

HANDLEIDING VIR MEERTALIGE TEKENS



Chrismi-Rinda Loth, Joan-Marié Steenkamp en Theodorus du Plessis



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HANDLEIDING VIR MEERTALIGE TEKENS

..... SAAMGESTEL DEUR

Chrismi-Rinda Loth, Joan-Marié Steenkamp en Theodorus du Plessis

.....

AFRIKAANSE VERTALING DEUR JEANNE-LEANNE SMITH

sb **SUNBONANI
CONFERENCE**

Handleiding vir Meertalige Tekens

Chrismi-Rinda Loth, Joan-Marié Steenkamp en Theodorus du Plessis

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VOORWOORD

Hierdie handleiding spruit voort uit navorsing wat onder die vaandel van die MIDP V, wat die oorkoepelende tema van “Meertaligheid vir Bemagtiging” ondersoek, uitgevoer is. Ons is van mening dat hierdie handleiding, wat hom spesifiek op konkrete riglyne vir die hantering van meertalige tekens toespits, tot die bemagtiging van Suid-Afrikaanse burgers sal bydra. Om te verseker dat die handleiding in sy doel slaag, was dit in die gemeenskap van Philippolis (in die Suid-Vrystaat, waar MIDP V gehuisves word) in konsepvorm bekendgestel, gekoppel met marknavorsing, konsultasie met belanghebbendes en ’n bepaling van die handleiding se doeltreffendheid. Dié handleiding is die finale produk van hierdie proses.

Die MIDP (Multilingual Information Development Programme) is ’n projek wat sedert 1999 deur die Provinsie Antwerpen van Vlaandere, België, befonds word. Die projek word in drie-jaar siklusse bedryf. Die MIDP V (2011–2013) se oorhoofse doel is om die reeds-funksionerende meertaligheid in die Xhariep-gebied te verstewig en sodoende die openbare lewe meer toeganklik vir gewone burgers te maak. Elke fase van die MIDP bestaan uit twee komponente, naamlik gemeenskapsontwikkeling en navorsing. Binne die MIDP V fokus die eerste komponent op die opleiding van *ad hoc* taalpraktisyns en die daarstelling

van bronmateriaal vir hierdie taalpraktisyns. Die tweede komponent fokus op verskeie navorsingsprojekte wat in die Xhariep-gebied onderneem word, insluitende publikasies, nagraadse studies en 'n internasionale simposium wat tydens 2012 gehou is. Dié navorsing behels ook die ontwerp en toetsing van hierdie handleiding.

Ons bedank graag die Philippolis-gemeenskap vir hul deelname aan hierdie projek. Die handleiding sou nie sonder hul insette moontlik gewees het nie.

Ons vertrou dat die handleiding in sy doel sal slaag, dat dit gebruik sal word en handig te pas sal kom om 'n regverdige taalbedeling in Suid-Afrika te kultiveer wat tot die voordeel van al sy inwoners sal strek.

Theodorus du Plessis, Chrismi-Rinda Loth en Joan-Marié Steenkamp

Bloemfontein

Mei 2013

AGTERGROND

WAAROM 'N HANDLEIDING OOR MEERTALIGE TEKENS?

Daar bestaan tans geen handleiding in Suid-Afrika rakende die implementering van meertalige tekens nie. Hierdie handleiding beoog om praktiese riglyne te verstrek

- aan amptenare en ander persone wat met die oprig van tekens gemoeid is
- by sowel regerings- as privaat instansies
- oor die wyse waarop meertalige openbare tekens vervaardig word
- volgens die relevante regsvereistes en grondwetlike ideale.

WAT IS MEERTALIGE TEKENS?

Meertalige tekens vertoon meer as een taal op dieselfde bord, byvoorbeeld, op alleenstaande tekens (soos byvoorbeeld pad- en verkeerstekens), geboue, advertensieborde en plakkate, ensovoorts. 'n Meertalige teken vertoon ten minste twee tale ('n tweetalige teken), drie tale ('n drietalige teken) of selfs meer tale. Om praktiese doeleindes is dit raadsaam om nie meer as vier tale

op dieselfde bord te vertoon nie. Ons kan egter bykomende tekens oprig wat meer alternatiewe tale vertoon.

WAAROM MEERTALIGE TEKENS?

Grondwetlike en wetlike vereistes

Die nuwe taalbewind in Suid-Afrika bevorder 'n ongedefinieerde vorm van meertaligheid. Artikel 6 van die Grondwet stipuleer dat nasionale en provinsiale regerings ten alle tye ten minste twee amptelike tale moet gebruik. Hierdie grondwetlike vereiste is van toepassing op die gebruik van tale in die openbare ruimte en dus ook op openbare tekens. In die praktyk beteken dit dat nuwe openbare tekens meertalig moet wees en ten minste een van die tale wat plaaslik prominent gepraat word, vertoon.

Internasionale norme

Meertalige tekens is besig om wêreldwyd die norm te word. Byvoorbeeld, die meeste internasionale lughawens sal ten minste twee of selfs meer tale op tekens vertoon. In die voorbeeld uit Kroasië hiernaas word aan die plaaslike inwoners se voorkeure voorsien deurdat hulle eie taal (Kroaties) eerste vertoon word en die "toeristetaal" (Engels) heel onder. In die tweede voorbeeld is Spaans (die plaaslike taal) die mees prominente taal, al word dit laaste vertoon, omdat dit in 'n groter skrif en 'n ander kleur vertoon word.

KROASIË



Bron: www.dreamstime.com

SPANJE



Bron: <http://www.superstock.com>

Baie lande wat meer as een amptelike taal aangewys het, het 'n beleid oor tweetalige of meertalige tekens. Hierdie lande se standaard praktyk is om twee of meer tale op die openbare tekens te vertoon. In Israel word die mees dominante plaaslike taal (Hebreeus) bo vertoon, gevolg deur Arabies en dan Engels. In die Walliese voorbeeld hieronder word Wallies, die taal wat promoveer word, deur Engels gevolg. Hieronder is voorbeelde van sulke tekens van hierdie lande:

ISRAEL



Bron: www.standwithus.com

WALLIS



Bron: www.apsresources.com.au

Simboliese en funksionele waarde van meertalige tekens

Meertalige tekens is beide funksioneel en simbolies.

Meertalige tekens is funksioneel in lande waar inwoners en besoekers nie noodwendig al die dominante tale wat in 'n gebied gepraat word, verstaan nie. Hierdie tipe tekens stel hulle in staat om steeds hul weg te kan vind. Sommige studies het aangedui dat meertalige tekens ook 'n praktiese keuse is wat bestuurdersveiligheid betref en definitief 'n bekostigbare, langtermyn opsie is.

