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Frequently used translation strategies to translate online news on COVID 19 from English into Bemba

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Abstract

During the process of translating documents from one language to another, trainee as well as professional translators generally encounter different linguistic and non-linguistic difficulties. This article highlights some of the strategies or techniques used by translators in order to effectively convey the message from the source language to the target language in spite of the constraints. In the last two years considerable news items have been published online in major world languages, such as English and French. In Zambia, a need has arisen to translate the online news on Covid 19 into vernacular languages. This paper focuses on a selected number of Covid news items translated from English into Bemba, a leading Lingua franca in the country. The study specifically sought to find out the most frequently used translation strategies to translate online COVID 19 news from English into Bemba. 10 translated online

excerpts from English into Bemba were analysed. Findings show that borrowing was at 34%, adaptation 19%, modulation 16%, expansion and literal translation was at 10%, respectively. Other salient strategies were: Omission 5%, Transposition 3%, while transliteration, equivalence, paraphrase and metaphor recorded 1% each. Detailed analysis showed that oblique translation strategies scored 55% while direct translation strategies had 45%. The findings further show that, much as direct translation strategies scored higher percentages in terms of frequency at an individual level, they fail severally to give the translators leeway to negotiate for cultural equivalence. On the other hand, the widespread choice of oblique translation strategies even if the individual percentages are low, in terms of frequency, they effectively aid to bridge the cultural gap between the source language and the target language.

Keywords: Equivalence, Translation strategies, vernacular languages, Bemba, COVID 19

1. Introduction

Since the advent of COVID 19 in the world in 2019 and Zambia in 2020, only scanty information has been translated from English into Zambian languages. This has made local languages speech communities to lag behind in terms of facts and updates in relation to the pandemic and the vaccines. As a matter of reality, vernacular languages, especially those in sub-Saharan Africa, have been deprived of vital information on the virus and the disease itself due to non-availability of translated versions on COVID 19 from major languages. The Bemba speaking community in Zambia has not been spared at all. According the Census report of 2010, "Bemba is the most widely spoken language in Zambia; it is spoken by 33.5 percent of the entire population in the country". In other words, about 6,030,000 speak Bemba in Zambia and a good number of these Bembaphones are denied access to information on Covid 19 and the vaccines, simply because the news items in English have not been translated into Bemba and the rest of the other Zambian languages. In fact, only four Covid 19 protocols are the most visible translated texts on Covid 19 into Bemba and are accessible online. These are:

- Hand washing (*ukusamba ku minwe cilanshita*),
- Wearing a face mask (*ukufwala akafunga kanwa*),
- Social distancing of one meter apart (*ukwiminina akatalamukila ku muntu umbi apalepele ipande limo*) and,
- Visiting the health facility when feeling sick (*ukuya ku cipatala nga waumfwa ukulwala*).

The above stated information on Covid is, however, inadequate to educate the masses and help them understand the implications concerning the pandemic. The COVID 19 pandemic has given birth to novel terminologies which need to be disseminated to people with humble education. Chishiba (2018) ^[1] highlights the purpose of translation when he quotes Nida

and Taber (1969) ^[11] and indicating that “translation is reproducing in the receptor’s language the closest natural equivalent of source language message first in terms of meaning and secondly in terms of style.” 10 selected translated online COVID 19 news excerpts have been used as a frame for analysis. This study also evolves around the central theme of establishing equivalence between the source text and the target text, as well as the theme of translation strategies.

2.1 Major languages vs minority languages

Maja (2007) ^[10] defines a majority language as “A language with greater political power, privilege and social prestige - comes to replace the range of functions of a minority language.” On the other hand, Paivi *et al.* (2017) ^[12] add that a minority language refers to a variety of settings in which a language is dominated by another.

