

**SA Language Rights Bulletin**  
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**Prepared for the**  
**Pan South African Language Board**  
**by the**  
**Unit for Language Management**  
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## **1 Introduction**

The aim of the South African Language Rights Bulletin (SALRB) is to present an overview of language rights issues in South Africa as primarily reflected in data from the printed media obtained from SA Media. Data are only collected from the newspapers supplied to SA Media. (From 2007 onwards data from selected African language newspapers will also be included.) Relevant data from other sources are also reflected. It is intended that such an overview will assist the Pan South African Language Board (PanSALB) to stay abreast regarding language rights developments in the country, allowing the Board the opportunity to intervene timely should it be required. Although the focus is on language rights, the overview also covers language issues more generally.

Due to the complex data processing system of SA Media the collection of printed media records presented in this Bulletin might not be complete. The conclusions reached in this report are thus of a preliminary nature. Corrections and adjustments will be made in the corresponding annual South African Language Rights Monitor which will be prepared for PanSALB once data collection has been completed and verified.

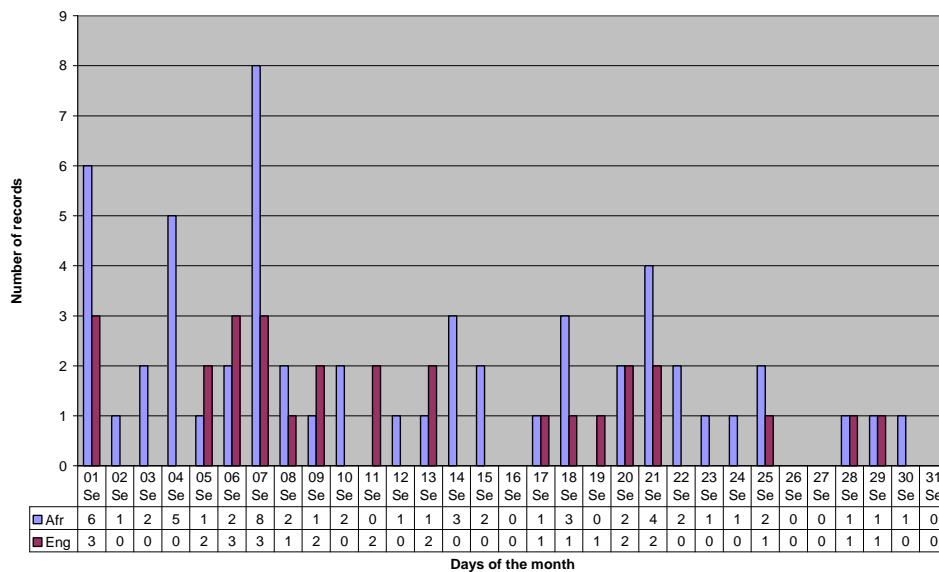
This first number of SALRB presents an overview of media coverage on language issues in general before focusing on specific issues that are of relevance. Future numbers will include more particular information, such as information on language rights complaints lodged with PanSALB, language litigation and language research.

## **2 Media coverage on language issues during September 2006**

Printed media records for September 2006 were drawn from the SA Media database by means of the standard subject topics used by the archive. Cross-checking is always done against clippings made by the project staff from daily and weekly newspapers.

During September 2006 altogether 84 records were obtained from SA Media (by 20060926). These exclude reviews, which usually form the bulk of printed media records. (Reviews will only be considered for the purposes of the annual South African Language Rights Monitor. However, reviews directly relevant to language rights have been taken into account.) Figure 1 gives an indication of the spread of records during the month, as well as the breakdown between Afrikaans and English records. (No bilingual records were provided.)

Figure 1: Spread of SA Media records on language-related topics for September 2006