Meertalige tekens word ook om simboliese oorwegings geïmplementeer. Navorsing het die positiewe impak van meertalige tekens op linguïstiese vitaliteit, samelewingstransformasie en sosiale kohesie bewys. Taalsigbaarheid (van tale wat op tekens in die openbare ruimte vertoon word) dra by tot die (her)legitimisering van tale, wat op sy beurt weer 'n positiewe impak op taalhoudinge het. Met ander woorde, wanneer 'n taal in die openbare ruimte vertoon word, word die waargenome waarde (status en prestige) van daardie spesifieke taal verhoog. Dit dra ook tot die gebruik en ontwikkeling van daardie taal by. In 'n land soos Suid-Afrika, waar die meerderheid tale onderbenut en selfs gemarginaliseer word, kan meertalige tekens 'n belangrike rol speel. Meertalige tekens kan deur 'bo-na-onder' agente (regeringsgesagte) of 'onder-na-bo' agente (nie-regerings, kommersiële en privaat instansies) opgerig word.

MAAR WAAROM NIE EENTALIGE TEKENS NIE?

Sommige mense is van mening dat eentalige tekens goedkoper en selfs eenvoudiger is. Navorsing wat in Wallis uitgevoer is, het bewys dat hierdie denke 'n dwaling is, siende die negatiewe impak van tekens wat nie plaaslike

tale vertoon nie, by verre die koste van meertalige tekens oorskry. Meertalige tekens behoort dus as 'n langtermyn belegging beskou te word. Die aanvanklike koste om meertalige tekens op te rig, mag effens hoër wees weens die ekstra bewoording en vertaaldienste, maar op die lange duur word hierdie koste deur faktore soos die goedgesindheid van voornemende klante, die tekens se gebruiksduur en taalbehoud verreken.

Verder kan eentalige tekens ook as 'n arrogante gebaar beskou word teenoor prominente taalgemeenskappe wie se tale nie in die openbaar vertoon word nie. Omstanders kan dit selfs ervaar dat eentalige tekens imperialisties is en 'n koloniale denkwysse weerspieël. Dit is veral waar in meertalige lande waar taal 'n gevoelige kwessie is.

STAP-VIR-STAP-GIDS

STAP 1:	Waarom rig u 'n teken op?	7
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STAP 1: WAAROM RIG U 'N TEKEN OP?

U kan 'n teken oprig óf omdat 'n regeringsinstelling u verplig òf uit vrye keuse as 'n privaat persoon of besigheid.

REGERINGS-/AMPTELIKE TEKENS

Amptelike tekens word deur openbare (regerings-) instansies opgerig, soos straatnaamtekens, padtekens, gebouname, ensovoorts. Hierdie tekens word gewoonlik deur relevante wette en die betrokke owerheid se taalbeleid gereuleer.

PRIVAAT TEKENS

Privaat tekens word deur nie-regeringsinstansies, besigheidsmense, individue, ensovoorts, opgerig, soos tekens op winkels en privaat kantore, advertensies, kennisgewings, ensovoorts. Buiten vir tekens teen privaat wonings, is privaat tekens ook aan die relevante wette en regulasies oor die algemeen onderhewig. Selfs wanneer hierdie wette en regulasies nie taalvoorskrifte insluit nie (m.a.w. riglyne oor hoe om tale op tekens te vertoon), kan diegene wat tekens oprig, steeds beïnvloed word deur die voorbeeld wat deur amptelike tekens gestel word en ook, uiteraard, deur individuele voorkeure.

FUNKSIES VAN TEKENS

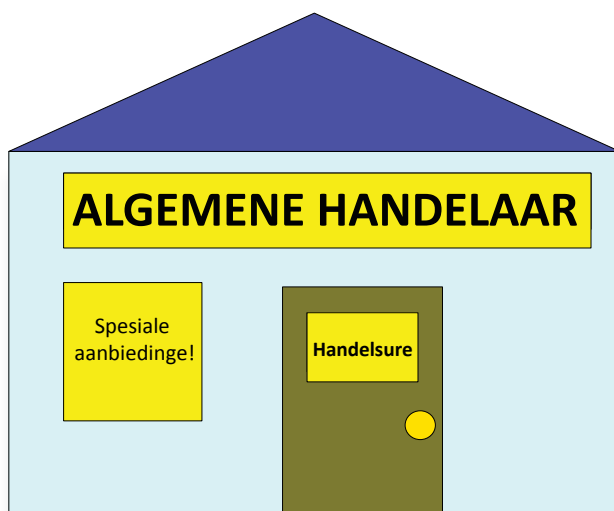
Wanneer u 'n teken oprig, moet u die funksie van u teken(s) oorweeg. Verskillende tekens verrig verskillende funksies. Dit

- lei die lesers deur rigtingaanwysers te verskaf,
- identifiseer u instelling deur die naam te vertoon of
- verskaf inligting oor u instelling (byvoorbeeld handelsure, dienste gelewer en/of produkte te koop).

STAP 2: WAAR PLAAS U 'N TEKEN?

Nog 'n belangrike aspek om te oorweeg, is plasing. Dit hang grootliks van die funksie van u teken af. Wil u u lesers na u instelling lei, u instelling identifiseer of meer inligting oor u instelling verskaf? U moet ook u teikenlesers oorweeg, met ander woorde, wie gaan die teken lees? Is dit bestaande klante of probeer u nuwe klante lok? Is dit plaaslike inwoners of besoekers wat slegs deur die dorp reis? Hierdie faktore sal die inhoud van u teken bepaal.

Byvoorbeeld, indien u u instelling wil identifiseer, sal u die naam prominent voor die gebou te vertoon. U mag dalk meer inligting, soos handelsure, op die venster of deur wil verskaf; en spesiale aanbiedinge (tydelike tekens) op die mure. Indien u mense na u instelling wil lei, moet u toestemming kry om rigtingaanwysende tekens langs die pad op te rig.



STAP 3: WATTER REGULASIES MOET U IN AG NEEM?

ALGEMENE REGULASIES

Amptelike en privaat tekenoprigters is aan verskillende regulasies onderhewig. Hoe dit ookal sy, tekens mag nooit onvanpaste taal (soos vloekwoorde) of aanstootlike inhoud vertoon nie.

Indien u die teken op u privaat eiendom wil oprig, hoef u nie toestemming by enige owerheid te verkry nie. Indien u die teken op die sypaadjie of langs die straat wil oprig, moet u toestemming by u plaaslike munisipaliteit verkry. Indien u die teken langs 'n nasionale pad wil oprig, moet u toestemming by u provinsiale Departement van Openbare Werke en Vervoer verkry.

NUTTIGE RIGLYNE

Die *South African Manual for Outdoor Advertising Control* (SAMOAC) en die *South African Roads Traffic Signs Manual* (SARTSM) verskaf riglyne oor beide bo-na-onder (regerings-) en onder-na-bo (privaat) agente.

Die SAMOAC word gesamentlik deur die *Department of Environmental Affairs and Tourism* (DEAT) en die *Department of Transport* (DoT) saamgestel. Dit bevat omvattende klassifisering van alle opelug-advertensieborde. Munisipaliteite ontwerp hul eie handleidings volgens die riglyne van SAMOAC, gewoonlik in die vorm van munisipale regulasies. SAMOAC verstrek egter geen taalvoorskrifte nie. Privaat tekens, soos kommersiële tekens, is dus grootliks ongereguleerd in terme van taalsigbaarheid. Dit is nogtans verkieslik om die dominante tale wat in 'n spesifieke gebied gebruik word, te vertoon.

