, the translator who translates into a foreign language and culture may not be able to see and recognize the cultural aspects of the foreign or second language because he or she is an alien to that culture no matter how many cultural references or phrases he or she memorizes. In such a situation, if any translation were to be done, it would not sound very successful. Peter Newmark (1981) suggests: He [the translator] will be 'caught' every time, not by his grammar, which is probably suspiciously 'better' than an educated native's, not by his vocabulary, which may well be wider, but by his unacceptable or improbable collocations...For the above reasons, translators rightly translate into their own language, and *a fortiori*, foreign teachers and translators are normally unsuitable in a translation course. (1981: 173 Check page number).

The translator should have a perfect knowledge of the language from which he is translating and an equally excellent knowledge of the language into which he is translating. At this point the translator must have a wide knowledge in both languages for getting the equivalence in the target language, because the deficiency of the knowledge of both languages will result in a translation without logic and sense. Similarly, in the West, A.F. Tytler (1747-1814) proposed his principles:

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Juan D.P. V. (2009). Basically there are two competing theories of translation. In one, the predominant purpose is to express as exactly as possible the full force and meaning of every word and turn of phrase in the original, and in the other the predominant purpose is to produce a result that does not read like a translation at all, but rather moves in its new dress

with the same ease as in its native rendering. In the hands of a good translator neither of these two approaches can ever be entirely ignored. Conventionally, it is suggested that in order to perform their job successfully, translators should meet three important requirements; they should be familiar with:

- The Source Language
- The Target Language
- The Subject Matter

Based on this premise, the translator discovers the meaning behind the forms in the source language and does his best to produce the same meaning in the target language - using the forms and structures of the target language. Consequently, what is supposed to change is the form and the code and what should remain unchanged is the meaning and the message. (Larson, 1984).

The translator should have a perfect knowledge of the language from which he is translating and an equally excellent knowledge of the language into which he is translating. At this point the translator must have a wide knowledge in both languages for getting the equivalence in the target language, because the deficiency of the knowledge of both languages will result in a translation without logic and sense. For example, if you translate the following sentence “*Are you interested in sports?*” as “¿Estás interesado en deportes?” the translation is wrong since the idea of this question in English is “¿Practicar algún deporte?” The translator should avoid the tendency to translate word by word, because doing so is to destroy the meaning of the original and to ruin the beauty of the expression. This point is very important and one of which if it is translated literally it can transmit another meaning or understanding in the translation. For example, in the sentence. -“*In this war we have to do or die*”, if we translate literally “*En esta guerra tenemos que hacer o morir*” the message is unclear. The idea is, (.) “*En esta guerra tenemos que vencer o morir.*” The translator should employ the forms of speech in common usage. The translator should bear in mind the people to whom the translation will be addressed and use words that can be easily understood. Example. “*They use a sling to lift the pipes*” if the translation is to be read by specialists we would translate it “*Utilizan una eslinga para levantar la tubería*”. If the text is to be read by people who are not specialists, we would rather translate it “*Utilizan una cadena de suspensión para levantar los tubos*”.

#### *Brief Description of Some Stations In Sokoto Metropolis*

##### *NTA Sokoto*

The Nigerian television authority also known as NTA is a Nigerian government – owned and partly commercial broadcaster that was inaugurated in 1977 with the promulgation of Decree 2A by the then federal military government in May 1977. At inauguration, it had monopoly on television broadcasting in the country NTA’s news is mostly geared towards reporting governments activities. The NTA also runs the biggest television network in Nigeria with

stations in several parts of Nigeria including Sokoto metropolis. The NTA runs broadcasting media for news, sports, and entertainment programs. NTA Sokoto has its slogan, tradition of excellence, it is located at Garba Muhammad road Sokoto, Sokoto state Nigeria, P. M. B. 2351, it is the largest network station in Nigeria as a whole and Sokoto metropolis.