In Sub-Saharan Africa, the post-colonial relationship between major and minority languages has had a negative effect on mass communication as it has tilted towards the major languages. Most Language policies developed after independence from colonial rule by countries in Sub-Saharan region have adopted the languages of their colonial masters as official languages. Viera (2018) ^[13] notes that the dominance of metro – languages deprive the majority of Africans access to knowledge, and hinders them from participating in national politics and decision making. Because of the inferior status of minority languages, translation policies are viewed in some instances as time wasting and a drain on resources. However, scholars such as Debbie (2015) ^[5], have a contrary view as they argue that translation policies necessarily underpin language policies, and are critical for carrying out ‘translational justice’ particularly within the political, institutional framework of national states, where they play a key role in regulating access to public life and services, and in enabling democratic participatory citizenship. Therefore, absence of translated information on COVID 19 from major languages such as English into Bemba condemns the members of the local community to untold misery and death due to ignorance; and yet, as Chishiba and Manchishi (2016) ^[2] contend “Local languages are now officially being used as media of instructions in the various provinces of Zambia”.

2.2 Objective of study

The main objective of this study is twofold; first, to establish the most frequently used translation strategies to translate online COVID 19 vaccination and COVID 19 pandemic related news from English into Bemba and, secondly, to find out which translation strategies are most effective in capturing cultural aspects of the target language.

2.3 Translation Strategies

In recent years, the concept of translation strategies has come under scrutiny by various translation studies scholars. The issue of semantics and overlapping meanings of the concept has dominated the discussion. Lucyna (2019) ^[9]

quotes the dictionary of Polish language which defines a translation strategy as “an excogitated plan of actions in a field”. The implicature behind the quote is that a strategy is not a single action but a sequence of rational actions used to analyse a given situation. The assumption here is that a strategy can only apply to the entire text and not to a single decision made by a translator on the translation of a lexeme. Darwish (2003) ^[4] says a translation strategy is an overall plan by the translator to achieve a specific translation goal and it consists of techniques, procedures and methods that bear on the translation product as it develops.

Jaaskelainen (1999) ^[8] defines translation strategies as: “series of competencies, a set of steps or processes that favour the acquisition, storage and/or utilization of information”. She further says that these strategies are heuristic and flexible in nature, and their adoption implies a decision influenced by amendments in the translators’ objectives. In Jaaskelainen’s view, translation strategies can be used by translators to solve problems posed by single lexemes in translation.

This study employs the Vinay and Darbelnet’s (1958/2000) ^[14] translation techniques model as a basis to negotiate for equivalence in the translation of COVID 19 online news from English into Bemba. To start with, the model rejects individual words as units of translation. Secondly, the taxonomy of translation strategies espoused in this model are divided into two groups, namely, the direct translation strategies and oblique translation strategies. Direct translation strategies are techniques that help to overcome structural and metalinguistic lacunae between source language and target language by transposing the source language message piece by piece into the target language. Oblique translation strategies, on the other hand, are techniques that are instituted to overcome structural and metalinguistic gaps when stylistic effects are unattainable by upsetting the lexis or the syntactic order in the target language.

3. Methodology

In this study the methodology used was a qualitative comparative text analysis. The textual analysis is framed by Vinay and Darbelnet’s model of translation strategies. The selected 10 online COVID 19 news excerpts in English are the source texts (ST) and their translated versions in Bemba are the target texts (TT). The results have been tabulated and analysed to establish the frequency of the translation strategies used during the process of translating. The results will be analysed further to ascertain the effectiveness of the translation strategies used to bridge the cultural gap between the cultures involved.

4. Comparative analysis of 10 selected COVID 19 online news excerpts from English into Bemba

Data in this section will be juxtaposed in table 1 form to show the translations of the 10 online COVID 19 news excerpts.

Table 1: Comparative analysis of 10 selected COVID 19 online news excerpts from English into Bemba

S. no	Online news items on COVID 19 in English	Bemba Translation
1 (26/10/2021)	No COVID 19 cases found in North Korea despite tests says who.	TAKWALI UBULWELE BWA COVID 19 UBWASANGILWE NANGU BUMO PANUMA YAKUCECETA ABANTU KU NORTH KOREA EFISOSELE BA WHO.