Die SARTSM word volgens die *National Road Traffic Act* (RSA 1996) gepubliseer en word deur die *South African National Roads Agency Limited*

(SANRAL) saamgestel. Dit verstrek die standaard vir padtekens, insluitende die font, grootte en kleur van skrif op tekens. Die SARTSM vereis nou dat padverkeerstekens in ooreenstemming met die *Southern African Development Community Road Traffic Signs Manual* (DoT 1997) opgerig moet word. Laasgenoemde streef daarna om wesenlike taalgebruik op padverkeerstekens waar moontlik met simbole te vervang. Munisipaliteite is verplig om die riglyne van die SARTSM te volg wanneer hulle padtekens onder hul jurisdiksie oprig. Wanneer naamtekens opgegradeer word, moet noukeurige aandag aan die uitsprake van die Geografiese Namekomitee gegee word.

Regeringsinstellings moet aan die *Corporate Identity and Branding Guidelines* (CIBG) voldoen wat deur die Departement Kuns en Kultuur se erfenisafdeling verskaf word.

WETGEWING

Tydens die vorige bedeling het Suid-Afrika 'n rigiede vorm van statutêre tweetaligheid (Afrikaans en Engels) op nasionale, provinsiale en plaaslike regeringsvlakke onderskryf. As 'n reël was openbare tekens meestal tweetalig. Die privaatsektor het in hul voetspore gevolg, soos deur die volgende voorbeelde geïllustreer word:

REGERINGSTEKEN



Bron: CR Loth

PRIVAAT TEKEN



Bron: CR Loth

Die nuwe taalbewind in Suid-Afrika bevorder 'n ongedefinieerde vorm van meertaligheid, wat behels dat daar geen duidelike riglyne rondom die hantering van meertaligheid is nie. Hoe dit ookal sy, taalsigbaarheid vorm deel van taalbeleidbesluitneming op al drie regeringsvlakke (met ander woorde, nasionaal, provinsiaal en plaaslik).

In Suid-Afrika werk nasionale en provinsiale regerings saam om provinsiale taalbeleid te formuleer wat die norme en standaarde vir taalbeleid op plaaslike regeringsvlak verskaf (Skedule 4 van die Grondwet). Volgens die riglyne

- moet munisipaliteite 'die inwoners se taalgebruik en voorkeure in ag neem' (Artikel 6(3)(a), en
- word munisipale rade verplig om die amptelike tale waarin daar gekommunikeer word, in 'n owerste munisipale taalbeleid of in 'n munisipale regulasie te stipuleer (Artikel 21(2) van die *Wet op Plaaslike Regering: Munisipale strukture* (RSA 2000)).

Die meeste provinsies in Suid-Afrika beskik nou oor ten minste 'n konsep provinsiale taalbeleid. U kan by u plaaslike of distriksmunisipaliteitkantoor oor relevante taalbeleid in u gebied navraag doen. Hierdie beleid sal ook die mees dominante tale in u gebied aandui.

STAP 4: HOE KIES U DIE TALE?

GEBRUIK 'N PLAASLIKE TAAL

U moet meertalige tekens as 'n langtermyn belegging beskou. Die aanvanklike koste om meertalige tekens op te rig mag dalk effens hoër wees as gevolg van ekstra bewoording en vertaaldienste, maar op die lange duur word hierdie koste deur die voordele, beide funksioneel en simbolies, verreken.

'n Meertalige teken moet ten minste twee tale vertoon ('n tweetalige teken) en om praktiese doeleindes is dit raadsaam nie meer as vier tale op dieselfde bord te vertoon nie. Sou u vyf of meer tekens wil vertoon, kan u addisionele borde oprig. In tred met internasionale neigings stel ons voor dat u een of twee van die mees dominante plaaslike tale vertoon en 'n "toeristetaal" (Engels in die Suid-Afrikaanse geval) insluit.

WAAR KAN U INLIGTING OOR DIE MEES DOMINANTE PLAASLIKE TALE VERKRY?

Volgens die 2010 Sensus is die mees dominante eerste tale in die provinsies:

Tabel 1: Dominante eerste taal per provinsie in Suid-Afrika (Sensus 2011)

Oos-Kaap	
Xhosa	78.8%
Afrikaans	10.6%
Vrystaat	
Sotho	64.2%
Afrikaans	12.7%
Gauteng	
Zulu	19.8%
Engels	13.3%
Afrikaans	12.4%
Sotho	11.6%
KwaZulu-Natal	
Zulu	77.8%
Engels	13.2%
Limpopo	
Sotho	52.9%
Tsonga	17%
Venda	16.7%

Mpumalanga	
Swati	27.7%
Zulu	24.1%
Tsonga	10.4%
Ndebele	10.1%
Noord-Kaap	
Afrikaans	53.8%
Tswana	33.1%
Noord-Wes	
Tswana	63.4%
Afrikaans	9%
Wes-Kaap	
Afrikaans	49.7%
Xhosa	24.7%
Engels	20.3%

Dit is belangrik om daarop te let dat taaldominansie en –voorkeur van dorp tot dorp verskil. Sommige munisipaliteite het 'n taalvoorkeuropname uitgevoer, wat u by u plaaslike of distriksmunisipaliteit kan aanvra (indien beskikbaar). Alternatiewelik kan u na die sensusdata van u dorp verwys (statssa.gov.za).

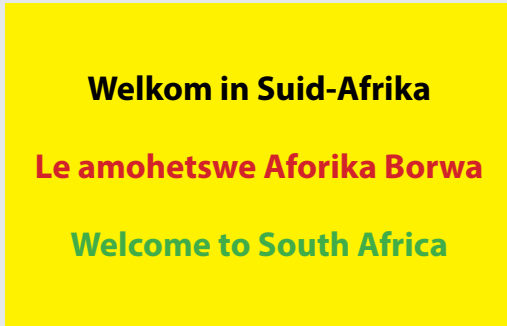
STAP 5: HOE VERTOON U DIE TALE?

Oor die algemeen word die taal wat eerste vertoon word as die mees prominente taal beskou. Ons stel voor dat u die mees dominante plaaslike taal eerste plaas, gevolg deur 'n ander plaaslike taal. Byvoorbeeld, indien u die teken in 'n Afrikaanse gemeenskap oprig, probeer om Afrikaans eerste op die teken te plaas, gevolg deur Sotho, Engels of enige ander tale wat u wil gebruik.