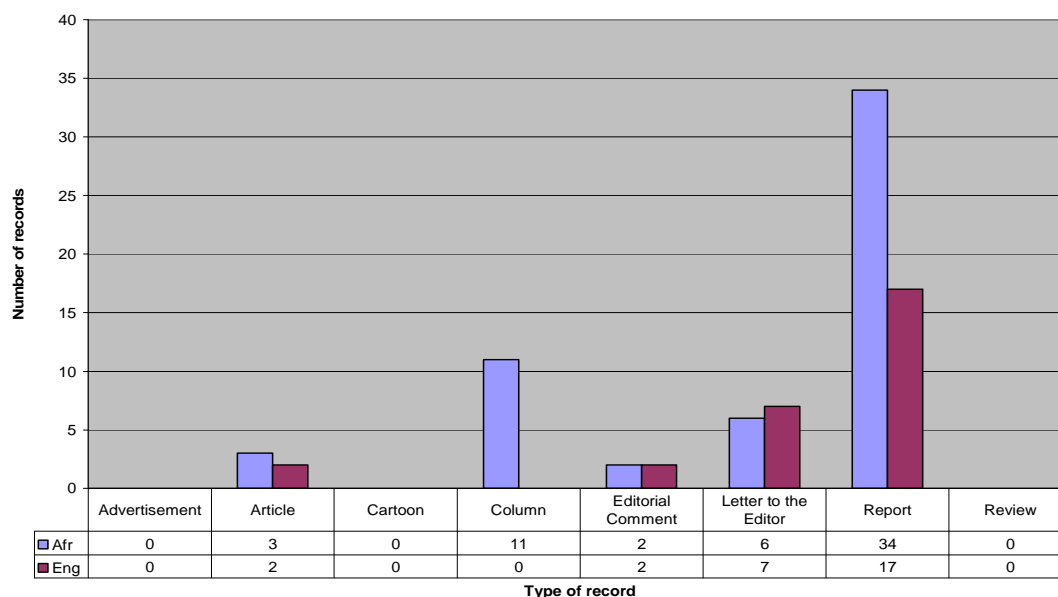


From the spread of records we note that language featured in some or other way regularly throughout the month of September 2006. The relatively sharp peaks on the 7<sup>th</sup>, 14<sup>th</sup> and 21<sup>st</sup> may partly be attributed to the fact that the *Afrikaner*, a rightwing Afrikaans newspaper that regularly covers language affairs, is published weekly. Furthermore, the peak at the beginning of the month may be related to the ongoing name change debate (primarily concerning the name change of the Johannesburg International Airport to OR Tambo International Airport) that has been carried over from previous months. Details are to be discussed later in the Bulletin. [The relative decline in coverage towards the end of the month could be attributed to the fact that SA Media has not as yet supplied all records for September 2006.]

Of the 84 records provided, 56 (66,7%) emanated from Afrikaans newspapers and 28 (33,3%) from English newspapers. (In the case of identical records, only one record per media group was included in the database.) Given the ratio 3:1, English:Afrikaans newspapers, the overwhelming presence of Afrikaans records in the database suggests a definite prominence given by the Afrikaans press to language matters during September 2006. However, we also note instances where the English press has given relatively more coverage to language matters, as evident on the 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup>, 13<sup>th</sup> and 19<sup>th</sup> of September. This difference could be largely ascribed to a prolonged coverage on the part of the English press of the airport name change issue, as well as the Bayede Signature Campaign to have the name of the KwaZulu/Natal province changed to KwaZulu only. Notably, very little regarding the latter is covered by the Afrikaans media.

Figure 2 provides a breakdown of the type of records captured in the database for September 2006.

Figure 2: Type of SA Media records on language-related topics for September 2006



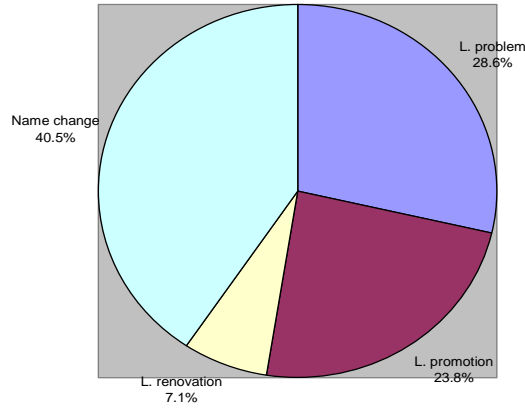
By far the largest portion of records consists of press reports. We note that 51 (60,7%) of the records in the database for September 2006 are reports, followed by 13 (15,5%) letters and 11 (13,1%) columns. Notably only 4 (4,8%) of the records are editorial comments and 5 (6,0%) articles. This high incidence point to the active role the printed media takes in covering language as news item. The Afrikaans press has produced double the amount of reports compared to the English press, but the English press has produced one more letter to the editor. The Afrikaans press has produced all the columns, mostly language advice columns, a feature not found in the English press.

### 3 Focus of media coverage

For our analysis of the content of the media coverage, we make use of the Framework for Language Planning Goals of Kaplan and Baldauf ([2003]) as point of departure. Where required, certain adaptations are made to this framework. For September 2006 it was possible to distinguish four broad categories of coverage. Coverage focusing on language problems relates mainly to language status, language corpus, language acquisition and language prestige and that focusing on language promotion concerns mostly language prestige. Coverage on language renovation (in relation to language corpus is treated as a separate category since this coverage is usually in the form of a language column as a special feature of the newspaper concerned. Similarly, coverage on name changes could also be categorised under language problems, but is treated as a separate and fourth area of focus in view of the

contentious nature of the debate on name changes in South Africa. Figure 3 displays the spread of overall coverage in media records captured in our database.