##### *Vision FM*

Vision FM 92.1 Sokoto is a community network that currently operates 12 hours each day and 7 days a week. It commenced operations in Sokoto in 2015 and is now currently the most digitalized station in the entire Sokoto state, with a 10kw transmitter via an 8bay stainless dipole antenna which enables them to cover as wide as 250km. the radio is managed by international broadcasters of high repute, with over 35 years of experience at the British Broadcasting corporation (BBC) and voice of America (VOA), in community radio network. The station covers over 18 out of 23 local governments which no other network can boast of 50% of their revenue comes from on air advertising and sponsorships while other earnings come from public sources such as local authorities.

##### *Rima Television*

Sokoto state media corporation (Rima television) channel 21 is a television station owned by the Sokoto state government. The station was established in 2001. The station has strength of 115 staff. The P.M.B of Rima television is 2156 and their slogan is voice of the caliphate.

### III. RESEARCH METHODOLOGY

#### *Research Methodology*

This research work, employed survey design which involves the collation of data for the purpose of describing and interpreting the existing problems. It is a yardstick for the measurement of variables, collection and analysis of data. In this method of research design, questionnaires, personal interview and close observation will be adopted to collect data whole both descriptive and inferential statistics served as method of data analysis.

#### *The Functionalist Approach*

The second half of the 20<sup>th</sup> century witnessed some paradigm shift in translation studies, especially with the publication in German of Kathrina Reiss and Hans Vermeer’s “Foundation for a General Theory of Translation” and JusttaHulz-Manttari’s ‘Translatorial Action. Theory and method’ both in 1984 set the pace for what is later known as functionalist approaches to translation. This theory is the most suitable for this research and would be adopted because it explains that more than one factor that affect translation.

#### *Research Design*

Being descriptive research, mixed method was used to include both descriptive and analytical methods. The methods used in this research work are qualitative and quantitative approach.

For the qualitative approach, content analysis was used. Under it, Hausa and English versions of commercial announcements were selected at random and sampled. They were analysed via identification, description and interpretation of the data in line with the set research objectives. Under the quantitative approach, questionnaires were administered to respondents who were regular listeners and/or viewers of the three media stations under this study. The inputs further validate or corroborate the information and the findings from the content analysis of the selected texts.

#### *Population of the Study*

Some listeners are sampled as respondents as regular listeners of the programme of the selected media stations incorporated in the study. They cut across journalists, lecturers, teachers, traders etc. The respondents were selected based on their interests in the translation of news broadcasts in English to Hausa. Three stations, Rima TV, Rima TV, Vision FM, provide 17 English copies and 17 translated versions in Hausa. Therefore, the primary data were is restricted to translation scripts in the selected media stations and hence not the actual population. Since this research intends to look at the processes used in the translation of commercial advertisements in the selected media stations in the Sokoto metropolis, it selected the data on translation randomly from the English and Hausa versions of commercial advertisements. Additional data were collected through the questionnaire and interviews. In all, primary forms of data were collected for the study and secondary data obtained from library sources, such as textbooks, journals, magazines, etc.

#### *Data Collection*

Both primary and secondary data were collected. The instrument used for the collection of primary data was a questionnaire. The researcher also used randomly selected texts for data analysis. Scholarly works, such as books, articles and the internet, were used to gather the secondary data.

#### *Sources of Data*

The sources of data were mainly from three media stations, namely Rima FM, Rima TV, Vision FM in Sokoto Metropolis.

#### *Primary Sources*

As stated earlier, the primary sources of data for this study were three media stations in the Sokoto metropolis - Rima FM, Rima TV, and Vision FM. Also, respondents who were regular viewers and listeners of the media stations under this study were consulted through questionnaires.

#### *Sources*

The secondary source of the data for this study included textbooks and research works, such as journals, articles, magazines, etc. This method helped in getting valid information, which was used in the literature review section of

this study.