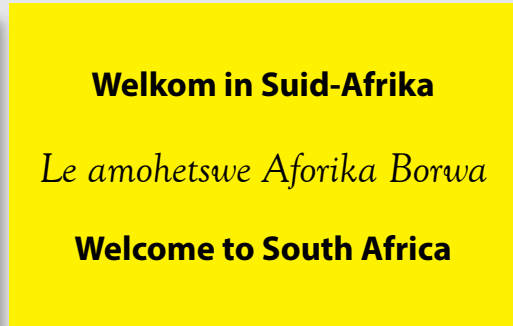
Tale word gewoonlik onder mekaar geplaas, byvoorbeeld, Afrikaans eerste, Sotho tweede en Engels derde (indien u daardie drie tale gebruik). Dit kan egter die indruk skep dat Afrikaans belangriker as Sotho en Engels is, terwyl hulle inderwaardheid almal ewe belangrik is.

Daar is maniere waarop u die tweede en derde tale meer prominent kan laat voorkom. U kan byvoorbeeld die font verander deur dit groter of kleiner te maak of selfs 'n ander kleur te gebruik. Dit kan die tale as gelyk uitbeeld en ook lesers help om tussen die verskillende tale op die teken te onderskei, verwys na die voorbeeld op die volgende bladsy.

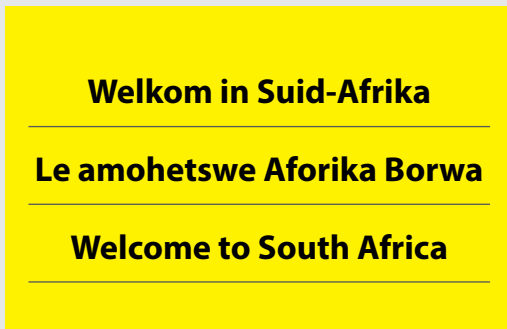
Wanneer mense 'n teken met meervuldige tale daarop sien, wil hulle hul verkose taal vinnig kan sien. Indien al die tale op dieselfde wyse vertoon word, is dit moeilik om te doen. As die verskillende tale egter elkeen in 'n ander font of kleur geskryf is, is dit makliker om die verkose taal raak te sien. Die illustrasies op die volgende bladsy wys hoe u dit kan doen.



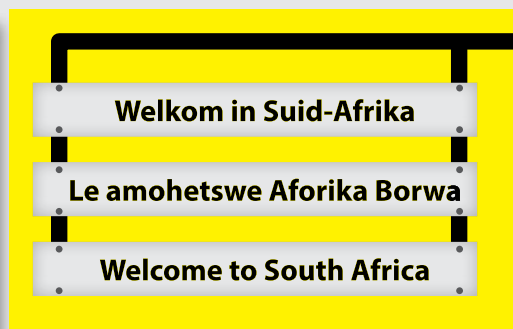
Tale word deur middel van **kleur** onderskei.



Tale word deur middel van **font** onderskei.



Tale word deur middel van **strepe** tussen die tale onderskei.



Tale word onderskei deur op **aparte borde** wat aan mekaar verbind is, vertoon te word.

Soms sal u bord te klein wees om al die tale te vertoon wat u graag wil gebruik, of is dit om die een of ander rede nie moontlik om al die inligting te vertaal nie (volledige vertaling). Wat staan u in so 'n geval te doen? Die een opsie is om slegs die belangrikste inligting op u teken te vertaal (gedeeltelike vertaling). Die onderstaande voorbeelde illustreer hoe u te werk kan gaan:

AFRIKAANS

ALGEMENE HANDELAAR

.....

Ons bied:

Algemene huisware!

Vars produkte!
(vrugte en groente, vleis en brood)

'n Uitgebreide wegneemspyskaart!

Algemene handelsure:

08:00 – 20:00



Kafee-ure:
10:00 – 20:00



ENGELS

GENERAL DEALER

.....

Take-aways and general merchandise

Business hours:

08:00 – 20:00

Cafe:

10:00 – 20:00



Soos u kan sien, word slegs die kernboodskap vertaal, maar potensiële Afrikaanse klante kan steeds verstaan wat die winkel verkoop en wanneer dit oop is. Dit skep ook 'n gevoel van goedgesindheid teenoor die besighede.

STAP 6: HOE ONTWERP U DIE TEKEN?

Dit is baie belangrik om die teken te ontwerp sodat dit leesbaar is en maklik is om tussen die tale te onderskei. Om dit te bereik, moet u die volgende faktore in gedagte hou:

- Die kleur van die teken en die teks,
- die font van die teks en
- die spasiëring tussen letters, tussen woorde en tussen reëls.

KLEUR VAN DIE TEKEN EN DIE TEKS



Maak seker dat die kleur van die teks nie te na aan die agtergrondkleur is nie. Dit sal daartoe lei dat die woorde met die teken saamsmelt en u klante sal nie in staat wees om dit te lees nie. Probeer om pastel (ligte) kleure te vermy en kies eerder duidelike tekskleure. Byvoorbeeld:



 <p>Welkom in Suid-Afrika</p> <p>Le amohetswe Aforika Borwa</p> <p>Welcome to South Africa</p>	 <p>Welkom in Suid-Afrika</p> <p>Le amohetswe Aforika Borwa</p> <p>Welcome to South Africa</p>
Die Sotho en Engels kan nie maklik geles word nie, omdat die kleure te na aan die agtergrondkleur is.	Hierdie is beter. Al die tale kan maklik geles word.

FONT

Die woorde wat u op die teken plaas, moet maklik leesbaar wees, veral vir diegene wat verbyry. U kan dalk in versoeking gebring word om 'n sierlike font soos *Blackadder ITC* of *Viner Hand ITC* te kies, maar dit is baie moeilik om van 'n afstand of selfs van naby te lees! Probeer om duidelike fonts, soos *Californian*, *Verdana* of *Corbel* te gebruik. Maak seker dat die fonts duidelik van mekaar onderskeibaar is. Hieronder is voorbeelde van wat u kan gebruik en wat u verkieslik nie moet gebruik nie.

 <p><i>Welkom in Suid-Afrika</i> <i>Le amohetswe Aforika Borwa</i> Welcome to South Africa</p>	 <p>Welkom in Suid-Afrika <i>Le amohetswe Aforika Borwa</i> Welcome to South Africa</p>
<p>Hierdie fonts is te moeilik om te lees.</p>	<p>Hierdie fonts is maklik om te lees.</p>


LETTER-, WOORD- EN REËLSPASIERING

Letter-, woord- en reëlspasiëring is belangrike aspekte om in gedagte te hou wanneer u 'n teken ontwerp. Mense lees woorde as 'n geheel en nie letter-vir-letter nie en daarom, indien die spasiëring verkeerd is, sal die boodskap wat u probeer oordra, verlore raak.