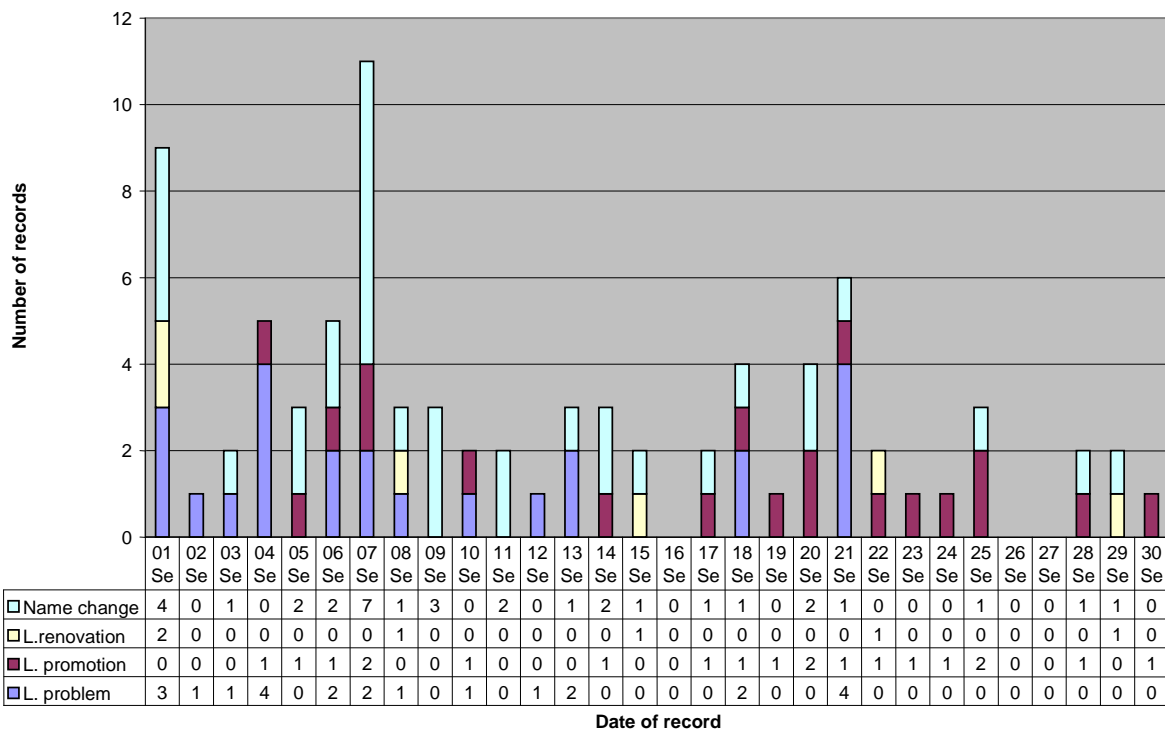
Figure 3: Overall categories of media coverage during September 2006



We note that the media has given the process of name changes in South Africa prominence during September 2006, but that language problems of a more general nature and language promotion have also received attention in the printed media. Notably every four records during this month have covered language promotion.

Figure 4 displays the spread of overall coverage per day.

Figure 4: Spread of overall media coverage per day during September 2006

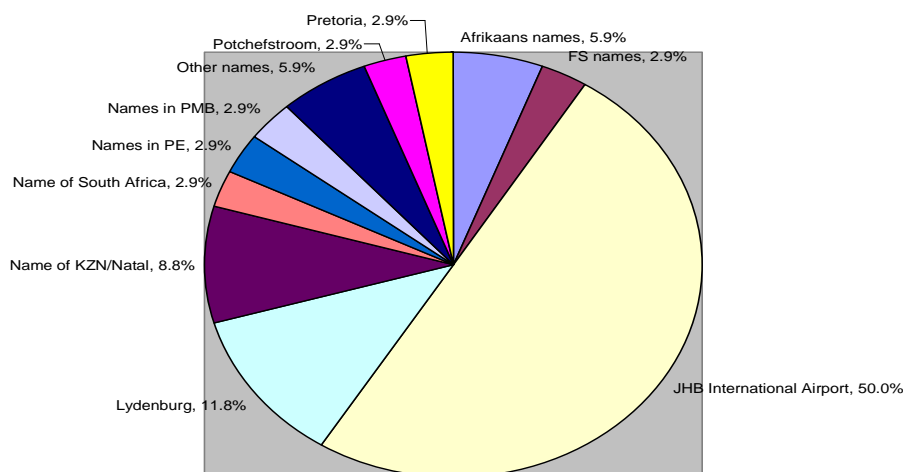


Coverage on *name changes* is prominent throughout the month, but more intensely so towards the first part of September 2006. As already indicated, the debate on name changes has come over from previous months, in particular with regard to the debate on the name change of Johannesburg International Airport to O.R. Tambo International Airport, the proposed name change of KZN/Natal to KwaZulu, Potchefstroom to Tlokwe and Pretoria to Tshwane. Name changes received relatively consistent coverage on 18 days during September 2006. The longest interruption in coverage occurred between September, 22<sup>nd</sup> and 24<sup>th</sup>. In comparison, *language problems* did not receive the same attention and seem to have been covered more sporadically. Language problems were covered on 11 days during September 2006. Longer interruptions in coverage occur and from September, 22<sup>nd</sup> no coverage occurred. However, this may be ascribed to the database not being complete. Although covered proportionally less than language problems, *language promotion* is covered on more days. We note that language promotion features on 16 days during September 2006, but also not on a consistent basis. However, coverage during the second part of the month seems to have been more consistent. *Language renovation* is covered on four set days on a weekly basis, specifically in the language columns that are a feature of the Afrikaans printed media.