	<p>North Korea has conducted Coronavirus tests on around 42,000 people but no person was found to be infected by the virus, a world health organization (WHO) report revealed on Tuesday.</p>	<p>Icaalo ca North Korea cali imya icipekeni cakuceceta abantu pakwasha ukumona nga cakuti kuli abakwete ubulwele bwa COVID 19. Abantu ukufika na ku mpendwa ya makana amakumi yane na yabili ebo bapimine na ukusanga ukuti takwali nelyo umo pali aba uwakwete ubulwele bwa COVID 19. Ili lyaashi lyasabankanishiwe pali cibili na kabungwe ka cisaka ce sonde icilolesha pa bumi ica WHO.</p>
<p>2 28/10/2021</p>	<p>Government considering making COVID 19 vaccines mandatory for public servants</p> <p>The public authority is examining the chance of making COVID 19 immunization obligatory for local officials if the current deliberate take up doesn't improve.</p>	<p>KAMFULUMENDE ILETONTONKANYA UKUBIKAKO IFUNDE LYAKUTI UMUBOMFI ONSU UWA KAMFULUMENDE AFWILE UKULASWA INSHINDANO YA MWALO WA COVID 19.</p> <p>Kamfulumende iletonkanya pakubikako ifunde lyakupatikisha bonse ababomfi babuteko ukulaswa inshindano ya mwalo wa COVID 19 nga cakuti impendwa ya bantu balelaswa taile pa muulu mukulaswa kuliko ukwa maifwaile.</p>
<p>3 28/10/2021</p>	<p>Global COVID 19 cases and deaths rise for the first time in two months, who says.</p> <p>COVID 19 cases and deaths are climbing across the world for the first time in two months as the virus surges across Europe, World Health Organization officials said at a briefing Thursday.</p>	<p>IMPENDWA YA BANTU BALWELE COVID 19 ELYO NEMFWA SHILEFUMA KULI UBU BULWELE NAFIYA PA MUULU ISONDE LYONSE PA MUKU WAKUBALILAPO MU MWESHI IBILI YAPITAPO EFWASOSA AKABUNGWE KA WHO.</p> <p>Cisangilwe ukuti impendwa yabalwele ba CORONA VIRUS elyo na imfwa shilefuma kuli ubu bulwele nafiya pa muulu pa muku wakubalilapo pa myeshi ibili iyafumako. Akashishi ka COVID 19 nakasandilako ubulaya bonse. Ili lyaashi lyaumfwikike pali cine ukufuma ku cilye catekelwe na ba WHO.</p>
<p>4 28/10/2021</p>	<p>Syringe shortfall threatens Africa's COVID vaccine drive.</p> <p>UNICEF, the United Nations Fund for Children, is predicting an "imminent shortfall" of up to 2.2 billion of the single-use syringe used to give jabs WHO Africa said.</p>	<p>UKUBULISHA KWA MPAKWILO SHANSHINDANO ISHAKUBOMFYA PA KULASA UMWALO WA COVID 19 KWALALENGA UKUSHINGASHINGA KWAKULASWA MUNO CISHI CA AFRICA.</p> <p>Akabungwe ka UNICEF ekasobe uku kubulisha ukufikile na kucipendo ca mintapendwapendwa ibili na ibili iya mpakwilo shilya babomfyafye umuku umu ilyo balelasa inshindano.</p>
<p>5 26/10/2021</p>	<p>Should i go for the second dose of vaccine if I had allergies from the first one?</p> <p>Public foundation for transmittable illnesses recommended the folks who encountered an unfavourably inclined reaction to the number one part of Pfizer COVID 19 antibody now no longer need to get a next component and to recommend an expert all matters being equal</p>	<p>BUSHE KUTI NABWELELA KUKUTUNGISHA UMWALO WA COVID 19 UMUKU WA CIBILI NGA CAKUTI PAKUBALA NALIPONENWA NA UBWAFYA BWAKUFUKUMWA IFINTU PA MUBILI KU MULANDU WA MUTI.</p> <p>Akabungwe kalolesha pa malwele ya lwambu kalechinchisha abo bonse abalekwata amafya yapusanapusana panuma ya kutungwa inshindano ya pakubala iya Pfizer, ukuti tukapokola twa mumubili utweshwa ukucingilila umuntu ku bulwele bwa COVID 19 tatulesubila ubwafwilisho nabumbi nga walitungwa pa kubala. Akabungwe katile umuntu uulefwaya ukutungisha umuku wa cibili afwile pakubala amona shinganga wa ku cipatala.</p>
<p>6 26/10/2021</p>	<p>Study finds 'ROBUST' evidence that COVID 19 is seasonal infection.</p> <p>The study, recently published in the Journal Nature Computational Science, also supports the considerable contribution of airborne SARS-COV 2 transmission and the need to shift to measures that promote "air hygiene", COVID 19 may be a seasonal infection linked to low temperatures and humidity much like seasonal influenza, according to new "robust" evidence found by researchers.</p>	<p>UKUFWAILISHA KUSANGILE UKUTI UBULWELE BWA COVID 19 BULWELE BWISA NGE FIISA AMALWELE YAMBI PAKUCINJA KWA MWELA MU MWAKA.</p> <p>Uku kufwailisha kwalembelwe mu citabo cilolesha pa finjelengwe ne filengwa na Les ape sonde. Uku kufwailisha kusangile ukuti ukucinja kwa mwela ekulenga utushishi twa SARS – COV 2 tusande na ukutandwa ukupitila mu mwela. Eico batile pakwasha ukupwisha ubulwele bwa COVID 19 kufwile kwaba ukusopa ubusaka bwa mwela mu lwelele. Batile COVID 19 bulwele bukumine kukutalala elyo na umutonshi mu mwela ubuli pamo nga icifine na icifuba.</p>
	The Vaccine – Cancer Astrocity:	UMWALO – ITENSHA CAALO LYA BULWELE BWA