Wanneer u letters spaseer, maak seker dat die spasiëring nou genoeg is om die hele woord te kan herken, maar nie so nou dat die leser nie tussen die letters kan onderskei nie. Die reëls tussen sinne en tale moet ook korrek gespaseer word sodat die sinne en tale maklik van mekaar onderskei kan word. Die volgende illustrasies demonstreer hierdie konsepte:

 <p><i>LeamohetsweAforikaBorwa</i> W e l c o m e t o S o u t h A f r i c a</p>	 <p>Welkom in Suid-Afrika <i>Le amohetswe Aforika Borwa</i> Welcome to South Africa</p>
<p>Die letters in die boonste sin is te naby aan mekaar en in die tweede sin is die letters te ver uitmekaar. Dit is moeilik leesbaar. Die reëlspasiëring tussen die twee sinne is ook te nou.</p>	<p>Hierdie letters is ver genoeg van mekaar af gespaseer en die reëlspasiëring onderskei ook duidelik tussen die tale.</p>

Indien u die teken self ontwerp, met of sonder behulp van 'n rekenaar, stel ons voor dat u van 'n ruitekaart gebruik maak:



Welkom in Suid-Afrika
Le amohetswe Aforika Borwa
Welcome to South Africa

Indien u nie van 'n ruitekaart gebruik maak nie, mag die teks opeengehoop of skeef vertoon, wat dit moeilik maak om te lees.

Welkom in Suid-Afrika
Le amohetswe Aforika Borwa
Welcome to South Africa

Die spasiëring tussen die reëls is dieselfde en groot genoeg om tussen die sinne en tale te kan onderskei.

Hoe om 'n ruitekaart te gebruik:

	Welkom in Suid-Afrika	Welkom in Suid-Afrika
	<i>Le amohetswe Aforika Borwa</i>	<i>Le amohetswe Aforika Borwa</i>
	Welcome to South Africa	Welcome to South Africa

1. Skep 'n ruitekaart
2. Plaas die teks
3. Finale uitkoms

Hierdie ses stappe sal u lei om 'n nuttige meertalige teken op te rig. Daar is nog 'n paar punte om in ag te neem.

ANDER PUNTE

GEBRUIK ERVARE VERTALERS

Taalvaardigheid in twee of meer tale beteken nie noodwendig dat 'n persoon vertaalwerk kan doen nie. 'n Opgeleide, ervare vertaler sal die beste resultate lewer. Vermy die gebruik van gerekenariseerde vertaalprogramme, aangesien programme nie die konteks waarin die individuele woorde gebruik word, in ag neem nie, en gevolglik 'n foutiewe vertaling kan lewer.

GEBRUIK OPGELEIDE LETTERSKILDERS

Meertalige tekens vereis noukeurigheid wat ontwerp en drukwerk betref. 'n Gevestigde drukker met 'n goeie reputasie sal die mees gepaste keuse wees om hierdie uitdaging aan te pak. Dit is raadsaam om 'n professionele letterskilder te raadpleeg indien u kan.

GEBRUIK GOEIE OORDEEL WANNEER TEKENS VERVANG WORD

Hierdie handleiding het nie ten doel dat alle eentalige tekens sonder verwyl en almal op een slag deur meertalige tekens vervang moet word nie. Ons stel

voor dat wanneer nuwe tekens opgerig moet word (vir 'n nuwe onderneming, na 'n naamsverandering, omdat die teken oud en afgeleef of selfs verwyder is), hulle meertalige in plaas van eentalige teks vertoon.

Navorsing in Ierland en sommige Skandinawiese lande het bevind dat die gebruik van plaaslike tale op openbare tekens 'n groot trekpleister vir toeriste is. 'n Drietalige teken wat die plaaslike tale (en natuurlik Engels as die toeristetaal) vertoon, verleen 'n ekstra fotogeleentheid aan besoekers en dra grootliks by tot die sonderlingheid van die plek wat hulle besoek. Hierdie aanloklikheid kan verder gevoer word deur besighede, geboue en strate in plaaslike tale te benoem. Onthou, jou tekens is jou taalhandtekening!

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MANUAL FOR MULTILINGUAL SIGNAGE



Chrismi-Rinda Loth, Joan-Marié Steenkamp and Theodorus du Plessis



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MANUAL FOR MULTILINGUAL SIGNAGE

..... COMPILED BY

Chrismi-Rinda Loth, Joan-Marié Steenkamp and Theodorus du Plessis

.....

AFRIKAANS TRANSLATION BY JEANNE-LEANNE SMIT

sb **SUNBONANI
CONFERENCE**

Manual for Multilingual Signage

Chrismi-Rinda Loth, Joan-Marié Steenkamp and Theodorus du Plessis

Afrikaans translation by Jeanne-Leanne Smit

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FOREWORD

This manual is the product of research undertaken under the auspices of the MIDP V, which deals with the overall topic of “Multilingualism for Empowerment”. We believe that this kind of manual, one that provides concrete guidelines on how to manage multilingual public signage, will contribute to the empowerment of South African citizens. To ensure the manual serves this purpose, it was introduced into the community of Philippolis (in the southern Free State, where MIDP V is housed) in draft format, followed by market research, consultation with stake holders and a measurement of its effectiveness. This manual is the final product of this process.

The MIDP (Multilingual Information Development Programme) is a project funded by the Province of Antwerp of Flanders, Belgium, since 1999. The project is operated in three-year cycles. The overall aim of the MIDP V (2011–2013) is to help institutionalise the already-functioning multilingualism in the Xhariep area in order to make public life more accessible to ordinary citizens. All phases of the MIDP involve both a community development and a research component. Within the MIDP V, the former focuses on the training of *ad hoc* language practitioners and the establishment of resources for these language practitioners. The latter involves numerous research activities undertaken

in the Xhariep area, including publications, post-graduate studies and an international symposium that was organised during 2012. The design and testing of this manual are further components of this research.

We thank the community of Philippolis for their participation in this project. The manual would not have been possible without their input.

We trust that the manual will serve its purpose, that it will be used and be found useful and that it will contribute to cultivating a language dispensation in South Africa that is just and that benefits all of its inhabitants.

Theodorus du Plessis, Chrismi-Rinda Loth and Joan-Marié Steenkamp

Bloemfontein

May 2013

BACKGROUND

WHY A MANUAL ON MULTILINGUAL SIGNAGE?

There is currently no manual available in South Africa on the implementation of multilingual signage. This manual aims to provide practical guidelines

- to officials and other persons responsible for erecting signage in public
- at both government and private institutions
- on how to produce multilingual public signage
- in accordance with the relevant legal requirements and constitutional ideals.

WHAT IS MULTILINGUAL SIGNAGE?

Multilingual signage displays more than one language on the same board, for example on alone-standing signs (such as road and traffic signs), buildings, billboards and placards, etc. A multilingual sign could display at least two languages (a bilingual sign), three languages (a trilingual sign) or even more languages. For practical purposes it is conventional not to exceed displaying four languages on the same sign. However, we can have additional signs displaying more alternative languages.

WHY MULTILINGUAL SIGNAGE?

Constitutional and legal requirements

The new language regime of South Africa promotes an undefined form of multilingualism. Section 6 of the Constitution stipulates that national and provincial government should use at least two official languages at all times. This constitutional obligation applies to the use of official languages in the public space, and thus on public signage, as well. Concretely it means that new public signs should be multilingual and include at least one of the dominantly used local languages.

