



Figure 5.8: Shell Select shop

As mostly commercial discourses are economic, the study drew interest in the different types of marketing and advertising genres that were employed and used in the Mall area. This varied from cheap to desperate to diverse distribution of discourses and from minimal to contested use of spaces that reigned in the different kinds of businesses of different levels and degrees. From the types of signs used to the type of business involved. Kitchen (1999) places as among others the role and aims of advertising as long-term brand building awareness, conveying information, telling a story, establishing identity and creating a predisposition. He further demonstrates the implications that this study aims to raise with economics that make a sign. The scope of an advertising, he states is limited by the financial resources available, particularly for allocation to the buying of media space and time. This explains why one would place an ad on a tree as in Figure 5.9 below:



Figure 5.9: Advert for a house to rent posted on a tree

The economics and financial background of businesses represented in and by signs in Figure 5.1 to 5.10 may in a way be predictably defined by the type of marketing and types of signs and messages carried thereon or advertisement in this case. Asman stores in figure 5.7 sells electronic products that range from computers to cellphones and ordinarily one will not expect this type of advertising to be linked to such products. This is presumably influenced by the free will to paste anywhere and everywhere in the Mall area and diversification. Further, Asman used the strategy of personalizing the sign by having it hand-written to make it probably appeal more to ordinary people.

The advertisement in figure 5.9 was one of the many found on trees but interestingly this one could arguably be said to be misplaced as the target market for such a house of the rent value (P2900/ ±R3000 monthly) will not normally look for such on a tree but rather in a newspaper or from online sources. Despite this, the advertiser used the chance and took an opportunity of free advertising and the strategic location of the tree which is next to British Council offices in the passage way in the middle of the Mall. The strategy employed by the above advertisements can

thus so relate to the target market in the research area and the opportunity of different modes of advertising the Mall avails to different people.

Figure 5.10 also illustrates the different opportunities advertisers used in the Mall. Two matching dustbins put alongside each other carry two types of adverts targeted at two totally different social groups and events happening at almost the same time, separated by hours all promoting celebrations to welcome the new year.



Figure 5.10: Dustbins in the middle of the Mall

The dustbin on the left is marketing 'Boosta Bash', a popular annual music festival frequented by the youth and promoted by one of the cellphone network companies in the country. The event advertised is on New Year's Eve where the audience's expectation contemporary music and alcohol the whole night while the one on the left, advertises a religious concert where the expectation is the opposite of the other, as there will be gospel music, singing and praising God the whole day.

The freedom of placing signs in a disordered pattern everywhere was a norm in the Mall as earlier noted and illustrated. This was not just restricted to the inside of the Mall but also the surrounds. In this regard, about fifty percent (50%) of the data collected revealed a tendency of signs strategically posted in any place and space on sight with all sorts of posters bearing adverts presumably not monitored or managed, on top of each other, on dustbins, on bus stops, trees, walls, poles, and just anything on sight as illustrated with landscapes used in this research. Below is a typical example in Figure 5.11 illustrating this fact:



Figure 5.11: Bus stop opposite Parliament (also used in Figure 4.22)

As illustrated in the signs below (Figures 5.12 and 5.13) even clothing and canvas material are used as LL. Vendors are not left out, they also make part of the landscape of marketing their products and associating themselves with ‘class’ in order to compete with established businesses. They have elevated themselves as an established business by taking in consideration the importance and value of signs. These vendors do not only market themselves as a “music shop” (Fig. 5.12), for example, but also as “The home of music”. They make a puzzle of the LL that make up the Mall mainly in the commercial discourse.



Figure 5.12: Music Street vendors



Figure 5.13: Cellphone and Clothing Vendor

As the Mall area is a haven for everything from established businesses to street vendors to crooks who rob people of their money daily, all this make up the LL of the place together and add up to communication and what language in place signals. Shohamy and Gorter (2009) argue for the study of LL as advocating for and discovery of new ways of observing language in space and ways of manipulating language as different patterns emerge and interact. They argue that there is a revolution taking place that includes to set linguistic procedure allowing mixtures of languages, new linguistic rules, new spellings, new syntax, inventions of words combined with additional presentations, those of sounds and all displayed publicly.