## IV. DATA PRESENTATION AND ANALYSIS

### *Reponses to Translations (Quantitative Data)*

This section contains the result of the 30 questionnaires that were administered to listeners of Rima Radio, Rima TV and Vision FM. This section is divided into two: the demographic characteristics of respondents and the possible ways of addressing the translation lapses

#### *The Demographic Characteristics of Respondents*

In this section, the data includes sex, age, marital status, educational qualification, ethnicity, etc.

Table 4.1 Sex Distribution of Respondents

Sex	Frequency	Percentage
Male	26	86.7
Female	4	13.3
Total	30	100.0

Table 4.1 shows that 86.7% of the respondents were males and 13.3% females. The implication of this to the research is that the respondents had access to more males that watched and listened to commercial advertisements on TV and Radio than females. Also, more males watch and listen to TV and radio commercial advertisement than the females.

Table 4.2 Age Distribution of Respondents

Age	Frequency	Percentage
18 - 27 years	13	43.3
28 - 37 years	6	20.0
38 - 47 years	9	30.0
48 - 57 years	2	6.7
Total	30	100.0

Table 4.2 shows that 43.3% of the respondents were between 18 – 27 years and 6.7% the ages 48-57. The implication of this to the research is that the younger watch and listen to commercial advertisement on TV and Radio more than any other Age group do in Sokoto State.

Table 4.3 Distribution of Respondents by Marital Status

Marital Status	Frequency	Percentage
Single	10	33.3
Married	20	66.7
Total	30	100.0

Table 4.3 shows that 33.3% of the respondents were single and 66.7% married The implication of this to the research is that more than any marital status, more married people in Sokoto prefer to watch and listen to commercial advertisement on TV and Radio.

Table 4.4 Distribution of Respondents by Educational Qualification

Educational Qualification	Frequency	Percentage
Primary school leaving certificate	6	20.0
SSCE	8	26.7
NCE/ND	7	23.3
B.Sc/B.A/B.Ed/HND	9	30.0
Total	30	100.0

Table 4.4 shows that 20.0% of the respondents had Primacy school leaving certificate qualification and 30.0% B.Sc/B.A/B.Ed/HND. The implication of this to the research is that more people with B.Sc/B.A/B.Ed/HND watch and listen to commercial advertisement on TV and Radio in Sokoto State.

Table 4.5 Distribution of Respondents by Ethnicity

Ethnicity	Frequency	Percentage
Hausa	18	60.0
Fulani	9	30.0
Yoruba	3	10.0
Total	30	100.0

Table 4.5 shows that 60.0% of the respondents were Hausas and 10.0% Yoruba. The implication of this to the research is that the study area is dominated by Hausa and by nature they watch and listen to commercial advertisement on TV and Radio more than any other ethnic group in Sokoto State.

Table 4.6 Distribution of respondents based on the Ability to Communicate in both Hausa and English

Ability to communicate in Hausa and English	Frequency	Percentage
Communicate in Hausa		
Yes	30	100.0
Total	30	100.0
Communicate in English		
Yes	30	100.0
Total	30	100.0

Table 4.6 shows that all the respondents (100.0%) were able to communicate in both Hausa and English. The implication of this result is that they are actually suitable for this study, as they would have an idea some of the translation lapses; More so most of them are Hausa by ethnicity.

Table 4.7 Favorite Station and Frequency of Listing /watching it

Favorite Station	Frequency	Percentage
Rima Radio	10	33.3
Rima TV	11	36.7
Vision FM	9	30.0

Total	30	100.0
How often do you		
Often	30	100.0
Total	30	100.0

Table 4.7 shows that 36.7% of respondents indicated that their favorite station is Rima TV 30.0% Vision FM. The implication of this result is that majority of the people prefer to watch commercial advertisement on Rima TV. Furthermore, the result shows that most of the respondents watch and listen to commercial advertisement often.

#### 4.2.2 Possible Ways of Addressing Translation Lapses

This section shows the various ways by which translation lapses can be addressed.