International norm

Multilingual signage is becoming the norm all around the world. For example, most airports will display signs in at least two, but sometimes even more, languages. In the Croatian example, locals are catered for by having their language (Croatian) displayed first and the “tourist” language (English) at the bottom. In the second example, Spanish (the local language), although displayed last, is the most prominent, as it is displayed in a larger font and a different colour.

CROATIA



Source: www.dreamstime.com

SPAIN



Source: <http://www.superstock.com>

Many countries with more than one official language actually have a policy on bilingual or multilingual signage. It is standard practice in these places to see two or more languages displayed on public signs. The most dominant local language is displayed at the top, as is the case in Israel where Hebrew is followed by Arabic and English. In the Welsh example below, Welsh, the language being promoted, is followed by English. Here are examples of such signage from these countries:

ISRAEL



Source: www.standwithus.com

WALES



Source: www.apsresources.com.au

Symbolic and functional value of multilingual signage

Multilingual signage is both functional and symbolic.

Multilingual signage is functional in countries where inhabitants and visitors do not necessarily know all the dominant languages spoken in an area. This type of signage allows them to still find their way around. Some studies have proven that multilingual signage is also a practical option with regards to driver safety and is definitely an affordable, long-term option.

Multilingual signage is also implemented for symbolic reasons. Research has proven the positive impact of multilingual signage on linguistic vitality, societal transformation and social cohesion. Language visibility (of languages displayed on signage in the public space) contributes to the (re)legitimation of languages, which in turn positively impacts language attitudes. In other words, seeing a language displayed in the public space enhances the perceived value (status and prestige) of that specific language. It also contributes to the usage and development of that language. In a country such as South Africa, where the majority of languages are under-utilised and even marginalised, multilingual signage could play a significant role. Multilingual signage can be erected by either 'top-down' agents (governmental authorities) or 'bottom-up' agents (non-governmental, commercial and private bodies).

BUT WHY NOT MONOLINGUAL SIGNAGE?

Some would argue monolingual signage is cheaper and even simpler. Research conducted in Wales has actually proven this thinking to be a myth since the negative impact of signs that do not display local languages far outweighs

the cost of multilingual signage. Multilingual signage should therefore be considered a long-term investment. The initial cost of placing multilingual signage may be slightly higher due to the added wording and translation services, but in the long-run these costs are off-set by factors such as the good will of prospective clients, the longevity of signs and language maintenance.

Furthermore, monolingual signage could be seen as a gesture of arrogance towards prominent language communities whose languages are not displayed in public. Onlookers might even experience monolingual signs as imperialistic and reflecting a colonial mentality. This is especially true in multilingual countries where language is an emotive issue.

STEP-BY-STEP GUIDE

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STEP 1: WHY DO YOU PUT UP A SIGN?

You could put up a sign either because you are obliged to by a government institution or by choice as a private person or business.

GOVERNMENT/OFFICIAL SIGNS

Official signs are signs erected by public (government) authorities, such as street name signs, road signs, building names, etc. Top-down signs are usually regulated by relevant laws and by the language policy of the authority involved.

PRIVATE SIGNS

Private signs are signs erected by non-governmental institutions, business people, individuals, etc, such as signs on shops and on private offices, advertisements, notices, etc. Except for signs on private residences, private signs are also subject to the relevant laws and regulations in general terms. Even when these laws and regulations do not include language prescriptions (i.e how languages should be displayed on signs), those erecting signs may be influenced by the example set on official public signs and, obviously, by individual preferences.

FUNCTIONS OF SIGNS

Either way, when you erect a sign, you should consider what the functions of your sign(s) are. Different signs fulfil different functions. It could

- guide readers by providing directions,
- identify your institution by displaying its name or
- provide information about your institution (for example opening hours, services provided and/or products for sale).

STEP 2: WHERE DO YOU PLACE A SIGN?

Placement is another important aspect to consider. It depends largely on the function of your sign. Do you want to guide your readers towards your institution, identify your institution or provide more information about your institution? You should also consider your target audience, in other words, who will be reading the sign? Will it be existing customers or will you try to attract new customers? Will it be local inhabitants or visitors to the town who are just passing through? These factors will determine the content of your sign.

For example, if you want to identify your institution, you will choose to display its name prominently in the front of the building. You might want to add more information, such as opening hours, on the window or door; and specials (temporary signs) on the walls. If you want to direct people to your institution, you have to get permission to erect directional signs next to the road.



STEP 3: WHAT REGULATIONS DO YOU CONSIDER?

GENERAL REGULATIONS

Official and private sign erectors are subject to different regulations. However, in all instances, signage should not display improper language (such as swearwords) or contain offensive content.

If you want to place the sign on your private property, you do not need to get permission from any authority. If you want to place the sign on the side-walk or next to the street, you will need to get permission from your local municipality. If you want to place the sign next to a national road, you will need to get permission from your provincial Department of Public Works and Transport.

USEFUL GUIDELINES

The *South African Manual for Outdoor Advertising Control* (SAMOAC) and the *South African Roads Traffic Signs Manual* (SARTSM) provide guidelines for both top-down (government) and bottom-up (private) agents.

The SAMOAC is jointly compiled by the Department of Environmental Affairs and Tourism (DEAT) and the Department of Transport (DoT). It contains extensive classification of all outdoor advertising signs. Municipalities draft their own manuals on the basis of SAMOAC, usually in the form of by-laws. SAMOAC does not, however, contain any language prescriptions. Private signage, such as commercial signs, is thus largely unregulated in terms of language visibility. It is, nevertheless, preferable to display the dominant languages used in a specific area on signs.

The SARTSM is published in terms of the *National Road Traffic Act* (RSA 1996) and is compiled by the South African National Roads Agency Limited (SANRAL). It provides the standards for road signage, including the font, size and colour of writing on signs. The SARTSM now requires road traffic signs to be in line with the *Southern African Development Community Road Traffic Signs Manual* (DoT 1997), which strives to eliminate actual language use on road traffic signs by using symbols where possible. Municipalities are obliged to follow the directives of SARTSM when erecting road traffic signs under their jurisdiction. When upgrading naming signage, close attention should be paid to the rulings made by the Geographical Names Committee.

Government agencies should adhere to the *Corporate Identity and Branding Guidelines* (CIBG) provided by the Department of Arts and Culture's heraldry division.

LEGISLATION

In the previous dispensation, South Africa endorsed a rigid form of statutory bilingualism (Afrikaans and English) at national, provincial and local government levels. This means that, as a rule, public signage was mostly bilingual. The private sector largely followed suit, as illustrated by the following real-life examples:

GOVERNMENT SIGN



Source: CR Loth

PRIVATE SIGN



Source: CR Loth

The new language regime of South Africa promotes an undefined form of multilingualism, which means there are no clear guidelines on how to deal with multilingualism. However, language visibility forms part of language policy-making at all three levels of government (i.e. national, provincial and local).

In South Africa, national and provincial government cooperate to formulate provincial language policies that must provide the norms and standards for language policy at local government level (Schedule 4 of the Constitution). In line with this, municipalities must:

- ‘take into account the language usage and preferences of their residents’ (Section 6(3)(a), and
- stipulate the official languages to be used for the purposes of communication (Section 21(2) of the *Local Government Municipal Systems Act*), either by means of an overt municipal language policy or a by-law.