### 3.1 Focus on name changes

Figure 5 displays the spread of coverage during September 2006 regarding name changes.

Figure 5: Spread of records covering name changes



Half of the coverage on name changes relates to the name change of Johannesburg International Airport. The high incidence of initial coverage to this matter may be explained in terms of a response to the formal announcement regarding this change in Parliament by Mr Pallo Jordan, Minister of Arts and Culture on August, 31<sup>st</sup> and the intended launching of the new name on October, 27<sup>th</sup> (cf. *Beeld*, 20060901). Coverage on the matter continued until

September, 14<sup>th</sup>; but resurfaced again on September, 21<sup>st</sup> with a letter to the editor by Farouk Araie from Benoni in support of the name change (cf. *Star*, 20060921) and four days later with a letter to the editor by Moses Madolo from Bisho (cf. *The Herald*, 20060925).

Interestingly, the debate on the name change of Pretoria to Tshwane featured only once during September in an announcement by the organiser of the “Pretoria bly Pretoria” [Pretoria remains Pretoria] signature campaign, André Alkema, regarding the extension of the campaign as a form of language activism until October 2006. This campaign was launched under the auspices of the Genootskap vir die Handhawing van Afrikaans (GHA – Association for the Maintenance of Afrikaans), a right-wing language activist group, in response to the move to have the capital's name changed to Tshwane (cf. *Afrikaner*, 20060907). By the date of the announcement, more than 55 000 signatures had been collected (the target being one million) and the SABC was petitioned for insisting on using the proposed name of Tshwane instead of the current name, Pretoria.

Another debate, the one regarding the KZN/Natal name change, a campaign driven by the Zulu monarch, King Zwelithini, resurfaced from September, 7<sup>th</sup> onwards as part of the annual Reed Dance Festival held on September, 10<sup>th</sup>. At this occasion the monarch defended his position regarding the Bayede Signature Campaign he had launched to gain support for the proposed change of the provincial name to KwaZulu only. This move was in response to criticism from ANC quarters regarding the matter (cf. *Daily News*, 20060907 ff.). However, coverage did not continue beyond September, 11<sup>th</sup>, the day after the Reed Dance festival. This suggests that opposition from the local ANC regarding the Bayede campaign probably inhibited coverage on the matter.

The name change of Lydenburg to Mashishing gained prominence on the same date as that of the Pretoria and KZN/Natal debates. Coverage on the Lydenburg issue followed an announcement made by Mr Pallo Jordan, Minister of Arts and Culture on September, 7<sup>th</sup> regarding the official change of this town's name. Further direct coverage followed on September, 8<sup>th</sup> and 14<sup>th</sup>, covering respectively the angered reaction of certain residents and the defence of the Minister's position by a spokesperson (cf. *Beeld*, 20060907; *Star*, 20060907; *Citizen*, 20060908; *Afrikaner*, 20060914). Two further reports on a speech by Prof. Fransjohan Pretorius on September, 15<sup>th</sup> at a prestige evening of the Federasie van Afrikaanse Kultuurverenigings (FAK – Federation of Afrikaans Cultural Associations), also mention the Lydenburg name change, but also that of the proposed name changes for Pretoria and Potchefstroom. In fact, the reports specifically mention criticism by the professor on the

changes of Afrikaans place names that carry special cultural meaning (cf. *Rapport*, 20060917; *Beeld*, 20060918). Coverage was not extended beyond these dates.

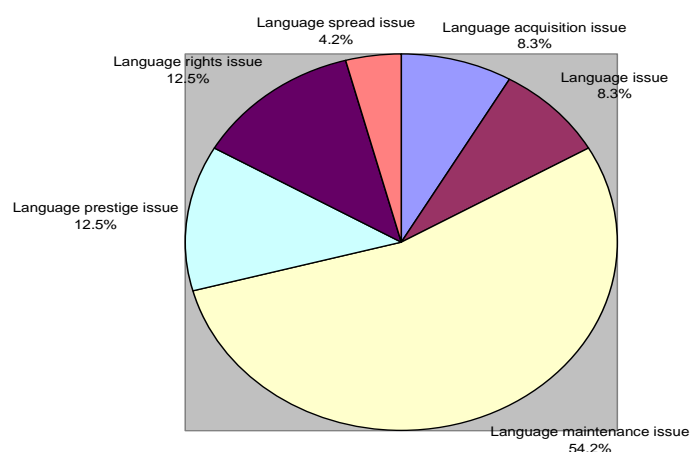
Coverage was also given on the name changes of commercial and public institutions. Two less contentious name changes covered were those concerning the renaming of two companies: African Harvest which was to be renamed Sygnia (cf. *Beeld*, 20060915) and the Institute of Certified Public Accountants of South Africa which was to be renamed the South African Institute of Professional Accountants (SAIPA) (cf. *Business Day*, 20060928).

### 3.2 Focus on language problems

As a broad concept language problems may refer to several things. We have identified in terms of the Kaplan and Baldauf Framework for Language Planning Goals several “issues” as language problems. For September 2006 altogether six such issues received coverage, i.e. language spread and language rights issues (related to language status), language issues (related to language corpus), language acquisition issues and language maintenance issues (related primarily to language acquisition) and language prestige issues. The 22 records dealing with language problems may thus be categorised in terms of these six issues.