7 29/10/2021	<p>Like clockwork, most vaccinated Americans will lose immune function by Christmas and start growing accelerated cancer tumors that will kill them over the next ten years. The elephant in the room with COVID 19 vaccines is not merely that they are erasing the immune systems of those who take the jabs, but that the destruction of immune function will lead to unprecedented acceleration in cancer tumor growth that will overwhelm the medical system and will kill tens of millions over the next decade.</p>	<p>NTANTABWANGA:</p> <p>Nga filya inkoloko yenda, balya abatungwa umwalo wa COVID 19 mu caalo ca America bali na ukushala pa lwangambwa pantu imibili yabo tayakakwate maka yakubacingilila ku malwele ayalekanalekana. Akasebo katile ifi fyalacitika fye nombaline libe na inshita yakusefya icaaka tailafika, kabili batile nga cakuti umuntu uwatungwa nga alikwata amalwele yambi aya ntantabwanga, aya malwele yalailako pa muulu icakuti mu myaka ikumi limo abantu bamusango uyu kuti balufya imyeo. Ubushiku bufwile nsofu na ilyaashi lya nsofu. Umwalo wa COVID 19 tekuti uleonaula fye umubili kukuicingilila leelo uleonaula na imibombele ya bwanshiko bwakuicingila icakuti citwele na mukukampula amalwele yantantabwanga, ico icikalalenga ifipatala ukufilwa ukutensha abalwele pantu bakafula. Cisobelwe ukuti imintapendwa iyingi iya bantu ili na ukufwa mu myaka ikumi iili kuntanshi.</p>
8 29/10/2021	<p>as more vaccines are injected into Americans arms, 'BREAKTHROUGH' COVID cases are increasing.</p> <p>The death of Collin Powell should bring more needed attention to the phenomenon of breakthrough COVID infections of the fully vaccinated. You cannot choose to believe the establishment that breakthrough infections are nothing to worry about, just a minor inconvenience because COVID vaccines are not and cannot be 100% effective.</p>	<p>ILYO IMPENDWA YA BENA AMERICA ABATUNGWA UMWALO WA COVID 19 ILEILAKO PA MUULU, AKASHISHI KA COVID 19 ELYO KAPULILEMO NGA UMUNWE WA PAKATI KUKULWALIKA ABATUNGWA.</p> <p>Imfwa ya mpalume Collin Powell eimo pafilangililo ififwile fyalenga ukuti kube ukuposako amaano pe tontonkanyo lyakuleseshamo ubulwele bwa COVID 19 ulya uuleikata nabatungwa umwalo kumo. Tekuti cibe icayana ukusuula uyu mulandu uwakakata amuti iyoo muntu fye umu cacitikile. Icishinka cakuti umuti wa mwalo wa COVID 19 tawapwililika mukucingilila abantu.</p>
9 29/10/2021	<p>Millions of vaccines could expire and be wasted unless UK shares with other Countries, Former PM warns.</p> <p>The United Kingdom is "at risk of losing tens of millions of vaccines" which might expire earlier than they are supposed to be used, former top minister Gordon Brown has warned.</p>	<p>IMINTAPENDWA YA MUTI WA MWALO WA COVID 19 UWAPANGWA KUTI WAFUMUKA ATEMWA UKONAUKA NGA CAKUTI ICAALO CA UK TACAKENYEKO IFYALO FIMBI, EFISOSELE UWALI NGA KATEEKA (PM) MUNSHITA SHA KUNUMA.</p> <p>Icaalo ca United Kingdom nacifika pa nembenembe na ukufumuka pantu wakokola apo baupangile. Ba Gordon Brown batile abati uyu muti ulefumuka bwangu ukucila ifyo balesubila.</p>
10 30/10/2021	<p>In shock: COVID 19 tablets (pills) to be tested in South Africa by South Africans to see if it works.</p> <p>The main reason for testing things is to see if it works or if it doesn't. It has been announced that the COVID 19 tablets which some calls it pills is set to be tested in south Africa.</p>	<p>ICAMUPAMBA: ABATI UMUTI MUMUSANGO WATUBULUNGWA KUKUPOSHA UBULWELE BWA COVID 19 EO BALATENDEKA UKWESHA KU SOUTH AFRICA.</p> <p>Ico balatendekela ukweshwa ukubomfya utu tubulungwa balefwaya ukumona nga cakuti uyu musango kuti wabomba atemwa iyoo. Kwali imbila yakuti icaalo na cipanga umut wamusango watubulungwa uto cilefwaya ukweshwa.</p>