Most of the provinces in South Africa now have at least a draft provincial language policy. You can enquire at your local municipality or district municipal office about language policies relevant in your area. These policies will also reflect what the most dominant languages in your area are.

STEP 4: HOW DO YOU CHOOSE THE LANGUAGES?

USE A LOCAL LANGUAGE

You should regard multilingual signs as a long-term investment. The initial cost of placing multilingual signage may be slightly higher due to the added wording and translation services, but in the long run the benefits, both functional and symbolic, off-set these costs.

A multilingual sign could display at least two languages (a bilingual sign) and for practical purposes it is conventional not to exceed displaying four languages on the same sign. Should you wish to display five or more languages, you can choose to have additional boards. In line with international trends, we suggest that you use one or two of the most dominant local languages and include a “tourist” language (English in the South African case).

WHERE CAN YOU FIND INFORMATION ON THE MOST DOMINANT LOCAL LANGUAGES?

According to the 2011 Census, the most dominant first languages in the provinces are:

Table 1: Dominant first language per province in South Africa (Census 2011)

Eastern Cape	
isiXhosa	78.8%
Afrikaans	10.6%
Free State	
Sesotho	64.2%
Afrikaans	12.7%
Gauteng	
isiZulu	19.8%
English	13.3%
Afrikaans	12.4%
Sesotho	11.6%
KwaZulu-Natal	
isiZulu	77.8%
English	13.2%
Limpopo	
Sesotho	52.9%
Xitsonga	17%
Tshivenda	16.7%

Mpumalanga	
siSwati	27.7%
isiZulu	24.1%
Xitsonga	10.4%
isiNdebele	10.1%
Northern Cape	
Afrikaans	53.8%
Setswana	33.1%
North West	
Setswana	63.4%
Afrikaans	9%
Western Cape	
Afrikaans	49.7%
isiXhosa	24.7%
English	20.3%

It is important to note that language dominance and preference differs between towns. Some municipalities have conducted a language preference survey, which you can request at your local or district municipality (if available). Alternatively, you can refer to the census data for your town (statssa.gov.za).

STEP 5: HOW DO YOU DISPLAY THE LANGUAGES?

Generally, the language that is placed first is considered the most prominent. We suggest that you place the most dominant local language first, followed by another local language. For example, if you put up the sign in an Afrikaans community, try placing Afrikaans first on the sign, followed by Sesotho, English or any other languages you want to use.

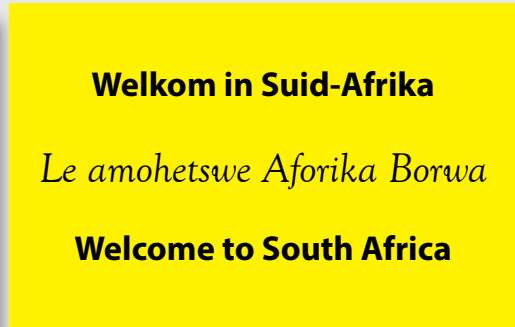
Languages are usually placed underneath each other, for example, Afrikaans first, Sotho second and English third (if you are using those three languages). However, this might cause people to think that Afrikaans is more important than Sesotho and English, while they are actually equally important.

There are ways in which you can make the second and third languages appear more prominent. For example, you can change the font by making it bigger or smaller or even a different colour. This can display the languages equally and also help readers to differentiate between the different languages on the sign, see the examples on the opposite page.

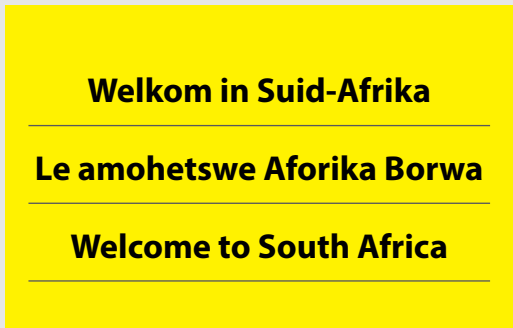
When people see a sign with multiple languages on it, they want to be able to spot their preferred language quickly. If all the languages are displayed in the same way, it is difficult to do this. However, writing the different languages each in a different font or different colour makes it easier to spot the preferred language. The illustrations on the opposite page show how you can do this.



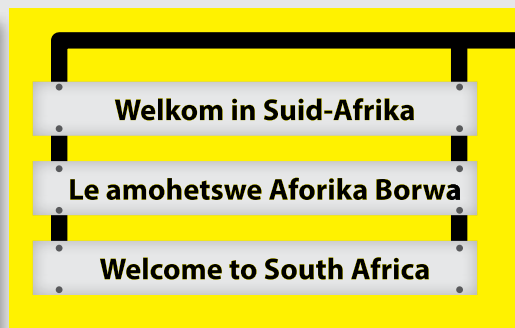
Languages are differentiated by **colour**.



Languages are differentiated by **font**.



Languages are differentiated by **lines** between the languages.



Languages are differentiated by being placed on **separate boards** that are linked to each other.

Sometimes your board will be too small to display all the languages you want to use, or for some reason it is not possible to translate all of the content (full translation). So, what can you do in such a case? One option is to only translate the most important information on your sign (partial translation). The following examples illustrate how you can do this:

ENGLISH

GENERAL DEALER

.....

We offer:

General merchandise!

Fresh produce!

(fruit and vegetables, meats and bread)

An extensive take-away menu!

General business hours:
08:00 – 20:00

Café hours:
10:00 – 20:00



AFRIKAANS

ALGEMENE HANDELAAR

.....

Wegneemetes & algemene huisware

Handelsure:
08:00 – 20:00

Kafee:
10:00 – 20:00



As can be seen, only the core message was translated, but potential Afrikaans clients are still able to understand what the shop sells and when it is open. It also generates a feeling of goodwill towards the business.

STEP 6: HOW DO YOU DESIGN THE SIGN?

It is very important to design the sign in such a way that it can be read easily and the languages distinguished from each other. To achieve this, you have to keep the following factors in mind:

- The colour of the sign and the text,
- the font of the text and
- the spacing between lines, between words and between letters.