Figure 6 displays the details regarding the categorisation of language problems for September 2006.

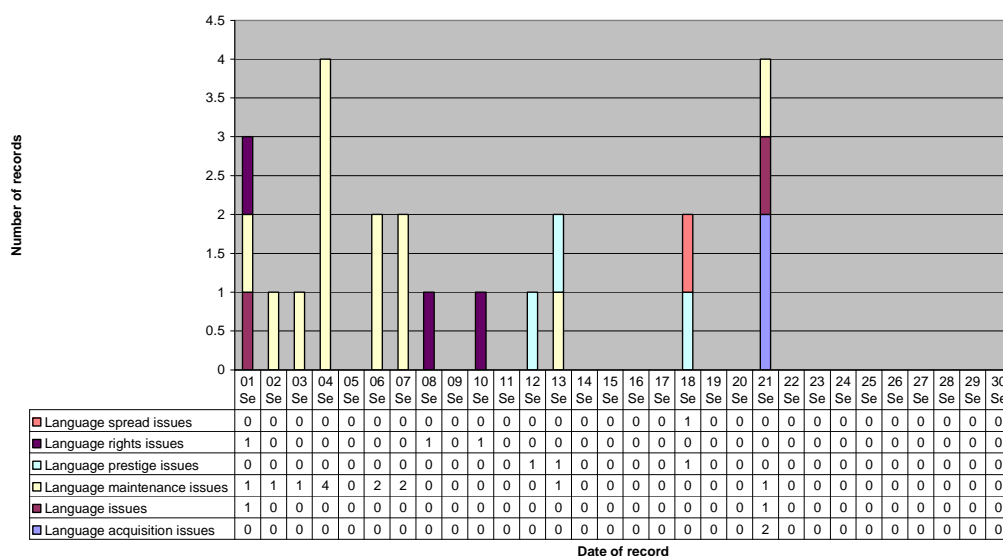
Figure 6: Spread of records covering language problems



Clearly language maintenance issues received by far the most coverage during September 2006.

Figure 7 displays the spread per day of coverage pertaining to language problems.

Figure 7: Spread of coverage of language problems per day during September 2006



Most of the issues received sporadic coverage. However, language maintenance issues received relatively regular coverage during the first part of the month. The prominence given to these issues may largely be ascribed to the continued debate on the position of Afrikaans at South African universities that resurfaced during the early part of September 2006 following a language summit on the sustainability of Afrikaans at universities. The summit was organised by the Suid-Afrikaanse Akademie vir Wetenskap en Kuns (South African Academy of Science and Art) and was held at the University of Stellenbosch over the weekend of 1–3 September 2006.

Table 1 provides a breakdown of the coverage of language problems per language concerned.

**Table 1: Breakdown of coverage in the printed media of language problems per language concerned during September 2006**

| Language problem            | Afrikaans | English | IsiXhosa | African languages | Total |
|-----------------------------|-----------|---------|----------|-------------------|-------|
| Language acquisition issues | 0         | 2       | 0        | 0                 | 2     |
| Language issues             | 2         | 0       | 0        | 0                 | 2     |
| Language maintenance issues | 13        | 0       | 0        | 0                 | 13    |
| Language prestige issues    | 1         | 0       | 1        | 1                 | 3     |
| Language rights issues      | 3         | 0       | 0        | 0                 | 3     |
| Language spread issues      | 1         | 0       | 0        | 0                 | 1     |
| <i>Total</i>                | 20        | 2       | 1        | 1                 | 24    |

We note that this coverage overwhelmingly deals with language problems in relation to Afrikaans. The majority of the coverage comes from the mentioned language summit in Stellenbosch. In fact, nine of the thirteen records covering language maintenance issues relate to coverage on this summit. The remaining records deal with language corpus issues, language prestige issues, language rights issues and language spread issues in Afrikaans.

The one record covering a language spread issue is a letter to the editor by Edwill van Aarde, a well-known former Afrikaans radio announcer, in response to a programme on *Fokus* (a bilingual actuality programme on SABC2) discussing language spread on SABC2. The letter presents data that contrasts the information presented by the panel on this programme (cf. *Beeld*, 200609180).