5.4. Linguistic Landscapes and symbols of identity in a “foreign land”

The general sights that seem to be at play with regard to Botswana Parliament itself does appears to be the same to some extent, for example, the United States of America Embassy which has entertained some Setswana similar to the what obtains at the Parliament. Here, Setswana was found only on American Embassy security walls, prohibiting taking of pictures around the embassy. However, the language of communication that dominates LL in this particular research zone was also English, particularly the language used at South African, Zimbabwean, Zambian Embassies and British Council offices as can be seen in Figure for British Council below. As has been mentioned earlier, the researcher could not be allowed to take photos from some mentioned embassies for security reasons but took notes instead.



Figure 5.14: British Council office Building

Therefore, the majority of the signs in all embassies and international institutions were in English with their linguistic identity found mostly in their symbols in the form of coat of arms, emblems, flags and mottos. In more than one case on their place name, signs found by where either at the gate to their grounds or at the entrance to the buildings as in Figure 5.15, a sign found on the main entrance to the embassy building of Libyan Government with Arabic as the main language displayed on top next on the coat of arms and the English version of the Arabic on the bottom part of the sign.



Figure 5.15: Sign showing the name of place for the Libyan Embassy Building placed at the entrance

International businesses as in Figure 5.16 also displayed their association with certain countries and did so with the inscription of the given country but also strategically as a marketing and identity tool. By this, they are able to be identified by potential clients by virtue of their association with the given symbol and the name of such a country.



Figure 5.16: IDP Education Australia

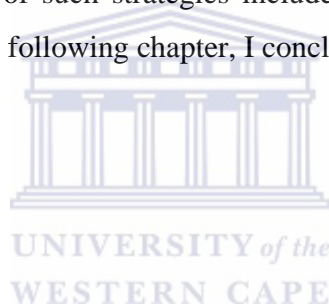
In many instances the significance of a symbol and a name is an economical link to the familiarity of their product or services to a given market. Figure 5.16 above is one of the many examples. As Batswana are known to study in Australia, mostly through Government bursaries, the IDL has thus established itself on the market to target prospective students who will need such services as clearly written on the sign.

5.5. Conclusion

This chapter has managed to capture the LL at play in the vicinity of Parliament by drawing from the themes that the researcher deemed significant to the study. The themes that were drawn from the data in this area include the languages at play, the popularity and common adoption of foreign names in the commercial market, the economics of signs and the symbols of identity in a foreign land. The analysis discovered substantial influence of commercial discourse in the LL. The language that dominated was English as it is used mostly as the vehicle for messages especially in advertisements and marketing tools. With regard to international firms and embassies, the study reveals through majority of the signs in all embassies and international

institution, that they carry their daily businesses in English. Their linguistic identity was mostly noted distinguishably by each country's symbols in the form of coat of arms, emblems, flags and mottos found in their walls and premises. Chinese and its symbols were found to be commonly used in the research area as a marketing strategy in association with the country and its people's connection to bargains. The drawing of names inspired by different countries and languages was not only limited to China as another notable trend picked was the frequency in which foreign names are used by most businesses with the influence linked to the stereotype associated with the type of good quality products from the particular country.

The diversity of signs used as examples in this chapter have illustrated and given an insight on the marketing strategies adopted by Batswana. They revealed multiplicity and fusion of discourses with types ranging from low budget to the modern visual signs by individuals and established companies. Examples of such strategies include use of free advertising spaces on trees and discarded dustbins. In the following chapter, I conclude the thesis.



CHAPTER 6

CONCLUSION

6.0. Introduction

This chapter draws the main conclusions from the study. It summarises the main themes and what has been gained from the study. I will first give a recap of the objectives of the study.

6.1. Language and information in the LL

Below I look at each of the following objectives and discuss what conclusions can be drawn from each.

The objectives of the study were to:

- 1 Analyse the visual language in display in and around Parliament looking at the visibility and clarity of language and information/ messages on the signage.
- 2 Analyse and interpret the distribution and frequency of each one of the languages in signage.
- 3 Determine power relations, attitudes and patterns of language use in LL in the research area
- 4 Study the gap between official language policy and practice with regard to the languages found in the LL
- 5 Find out whether there is a differential effect in which language is used in a particular space

With regard to the first objective on visual language on display, it is clear that English is the main language of LL followed far behind by Setswana. One can even think the two languages are the only languages spoken in Botswana. In terms of frequency and distribution of each languages, these two are also the main language used in LL. Surprisingly though, there were no other languages of Botswana apart from the minimal Setswana found on the landscapes. However, one finds in Embassies and commercial enterprises in the research areas other

languages like Chinese and Arabic. It is clear from the study that Chinese which was found in the mall area, is not used as a communicative language for China but rather as a marketing ploy as China is associated with bargains as discussed elsewhere.