COLOUR OF THE SIGN AND THE TEXT

Make sure the colours of the text are not too similar to the background colour. This will cause the words to blend in with the sign and your clients will not be able to read it. Try to avoid pastel (light) colours, and rather go for bold text colours. For example:



 <p>Welkom in Suid-Afrika</p> <p>Le amohetswe Aforika Borwa</p> <p>Welcome to South Africa</p>	 <p>Welkom in Suid-Afrika</p> <p>Le amohetswe Aforika Borwa</p> <p>Welcome to South Africa</p>
<p>The Sesotho and English cannot be read easily because the colours are too similar to the background.</p>	<p>This is better. All the languages can be read easily.</p>

FONT

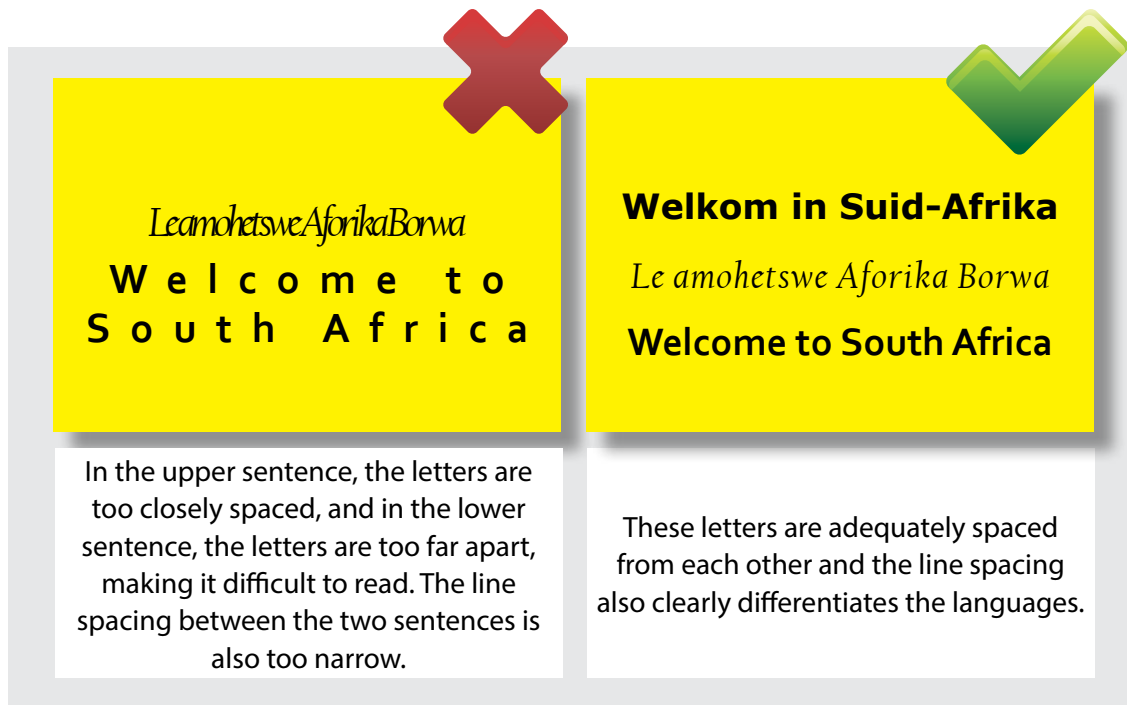
The words you put on the sign should be easy to read, especially by those who are driving past. You might be tempted to write your sign in a fancy font like *Blackadder ITC* or *Viner Hand ITC*, but they are very difficult to read from a distance or even up close! Try to use clear fonts, such as *Californian*, *Verdana* or *Corbel*. Make sure that these fonts are clearly distinguishable from each other. Below are some examples of what you can use and what you preferably shouldn't use.


 <p><i>Welkom in Suid-Afrika</i> <i>Le amohetswe Aforika Borwa</i> Welcome to South Africa</p>	 <p>Welkom in Suid-Afrika <i>Le amohetswe Aforika Borwa</i> Welcome to South Africa</p>
<p>These fonts are too difficult to read.</p>	<p>These fonts are easy to read.</p>

LETTER, WORD AND LINE SPACING


Letter, word and line spacing are also important aspects to keep in mind when designing a sign. This is because people read words as a whole and not letter for letter, and therefore, if the spacing is incorrect, the message you are trying to display will be lost.

When spacing letters, be sure that the spacing is narrow enough to recognise the whole word, but not so narrow that the reader will not be able to distinguish between the letters. The lines between the sentences or languages also need to be spaced correctly so that the sentences and languages will be easily distinguished from each other. The following illustrations demonstrate these concepts:



 <p><i>LeamohetsweAforikaBorwa</i> W e l c o m e t o S o u t h A f r i c a</p>	 <p>Welkom in Suid-Afrika <i>Le amohetswe Aforika Borwa</i> Welcome to South Africa</p>
<p>In the upper sentence, the letters are too closely spaced, and in the lower sentence, the letters are too far apart, making it difficult to read. The line spacing between the two sentences is also too narrow.</p>	<p>These letters are adequately spaced from each other and the line spacing also clearly differentiates the languages.</p>

If you are designing the sign yourself, with or without the use of a computer, we suggest you make use of a grid map:



The image shows two yellow rectangular signs side-by-side. The left sign is tilted upwards to the right. It contains three lines of text: "Welkom in Suid-Afrika" (top), "Le amohetswe Aforika Borwa" (middle), and "Welcome to South Africa" (bottom). A large red 'X' is placed over the top right corner of this sign. The right sign is straight and horizontal. It contains the same three lines of text: "Welkom in Suid-Afrika" (top), "Le amohetswe Aforika Borwa" (middle), and "Welcome to South Africa" (bottom). A large green checkmark is placed over the top right corner of this sign.

If you do not use a grid map, the text might be squashed or skew, which makes it difficult to read.

The spacing between the lines are the same and big enough to distinguish between the sentences and languages.

How to use a grid map:



The image shows three yellow rectangular panels illustrating the process of using a grid map. The first panel shows a 10x10 grid of yellow squares. The second panel shows the same grid with the text "Welkom in Suid-Afrika", "Le amohetswe Aforika Borwa", and "Welcome to South Africa" inserted into the grid cells. The third panel shows the final result, which is a yellow sign with the text "Welkom in Suid-Afrika", "Le amohetswe Aforika Borwa", and "Welcome to South Africa" aligned to the right.

1. Create grid map
2. Insert the text
3. Final result

These six steps will guide you to produce a useful multilingual sign. There are still a few other matters to keep in mind.

OTHER MATTERS

USE EXPERIENCED TRANSLATORS

Proficiency in two or more languages does not automatically mean someone can be a translator. A trained, experienced translator will deliver the best results. Avoid the use of computerised translation programmes, as they do not take the contexts of the individual words into account and may therefore give a misleading translation.

USE TRAINED SIGNWRITERS

Multilingual signage requires more care with regards to design and printing. An established printer with a good reputation will be most suitable to meet this challenge. It is advisable to consult a professional if you are able to.

USE WISDOM WHEN REPLACING SIGNS

This manual does not imply that all monolingual signage should be replaced immediately and all at once by multilingual signs. We suggest that when new signs have to be erected (for a new establishment, following a name change or

because the old sign is dilapidated, damaged or even removed), they display multilingual text instead of only one language.

Research in Ireland and some Scandinavian countries have shown that using local languages on public signs carry great tourist value. A trilingual sign displaying local languages (and of course English as tourist language) gives visitors an extra photo opportunity and adds significantly to the quaintness of the place they visit. This attractiveness could even be extended to naming businesses, buildings and streets in local languages. Remember, your signage is your language signature!

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