Three records deal with language rights issues where Afrikaans is involved. A report on September, 8<sup>th</sup> indirectly covers the name change of the bank account of the South African Revenue Services (SARS) to the English only wording, a step that prompted the leader of the Freedom Front Plus of the Free State, Abrie Oosthuizen, to ask for allowance for the Afrikaans name (Suid-Afrikaanse Inkomstediens – SAID) to still be used by tax payers who so prefer (*Volksblad*, 20060908). The second record is a letter-to-the-editor by Gideon Joubert (apparently a former member of the Western Cape Provincial Language Committee) where mention is made of the fact that only English accident report forms are available at the Police Station at Somerset West. Apparently the author received feedback from the police on a previous letter (dated 20060823) where the problem was attributed to the Department of Transport. After complaining about the matter to the head of the community policing centre in the town the problem was ascribed to the Government Printer who allegedly only supplied English forms. The matter seems to be unresolved (cf. *Burger*, 20060901). The third record is a report by Z.B. du Toit on a disciplinary case at Chrome International SA in New Castle involving two members of Solidariteit, a prominent Afrikaans workers' union. It seems that the disciplinary hearing stems from the two workers' refusal on the night of 20060623 to speak English on their two-way radio when working the night shift. It appears to be the policy of the concern that English should be used. They argued that all on duty that evening could understand Afrikaans. Both received a warning. In response to the matter, a spokesperson of Solidariteit pointed to the need to have requirements for all companies on the regulation of multilingualism in the workplace (*Rapport*, 20060910).

In neither of the two cases has a linguistic human right been violated. The cases are nevertheless treated as language rights cases since they have a bearing on the language guarantees accorded to individuals by institutions that have the power to do so. In the first

case, official language rights accorded by the state are involved and in the second case, non-official language rights accorded by a commercial establishment.

Two further records specifically deal with language prestige issues in relation to the African languages. One of these is a report after an interview held with Prof. Peter Mtuze, professor of IsiXhosa at Rhodes University, the translator of *Long Walk to Freedom* and author of several IsiXhosa books, as well as several other authors in the same language. The report specifically deals with the fact that the language is not supported by its own speakers and that there is no significant readership in IsiXhosa. Interestingly, the heading of this report reads, “Our books deserve to be read, say Xhosa authors” (cf. *Daily Dispatch*, 20060918). The second report deals with the fact that “only illiterate people” make use of the Telephone Interpreting Service for South Africa (TISSA), a multilingual language service established at more than 300 sites within the public sector. It specifically deals with the “negative perceptions about using African languages” (cf. *Citizen*, 20060913).

Language maintenance issues are dealt with in thirteen records. As already pointed out, nine of these records deal with the issue of maintaining Afrikaans as a language of learning and teaching at universities that have been primarily Afrikaans-medium institutions since 1948. These records specifically cover a language summit on the sustainability of Afrikaans held by the Suid-Afrikaanse Akademie vir Wetenskap en Kuns (South African Academy of Science and Art) at the University of Stellenbosch over the weekend of 1–3 September 2006. Events following the summit are also covered (cf. *Rapport*, 20060903; *Beeld*, 20060904; *Burger*, 20060904; *Beeld*, 20060906; *Burger*, 20060906; *Burger*, 20060907; *Burger*, 20060913). The remaining records deal with envisaged problems regarding the maintenance of Afrikaans after the planned unification of some reformed churches (cf. *Beeld*, 20060901; *Burger*, 20060907), problems foreseen with the maintenance of Afrikaans in general within the public sphere (cf. *Burger*, 20060902; *Beeld*, 20060921) and problems with the maintenance of Afrikaans within the context of transformation (cf. *Burger*, 20060912).

Two records deal with “language issues”, the one in relation to a debate on language profanity emanating from a poem by Antjie Krog (cf. *Burger*, 20060901) and the other in relation to the debate on pure language (cf. *Volksblad*, 20060921).

Two of the three records not dealing with Afrikaans deal with language acquisition. The first emanates from an evaluation conducted by Theunis Horne from a consultancy firm on the literacy rates of applicants for study bursaries at a large industry. It points to the low literacy rate in English of non-mother tongue speakers (cf. *Afrikaner*, 20060921). The second record

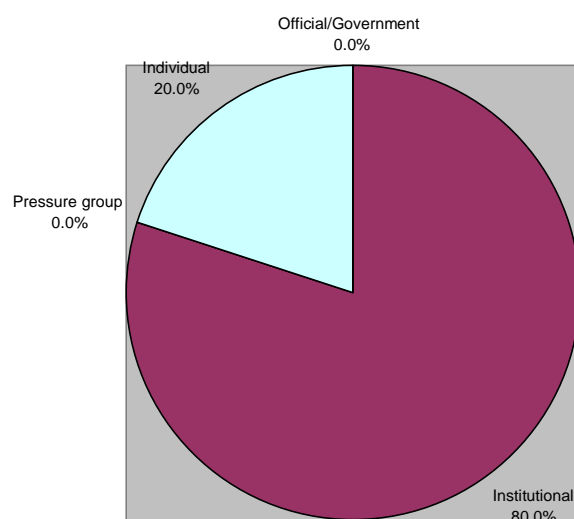
indirectly deals with a language acquisition issue. It is an article by John Sutherland on an interview with Frank Kermode, apparently Britain's foremost literary critic, on his position regarding literary criticism and the demise of the subject and regarding English at university level (cf. *Mail & Guardian*, 20060921).

### 3.3 Focus on language promotion

Focus on language promotion would relate to coverage regarding official language promotion or promotion by government, institutional promotion, promotion by pressure groups and promotion by individuals. Promotional activities of these role players are aimed at enhancing the prestige or image of a language.

Figure 8 displays the breakdown in coverage of language promotion in relation to these four categories for September 2006.