Both the source language texts and the target language texts have been presented as News flashes and the terminologies contained therein are maintained. However, it must be noted that not all terminologies are presented in the same way in the Bemba translated News flashes as compared to the English ones. The communication objective has been achieved through a careful explanation of techniques used on the presented COVID 19 News flashes. As alluded to in 2.3, Vinay and Darbelnet (1958/2000) ^[14], the translator's main focus is to convey as faithfully as possible the ideas and feelings in a particular situation and not the translation of individual lexemes. For example, in the title of News flash number 1, the literal translation would have been, "Awe COVID 19 imilandu isangilwe mu North Korea

nangu cingaba amashindano efyasosa WHO", this translation is nonsensical and fails to convey the original message contained in the source text.

4.1 News flashes 1 and 2

Rendering the English title in the news flash number one into Bemba included a conglomeration of translation techniques. The noun phrase 'Covid 19 cases' was modulated to the Bemba version as 'ubulwele bwa Covid 19', literally meaning 'disease of Covid 19'. Vinay and Darbelnet (1958/2000) ^[14] explain that modulation is a variation of the form of the message, obtained by change in the point of view. The other technique used within the same title rendering is borrowing. Borrowing can also be called

transference; this is where a lexical item is lifted from the source text as it is into the target text. This can be clearly seen in the nominals; COVID 19, WHO and North Korea. The last part of the title containing the prepositional phrase 'in North Korea despite tests says WHO' could only be negotiated by use of two techniques. One technique used was transposition technique. The word 'tests' in the English version is a nominal while the translated idea of the same word in Bemba 'ukuceceta' is a verb meaning 'examining'. Transposition involves replacing one word class with another without changing the meaning of the message. Within the same phrase expansion has taken place in the Bemba version. The idea in the phrase 'despite tests' has been rendered through expansion to manifest as, 'panuma yakuceceta abantu' literally meaning 'after examining people'. Expansion as a translation technique is the use of more words in the target text in order to re-express an idea or reinforce the sense of the source text word because its correspondence in the target language cannot be expressed as concisely Delisle (1993) [6]. In the rest of news flash one, borrowing, expansion and modulation continue to be used. In the title of News flash two, four techniques have been used to negotiate for equivalence of translation from English into Bemba. Crystal (2008) [3] defines transliteration as the conversion of one writing system into another. The word 'government' in the English version has been transliterated on phonological level to 'kamfulumende' in the Bemba version. The verb phrase 'is considering making' carries with it the idea of putting something to thought and has been modulated with the actual idea of thinking in the Bemba version. The government has been personified and considered as an entity that is able to think. The verbal 'iletontokanya' in the Bemba version literally means 'It is thinking'. The other technique identified is adaptation. Adaptation is a case where the type of situation being referred to by the source language message is unknown in the target language culture. In such a case, translators have to create a new situation that can be considered as being equivalent. The terminology 'umwalo' in the Bemba version is a referent to the inoculation for smallpox that was done in the 1950s in northern Rhodesia. The word has been adapted as an equivalent to vaccination. Expansion, borrowing are also used in the rest of the news flash.