Table 4.8: Translators should acquire linguistic knowledge of both the source and receptor Languages

Variables	Frequency	Percentage
Strongly Disagree	2	6.7
Disagree	1	3.3
Agree	14	46.7
Strongly Agree	13	43.3
Total	30	100.0

Table 4.8 shows that 46.7% of the respondents agreed that translators should acquire linguistic knowledge of both source and receptor languages while 3.3% disagree to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, there is the need for those translators working with the station to acquire linguistic knowledge of both the source and receptor Languages.

Table 4.9: Translators should consult reference material while translating

Variables	Frequency	Percentage
strongly disagree	1	3.3
Disagree	7	23.3
Agree	10	33.3
strongly agree	12	40.0
Total	30	100.0

Table 4.9 shows that 40.0% of the respondents strongly agreed that translators should consult reference material while translating while 3.3% strongly disagree to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, there is the need for those translators to consult their reference material while translating.

4.10: Any translator having translation lapses has to undergo professional training in the art and science of translation

Variables	Frequency	Percentage
strongly disagree	1	3.3
Disagree	1	3.3
Agree	12	40.0
strongly agree	16	53.3
Total	30	100.0

Table 4.10 shows that 53.3% of the respondents strongly agreed that any translator having translation lapses has to undergo professional training in the art and science of translation while 3.3% strongly disagree and another 3.3% disagree to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, there is the need for those translators that have challenges with translation to undergo professional training in the art and science of translation

Table 4.11: The translator must remain objective regarding the message being translated.

Variables	Frequency	Percentage
Strongly disagree	5	16.7
Agree	11	36.7
Strongly agree	14	46.7
Total	30	100.0

Table 4.11 shows that 46.7% of the respondents strongly agreed that any translator must remain objective regarding the message being translated while 16.7% strongly disagree to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, there is the need for those translators must be objective when they are translating any message.

Table 4.12: The translator should ensure that the meaning of a message is preserved no matter its nature

Variables	Frequency	Percentage
Disagree	9	30.0
Agree	17	56.7
strongly agree	4	13.3
Total	30	100.0

Table 4.12 shows that 56.7% of the respondents agreed that the translator should ensure that the meaning of a message is preserved no matter its nature and 13.3% strongly disagree to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator should ensure that the meaning of a message is preserved no matter its nature

Table 4.13: The translator should reconsider lexical selection

Variables	Frequency	Percentage
strongly disagree	4	13.3
Disagree	2	6.7
Agree	16	53.3
strongly agree	8	26.7
Total	30	100.0

Table 4.13 shows that 53.3% of the respondents agreed that the translator should reconsider lexical selection when translating while 6.7% disagree to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator should reconsider lexical selection when translating because that is the one of the challenges.

Table 4.14: The right syntax must be used

Variables	Frequency	Percentage
Agree	10	33.3
strongly agree	20	66.7
Total	30	100.0

Table 4.14 shows that 66.7% of the respondents strongly agreed that the right syntax must be used when translating and 33.3% agreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator should ensure that they use the right syntax in order to reduce the lapses in translation.

Table 4.15: Ensure the proper use of grammar

Variables	Frequency	Percentage
Strongly disagree	1	3.3
Disagree	4	13.3
Agree	19	63.3
Strongly agree	6	20.0
Total	30	100.0

Table 4.15 shows that 63.3% of the respondents agreed that proper use of grammar should be ensured while 3.3% strongly disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, translators should ensure that they use proper grammar properly in order to reduce the lapses in translation.

Table 4.16: The translator should consider transitional meaning

Variables	Frequency	Percentage
Agree	10	33.3
Strongly agree	20	66.7
Total	30	100.0

Table 4.16 shows that 66.7% of the respondents strongly agreed that the translator should consider transitional meaning while translating and another 33.3% agreed to the statement.



This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator should consider transitional meaning anytime they are translating in order to reduce the lapses in translation.