Figure 8: Spread of records covering language promotion



For September 2006 no coverage emanated from language promotion undertaken by government. Although some language activism was detected in promotional initiatives discussed below, these activities could still be linked to promotion undertaken by institutions.

Table 2 provides a breakdown of the coverage of language promotion per language concerned.

**Table 2: Breakdown of coverage in the printed media of language promotion per language concerned during September 2006**

| Language promotion  | Afrikaans | English | IsiXhosa | African languages | Total |
|---------------------|-----------|---------|----------|-------------------|-------|
| Official/Government | 0         | 0       | 0        | 0                 | 0     |
| Institutional       | 12        | 1       | 0        | 2                 | 15    |
| Pressure group      | 0         | 0       | 0        | 0                 | 0     |
| Individual          | 0         | 0       | 4        | 1                 | 5     |
| <i>Total</i>        | 12        | 1       | 4        | 3                 | 20    |

Again, most of the coverage regarding language promotion is devoted to Afrikaans. However, it is important to note that more than a third of the coverage relates to language promotion of African languages, particularly the promotion of IsiXhosa. The majority of these initiatives are related to individuals (whereas most of the initiatives regarding Afrikaans are related to institutions).

At least four categories of language promotion were covered during September 2006. These are displayed in Figure 9 below.

**Figure 9: Breakdown of coverage on language promotion during September 2006**



As we can see, language materials and products received the primary coverage during September 2006, followed by language awards and prizes. Coverage of language organisations also featured in relation to language promotion. Finally, certain records also cover an appeal made to a language community, as represented by the fourth category displayed above.

Two of the twenty records on language promotion deal with appeals made to the language community concerned. The first covers the release of a new Afrikaans documentary, *Afrikaans, Taal van konflik, Hartstaal*, written and edited by Amanda Botha and produced by Roberta Durrandt of Penguin Films. It was broadcast on Thursday, September, 7<sup>th</sup> on SABC2. The documentary presents a critical overview of the development of the Afrikaans language and promotes an appeal for the liberalisation of the language from its past (cf. *Burger*, 20060905). The documentary prompted a critical response in the form of a letter to the editor by Koos du Toit who points to factual inconsistencies and a biased presentation (cf. *Burger*, 20060912). The second record is a column, "Kulturasies", written by Elias Nel, a Western Cape-based Afrikaans author. The author informs readers about an important Afrikaans story-telling and cultural festival held in Beaufort-West and emphasises the importance of story-telling as a mechanism of language empowerment. An appeal is made in this regard.

Three records deal with language organisations involved in Afrikaans language promotion. The first covers the launching of a new Afrikaans organisation, the Afrikaanse Arbitrasiegenootskap (AAG – Afrikaans Association of Arbitration) by an Afrikaans legal lobby group, Regslui vir Afrikaans (VRA – Legal professionals for Afrikaans). The report covers some details regarding the launch of this new association and its objectives. The AAG is primarily geared at facilitating civil disputes through arbitration and mediation in Afrikaans in order to improve efficiency and to save time and costs (cf. *Afrikaner*, 20060907). The second record covers the appointment of Coenie de Villiers, an acclaimed Afrikaans singer and song-writer as the new executive director of culture at the ATKV (Afrikaanse Taal- en Kultuurvereniging – Afrikaans language and cultural association). Some details regarding the appointment are provided (cf. *Volksblad*, 20060921). The third covers a language summit of the Afrikaans youth movement, Voortrekkers, held on September, 29<sup>th</sup> at the Voortrekker Monument in Pretoria. Particularly the view of two speakers at the summit is covered, Hans du Plessis of the ATKV writing school of the NorthWest University and Debra Meyer well-known weather presenter of SABC2 from the University of Johannesburg. Both speakers stress the multicultural origins and reality of the Afrikaans speech community (cf. *Beeld*, 20060930).

Seven records deal with language awards and prizes presented for special achievements. Five of these records deal with awards and prizes presented for achievements in Afrikaans, i.e. one record covering sponsorship for Pendoring, a prestigious award for Afrikaans advertising (cf. *Volksblad*, 20060904), one the Protea Prize for the best Afrikaans poetry collection in 2005 (cf. *Volksblad*, 20060914), one a special award by the ATKV for an Afrikaans-Japanese dictionary (cf. *Volksblad*, 20060918) and one the Nasionale Afrikaans-Ekspo (National Afrikaans-Expo) award for schools (cf. *Afrikaner*, 20060928). Two of these records deal with the extension of the

prestigious Andrew Murray award for Christian journalism in Afrikaans to include African languages and English, resulting in the establishment of a new award, the Andrew Murray-Desmond Tutu award for Christian journalism in all official languages (cf. *Rapport*, 20060910; *Kerkbode*, 20060922). The seventh record covers an appeal for the empowerment of the broader Afrikaans community regarding story-telling (cf. *Burger*, 20060907).