4.2 News flashes 3 and 4

In the News flash 3, transposition, modulation, expansion, literal translation, adaptation and borrowing have been identified as having been used. The noun phrase in the first sentence of the news flash 'Global Covid 19 cases' has been transposed to a complete clause in the Bemba version, 'Impendwa ya bantu balwele Covid 19' (The number of people suffering from Covid 19). The expression 'across the world' has been translated literally to 'isonde lyosne' meaning 'the world'. Literal translation involves the transfer of source text into a grammatically and idiomatically appropriate target language text in which the translator's task is limited to observing the adherence to the linguistic servitudes of the target language.

Transposition, modulation, adaptation, borrowing, literal translation and omission were the techniques identified in News flash number four. The idea of jeopardizing the system contained in the lexeme 'threatens' in the title has

been omitted in the Bemba version of the translation. Omission is the complete suppression or relegation of information/idea contained in the source text as compared to the target text.

4.3 News flashes 5 and 6

In the 5th and 6th News flashes, the techniques identified were adaptation, borrowing, modulation and expansion. The word 'expert' in the last sentence of News flash 5 has been modulated to 'Doctor' using the underlying context of the story. The literal meaning of 'Doctor' in Bemba is 'Shinjanga wa kucipatala'.

4.4 News flashes 7 and 8

In the said News flashes of number 8 and 9, a number of strategies have been used. These include among others; adaptation, modulation, borrowing, conceptual metaphor, expansion, omission, equivalence and literal translation. In this section two new strategies have been identified. These are conceptual metaphor technique and equivalence. Crystal (2008) [3] states that a typical metaphor is a mapping between a better known, more concrete conceptual domain (this 'source domain') and the conceptual domain which it helps to organize (the 'target domain'). It is a cognitive process that transfers conceptual figurative idea from source language frame into another conceptual figurative idea in the target language. In the 7th News flash, the lexeme 'atrocious' has been figuratively translated into a metaphor in the Bemba version. The metaphor 'Itensha caalo' literally has a number of meanings which relate to an urgent issue which needs the attention of the people as it is a matter of life and death. The other metaphor identified in the English version is, the expression 'The elephant in the room' meaning a huge challenge has been figuratively translated into another metaphor in the Bemba version which is, 'Ubushiku bufwile nsofu ne lyaashi lya Nsofu' literally meaning the day when an elephant dies, stories will be about the elephant. In the context of this study the translation in the Bemba version of the metaphor is that the issue of efficacy of COVID vaccines must be taken seriously.

Vinay and Darbelnet (1995/2004) [15] advances that Equivalence as a strategy refers to cases where languages describe the same situation by different stylistic or structural means. They explain that equivalence is usually used to translate idioms and proverbs. This kind of translation is basically focused on the sense and not the image. There is equivalence used in the translation of the expression 'breakthrough COVID'. The connotation in the expression is that COVID is defiant to the vaccines. This same idea is brought out in the Bemba translation as 'ukupilamo nga umunwe wapakati'. This is an allusion made to the defiance of the longest finger on the palm.

4.5 News flashes 9 and 10

In the last two News flashes, a number of strategies have been identified. These strategies include, adaptation, borrowing, modulation, and expansion.