Table 4.17: A translator should ensure that he uses appropriate and acceptable structures in the receptor language

Variables	Frequency	Percentage
strongly disagree	1	3.3
Disagree	6	20.0
Agree	17	56.7
strongly agree	6	20.0
Total	30	100.0

Table 4.17 shows that 56.7% of the respondents agreed that the translator should ensure that he uses appropriate and acceptable structures in the receptor language when translating while 3.3% strongly disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator should ensure that he uses appropriate and acceptable structures in the receptor language

Table 4.18: A translator should make it a point that no two languages have the same phonology

Variables	Frequency	Percentage
strongly disagree	5	16.7
Agree	20	66.7
strongly agree	5	16.7
Total	30	100.0

Table 4.18 shows that 66.7% of the respondents agreed that the translator should make it a point that no two languages have the same phonology while 16.7% strongly disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator should make it a point that no two languages have the same phonology.

Table 4.19: No phonological element of the original text should be retained

Variables	Frequency	Percentage
strongly disagree	1	3.3
Disagree	1	3.3
Agree	19	63.3
strongly agree	9	30.0
Total	30	100.0

Table 4.19 shows that 63.3% of the respondents agreed that no phonological element of the original text should be retained while 3.3% strongly disagreed and another 3.3% disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator ensure that no phonological element of the original text should be retained

Table 4.20: Any cluster that comes at the beginning or end of a word or even at the middle, as long as it contains more than two consonants should not be adopted in Hausa

Variables	Frequency	Percentage
Disagree	1	3.3
Agree	10	33.3
strongly agree	19	63.3
Total	30	100.0

Table 4.20 shows that 63.3% of the respondents agreed that any cluster that comes at the beginning or end of a word or even at the middle, as long as it contains more than two consonants should not be adopted in Hausa while 3.3% disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima Radio and Vision FM, the translator ensure that any cluster that comes at the beginning or end of a word or even at the middle, as long as it contains more than two consonants should not be adopted in Hausa.

Table 4.21: A stylistic approach that fits the rules of one language cannot necessarily fit the other

Variables	Frequency	Percentage
Disagree	5	16.7
Agree	10	33.3
strongly agree	15	50.0
Total	30	100.0

Table 4.21 shows that 50.0% of the respondents strongly agreed that a stylistic approach that fits the rules of one language cannot necessarily fit the other while 16.7% disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima FM and Vision FM, the translator ensure that a stylistic approach that fits the rules of one language cannot necessarily fit the other.

Table 4.22: The translator must have a good understanding of the audience for whom translation is purposely carried out

Variables	Frequency	Percentage
strongly disagree	3	10.0
Disagree	6	20.0
Agree	19	63.3
strongly agree	2	6.7
Total	30	100.0

Table 4.22 shows that 63.3% of the respondents agreed that the translator must have a good understanding of the audience for whom translation is purposely carried out while 16.7% disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima FM and Vision FM, the translator ensure that translator must have a good understanding of the audience for whom translation is purposely carried out.

Table 4.23: A translator should take care of the connotative meaning of words in the original version and try to realize their relative equivalents in the receptor language

Variables	Frequency	Percentage
strongly disagree	4	13.3
Agree	20	66.7
strongly agree	6	20.0
Total	30	100.0

Table 4.23 shows that 66.7% of the respondents agreed that the translator should take care of the connotative meaning of words in the original version and try to realize their relative equivalents in the receptor language while 13.3% strongly disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima FM and Vision FM, the translator should take care of the connotative meaning of words in the original version and try to realize their relative equivalents in the receptor language

Table 4.24: The translator must have knowledge of the subject matter

Variables	Frequency	Percentage
Disagree	1	3.3
Agree	3	10.0
strongly agree	26	86.7
Total	30	100.0

Table 4.24 shows that 86.7% of the respondents agreed that the translator must have knowledge of the subject matter while 3.3% disagreed to the statement. This implies that since translation lapses have been observed on Rima TV, Rima FM and Vision FM, the translator must have knowledge of the subject matter. TV, Rima FM and Vision FM, the translator must have the knowledge of the subject matter.