On the third objective on influence of power relations, attitudes and patterns of languages found, it is clear that with its few mother tongue speakers in Botswana, English still carries a lot of socio-economic capital. This is also apparent as it seems people have much more positive attitude towards English perhaps more than even their mother tongues which in this case is likely to be Setswana. The distribution relates to English as the language that is used at work and offices while Setswana is still used as a language of communication at home.

According to Bourhis and Landry (2008), language vitality indicators are exposed by the choice and support of one language over another among other languages. They also give the status associated with a language as an indicator that can have implication on socio economic status of a language speaking community. According to the study, languages that have little or no vitality eventually cease to exist as the marginalized group tends to be assimilated into other groups or identify themselves with the prominent language groups. If this theory is anything to go by, the general advocacy for English evident in the LL disclosed by the study seems to suggest the other languages in Botswana are marginalized. This practice has multiple implications which can lead to language extinction and promote oppression and uneven distribution of economics (cf. Chebanne 2008). From the LL it is clear that languages other than English and Setswana may be in danger of language death.

There is also an evident gap with regard to official language policy and practice on LL. Even though both languages, Setswana and English, are considered as official languages, the LL seems to suggest that there is only one language which is English. Even the obvious high literacy rate in Setswana is being undermined in LL . There is also an apparent contradiction in which Setswana is called a national and English is referred to as the official language. This is because it is assumed everybody speaks Setswana which is not the case as there are other language groups who may not speak Setswana at all. The same is true for English.

In terms of the quality of translation employed on bilingual signs, this study concludes it is not up to standard. It is evident that when one compares the information found in the English to the Setswana used on LL in most cases the Setswana used is constructed in English and later translated into the former. In most cases, the information value on the Setswana LL was not as complete as on English. This shoddy work on translation can be associated to the authors or producers of the signs who may not be professional translators or trained language professionals.

With regard to the fifth objective, although English is used all round and dominates the LL in the research area all round, there is a difference though in terms of the type of discourses found. Authoritative or top-down signage was found mostly in Parliament while commercial discourses dominated the mall area. The different signs and discourses analysed clearly show that people are aware of the signs that surround them and the marketing strategies employed. They are also aware of the link between the LL and economics. This is illustrated through businesses adoption of foreign names and that of economics of signs. In support, Laundry and Bourhis (1997) suggest all signs have an economic dimension be it by choice of language used, cost of design, maintenance or the intended market value of the location. Therefore choice of language and the influence of types of signs in and around Parliament of Botswana seem to be influenced to a large extent by globalisation which is linked to the economic importance, relations of power and status generally associated with English and anything foreign.

I argued for the statues, war memorials, posters of former leaders and other artifacts in terms of them reflecting and conveying political value and preservation of cultural and historical discourses. These linguistic landscapes though also explored the apparent contradiction in which even monuments of heroes and pictures of past “Dikgosi” (Chiefs) or traditional Tswana leaders are constructed in English. The study also exposed the chaotic placement of signs in Parliament. Ben-Rafael et al (2006: 10) refer to this chaotic composition of LL as “symbolic construction of the public space” as LL signs are jumbled around not in order. This seems to imply that what is seen at play with regard to Parliament is symbolic to the disordered orders or chaotic composition as can be seen with random placement of posters, outdated communiqués and makeshift office naming.

The study also revealed politics of colour with regard to Parliament. Kress and Van Leeuwen (2002) associate the meaning of different colours to different sources, used in relation to differentiate entities to distinguish different identities. This seem to be true for Parliament as it suggests that its adoption of particular colours distinguishes it from any other place in the form of its identification and association with colours of the Botswana flag. The choice of colours adopted by Parliament are however evidently a symbol of identity more to do with the politics of colour than associated to Kress and Van Leeuwen (2006) theory on colour. The selection and choices of colours here are more guided by the availability rather than on their significance as determined by Kress and Van Leeuwen. For instance, political parties represented in Parliament do not use colours that are already being used by other parties as a way to preserve their identity.

6.2 Suggestions for further Research

It is crucial to note that, findings of this research also motivated and raised questions which due to limitations, this particular research could not answer. One particular interest is with regard to exploration of road signs particularly with interest on contradiction with the code of language used with regard to theory and practice. As such, the hanging questions and the limitation of the research are inspiration for future research which can take the study of LL in Botswana to another level. This will include interviewing people who are writing signs and the end users to answer questions which include whether people who put up signs used and raised in this study pay any particular interest to the trends found especially the interpretation of their clientele.

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