5 Findings

The findings of the translation analysis are tabulated in table 2 form to show the frequency of use of a particular translation strategy.

Table 2: Distribution of strategies used in the translation of News flashes

Strategy	Adaptation	Borrowing	Expansion	Equivalence	Literal
No of times	20	39	12	01	10
Strategy	Metaphoric	Modulation	Omission	Transliteration	Transposition
No of times	02	17	07	01	03

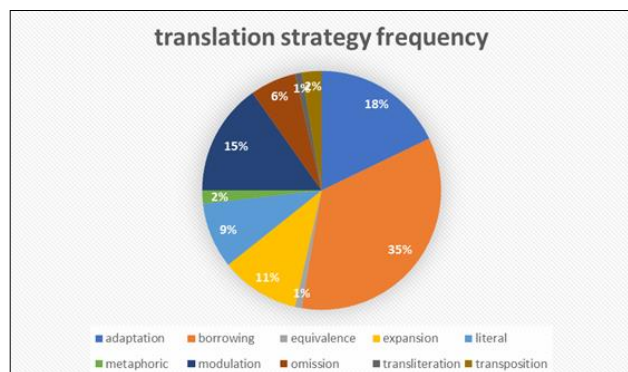


Fig 1: Percentage of translation strategy used

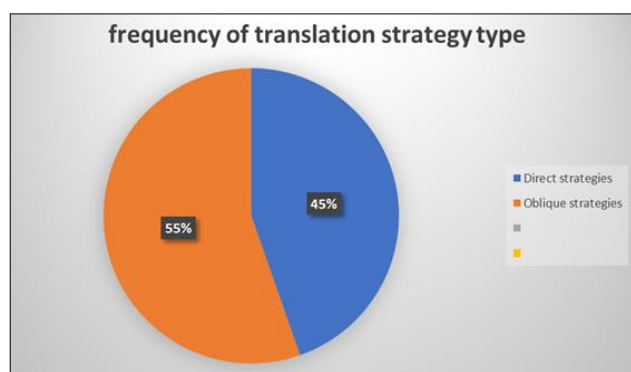


Fig 2: Percentage of translation strategy type used

6. Discussion

Figure 1 in the study inadvertently shades some insight on the strategies that could provide a faster and more effective way of translating COVID 19 online news from English into Bemba. The strategy of borrowing was the most frequently used strategy, having recorded 35%. This frequent use was realized as a result of the number of nouns which were directly transferred from the source text into the target text. The other reason for its frequent use was that fact that the novel terminologies on COVID 19 were non-existent in the target text grammar. In order to overcome the above challenge of void, the translators engaged the strategy of adaptation whose frequency stood at 18% to try and enculturate some ideas contained in the source text. Limited grammatical exposition of the Bemba language called for the art of explaining concepts, resulting in expanded textual presentation. Innovation and creativity espoused in the translators is also manifested in the strategy of expansion at 11%.

The cultural gap between English and Bemba required the translators to change the points of view of certain aspects in order to achieve equivalence, therefore modulation was adopted. The chart shows that this strategy was the third most frequently used strategy at 15%. Divergences in language structures between English, which is Analytic, as compared to Bemba, which is Agglutinative, necessitated

the use of the strategy of transposition whose frequency stood at 6%.

Figure 2 shows the overall frequency of use of the two types of translation procedures as proposed by Vinay and Darbelnet (1958/2000) [14]. In this study, oblique translation procedures account for 55% while direct procedures stand at 45%.

7. Conclusion

The translatum of the 10 News flashes can be said to have achieved the objective of communicating COVID 19 information from English into Bemba. The results favorably indicate that Vinay and Darbelnet’s (1958/2000) [14] model can be relied upon for accelerated translation of Covid information from English into Bemba. This study further informs the would-be translators that direct translation strategies will specifically help in the translation of nominals that may at times have no equivalents in the target language while oblique translation strategies will help to manage cultural gaps that may arise between the source language and the target language. Individually direct translation strategies will have high frequencies but will fail to negotiate for cultural equivalence. Even if as individual strategies oblique translation strategies will record less in terms of frequency, they will however severally be able to render one culture into another with almost the same effects in interlingual translations.

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