## V. DISCUSSION OF THE DATA

### *Considering the Receptor Language Audience*

Based on the research finding that revealed lapses in spelling, problems of word division, lack of conformity and misuse of words. The findings corroborate with Sarbi (2005) that opined that a translator should always think of his/her clients so that he/she can use relevant method and procedure choices and qualities in translating some types of material may be linked not only with the knowledge of language as a whole, but also to the understanding of the Audience for whom translation is purposely carried out. Some audiences are educated while others are not.

### *Acquaintance with the Culture*

Based on the research found lapses in commercial adverts from English to Hausa and vice-versa because of the differences in the language structures and cultures. This findings corroborates with the argument of some linguistic scholars who believe that language and culture are two sides of the same coin; language expresses culture and culture

controls the use of language (Sarbi 2005). Furthermore, that is why a translator must be conversant with the culture of the two languages to be able to use them appropriately and conventionally and every culture contains some taboos, which are positively or negatively expressed in language.

### *Lapses in Translation*

The study found that there are basic translation issues of form, invariance and equivalence, which determine whether the meaning contained in the source language is actually transferred into the receptor language. The findings in this research corroborates with the view of Sarbi (2005) that opined that a translator should take care of the connotative meaning of words in the original version and try to realize their relative equivalents in the receptor language. Furthermore, people react to words in different ways, depending on the words and the circumstance of usage. Circumstance of usage may determine the reaction. The type of words are in most cases avoided by native speakers and, therefore, should be taken care of by a translator or avoid negatively sensitivity on the part of clients.

### *Knowledge of the Subject Matter*

Lastly, the study found that the source (English) and the target (Hausa) languages continue to blur effective translation in broadcast media. Although, the disparity among languages, they in certain circumstances have meeting points.

## VI. SUMMARY, CONCLUSION AND RECOMMENDATIONS

### *Summary of the Major findings*

The findings of this research presented based on the objectives of this research. This work examined some lapses in the translation of product adverts and news items in selected media stations in the Sokoto metropolis. The main aim of this research is to examine the lapses evident in translation from English to Hausa in selected broadcast media. The specific objectives of the study are: to identify translation lapses made in commercial advertisements in the three selected broadcast media in Sokoto, to determine the nature of the lapses and to identify ways of overcoming such lapses. This study adopted mixed method using both quantitative and qualitative data. At the end, the research found lapse in spelling, problems of word division, lack of conformity and misuse of words. Also the study found basic translation issues of form, invariance and equivalence, which determine whether the meaning contained in the source language is actually transferred into the receptor language. Furthermore, the research found lapses in commercial adverts from English to Hausa and vice-versa because of the differences in the language structures and cultures. Lastly the study found that the source (English) and the target (Hausa) languages continue to blur effective translation in broadcast media. The research therefore recommends that translators should ensure that the meaning of the message is preserved no matter its nature. The translator should reconsider lexical selection when translating because

that is one of the major challenges, and ensure that they use the right syntax in order to reduce lapses in translation. In view of these, the major findings of the research are summarized thus:

### Conclusion

This research concludes that there are translation lapses in advertisements, in English to Hausa in media stations in the Sokoto metropolis (Rima FM, Rima TV and Vision FM). Such translation lapses as found in the study settings include misuse in words, misuse in punctuation marks, error in spellings that give it other meaning from the actual meaning and too long sentence without punctuations in the necessary places.

### Recommendations

The research there for identify the ways of overcoming such lapses. Some of these ways include;

1. There is need for those translators working with the station to acquire linguistic knowledge of both the source and receptor Languages.
2. There is need for those translators must be objective when they are translating any message.
3. The translator should reconsider lexical selection when translating because that is the one of the challenges.
4. The translator should ensure that they use the right syntax in order to reduce the lapses in translation.
5. The translator should ensure that they use proper use of grammar in order to reduce the lapses in translation.

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