Eight records related to language promotion deal with language materials and products. Notably five of these records deal with coverage of language materials and products in IsiXhosa. One of these records covers the release of the trilingual *Greater Dictionary of IsiXhosa* at the beginning of the month at the University of Fort Hare by the IsiXhosa National Lexicography Unit in Alice (cf. *Daily Dispatch*, 20060906). Three further records cover the translation of quality books into IsiXhosa, two of them dealing with the release of an IsiXhosa translation of Paulo Coelho's *The Alchemist* into IsiXhosa (*Usomachiza, The Alchemist*) by Denzil Fillis (cf. *Star*, 20060919; *Beeld*, 20060925) and one dealing with the release of a bilingual English/IsiXhosa book, *The Princesses' Journey*, a Xhosa village story written by Zodwa Skeyi in English and translated into IsiXhosa (cf. *The Herald*, 20060920). The last of these five records covers the opening of a new production, *AmaXhosa*, in the Opera House at the end of the month. *AmaXhosa* is a musical set in the Eastern Cape that is partly intended to "...instill a sense of pride among Xhosa speakers in their culture" (cf. *Weekend Post*, 20060923). The remaining three records deal with English and Afrikaans. One record deals with the role of the Webster's American English Dictionary in cultivating American nationalism (*Sunday Independent*, 20060917). The second of these remaining records deals with the relaunching of *LitNet*, the leading on-line Afrikaans literary magazine and flagship website. It covers the new features of this very popular site (cf. *Rapport*, 20060924). The third record deals with the release of a free downloadable Afrikaans music album by the acclaimed Afrikaans lifestyle magazine, *Insig*. It covers the background to and features of this album (cf. *Volksblad*, 20060925).

### **3.4 Focus on language renovation**

Language renovation is a corpus planning activity that could relate to language purification, language reform, stylistic simplification and terminological unification.

Six of the September 2006 records cover aspects of language renovation in Afrikaans. Five of these records emanate from a regular language advice column edited by Anton Prinsloo, a renowned Afrikaans language specialist. This column is published by the Afrikaans newspapers of the Media24 group on a weekly basis. For the purposes of SALRB 1(1) only the column published in *Volksblad* has been included (cf. *Volksblad*, 20060901, 20060908, 20060915,

20060922, 20060929). A feature of this column is that it deals with language queries received from readers. The queries for September 2006 are primarily stylistic in nature. The remaining record on language renovation was published in *Afrikaner* (20060901). In it a similar language column published in an issue of *Beeld* of 1987 is discussed. The focus of the latter is on language purification.

#### **4 Reflection on language rights issues covered during September 2006**

As can be seen from the above report on the printed media coverage on language matters during September 2006, very few records cover language rights issues as such. These have been appropriately discussed in the Bulletin. However, the cases included again throw the spotlight on the need for the continued monitoring of the management of language policy within the public sector. They also alert one to the need for interacting with the public sector regarding its treatment of multilingualism. The cases have furthermore illustrated the importance of role players that have a high level of language awareness, in bringing language rights issues to the attention of the media. In two of the cases discussed above (Somerset West police and SARS cheque account), individuals were instrumental in this regard. In the case of Chrome International SA, an institution (Solidariteit) was instrumental. These and other similar role players could assist PanSALB in its language rights awareness endeavours. Consideration should thus be given to the establishment of a database on language rights agents in South Africa.

The current place name change debate in South Africa also deserves attention from a language rights perspective. Although no linguistic human right or even language right as such has been violated during the process of name changes thus far, both advocates and critics of these changes tend to utilise a language rights type of discourse. Some Afrikaans speakers perceive the changes to be another attempt at limiting language rights for Afrikaans, while some proponents of change argue for the redressing of rights. Furthermore, particularly notable in the debate is the lack of knowledge on the correct procedures involved in place name changes. The South African Geographical Names Council and its provincial counterparts should take note of these shortcomings and should intervene more definitely to ensure adherence to the very well regulated process of place name changes in South Africa. The relative absence of this central role player in the coverage of the current debate is noticeable.

Both the advocating and opposing of place name changes have lead to some interesting cases of language activism. In the case of the proposed name change for the province of KwaZulu/Natal language activism is noticeable in the Bayede Signature Campaign of the Zulu monarch. The Pretoria-bly-Pretoria Signature Campaign is another instance, although opposing

the use of the proposed new name change of Pretoria by the SABC. We have also read about threats of litigation against the name change of Lydenburg.

Another ongoing debate concerns the position of Afrikaans within the public sphere, a debate that has been focusing particularly on the maintenance of the language within the tertiary sector. The language summit of the Suid-Afrikaanse Akademie vir Wetenskap en Kuns (South African Academy of Science and Art) on the sustainability of Afrikaans at universities that was held at the University of Stellenbosch over the weekend of 1–3 September 2006 is an important development in this debate. Such initiatives also point to a high level of awareness regarding language rights issues among the organised Afrikaans community and also emphasise the importance of institutional support in asserting language rights.

The initiatives taken to promote IsiXhosa literature and other materials should be seen as important developments in the intellectualisation of the historically disadvantaged official languages of South Africa. PanSALB should consider supporting such initiatives by considering a strategy for language promotion to help establish the kind of institutional language infrastructure that exists for Afrikaans.