

A Survey on the Acceptability of Equivalence-Based Translation Into Yorùbá Language in the Domain of Information and Communication Technology

Jethro Akinyemi Adejumo, Adekunle Ajasin University, Akungba Akoko, Nigeria

ABSTRACT

This article contains a descriptive survey on the acceptability of equivalence-based translation of the menu of TECNO Android phones into the Yorùbá language, one of the three major languages in Nigeria. Words translated into Yorùbá were categorized into strategies of borrowing, semantic extension and composition and analysed from equivalence effect. In the follow-up survey, information and communication technology experts and general mobile phone users were carefully chosen and consulted for an assessment of the appropriateness of the translation. The study concluded that equivalence, the key term of linguistic translation theories, is still a viable concept in the translation of information and communication technology and equivalence-based translation into Yorùbá will not only promote the language but also contribute to effective communication in a multilingual global village that the world is fast becoming.

KEYWORDS

Acceptability, Equivalence, Information and Communication Technology (ICT), Survey, Yorùbá

RESEARCH BACKGROUND

Human beings, irrespective of their tribe or race, employ communication in their daily interactions or activities. In order for every individual in a given community not to be disenfranchised in human endeavour, every effort at achieving effective communication must be researched into and explored.

Crozier & Dettweiler (2011, p. 18) say: “communication as we are thinking about it is a dynamic process whereby symbolic human behaviour both verbal and nonverbal is perceived and responded to...” It is evident from the definition that communication is an interactive process between an encoder and a decoder. Translation is a process of communication not only across two languages but also between two cultures.

Larson (1984, p. 1) opines that translation consist of studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text. Benett (1998, p. 3) as quoted by J. Munday (2009, p. 74) explains that the fundamental premise of the intercultural communication approach is that, cultures are different in their languages, behaviour patterns and values. So, an attempt

DOI: 10.4018/IJTIAL.2019010101

This article published as an Open Access Article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and production in any medium, provided the author of the original work and original publication source are properly credited.

to use (mono-cultural) self as predictor of shared assumptions and responses to messages is unlikely to work because the response, in our case to a translation, will be ethnocentric. To conduct a descriptive survey on the readers' response to a translation, therefore, helps overcome cultural bias and guarantee the objectivity of the assessment of a translation. Survey research on translation effect is particularly meaningful if the two languages are representative of two entirely different cultural traditions.

The main purpose of this research is to survey the acceptability of the translation of the menu of TECNO Android Phones from English Language into Yorùbá, one of the three major languages in Nigeria. The translation was made primarily under the principle of equivalence on both linguistic forms and communicative function.

The Yorùbá language belongs to the West Benue-Congo of the Niger-Congo phylum of African languages (Williamson and Blench 2000, p. 31). The language is spoken in the South-Western part of the country namely: Ondo, Èkìtì, Ọsun, Ọgùn, Ọyọ and Lagos states. It is imperative to research the translation into Yorùbá because of the status of the language.

Fabunmi, F.A. and Salawu, A.S. (2005:392) report that: The effective speakers of the language in the country are about 35% of the country's total population. Yorùbá is used as a language of formal instruction and a curriculum subject in the primary school, secondary school and post-secondary level (including University); it is a curriculum subject and it has a standard orthography. In addition, the Brazilian government has introduced the compulsory study of African History and Yorùbá language into the primary and secondary school curriculums. A critical evaluation of F.A. Fabunmi and A.S. Salawu (2005) vis-à-vis linguistic reality in Nigeria, Yorùbá language is in contact with many other language groups in Nigeria and in some African countries; so it has several exonyms (outside names) like Yáribà, Yórúbawá, Nàgó Ànàgó, Lùkùmi, and Akú.

One salient point we have to note considering the reality on the users of the Yorùbá language in line with the users of TECNO cell phone in general is that, there are some speakers of the language who are monolinguals. In order for such people not to be cut off from the latest development on the use of cell phone, translation of the menu of the cell phones is the most credible option. In addition to this, a sizable population of Yorùbá speakers has Yorùbá language as their lingua franca. Although, in our constitution, English has been recognized and allowed as our lingua franca - for instance in the 1999 Constitution of the Federal Republic of Nigeria as amended, it was stipulated that the business of the National Assembly shall be conducted in English, and in Hausa, Igbo and Yorùbá when adequate arrangements have been made therefore-nevertheless, it is obvious that a good number of speakers of Yorùbá language have the language as their lingua franca. In order for such people to benefit from the Information Communication Technology revolution, this research work aims at bridging the communication gap and the limited utility value of mobile telephony to such groups for whom English is unintelligible.

Owolabi (2006), Adegbija (2004) as quoted by Òfúlùè (2015) have noted the underdevelopment of Nigeria languages especially for specialized domains like Information Communication Technologies and have called for their development to enable speakers to benefit from the affordances of the digital devices and services.

As anxiety is growing among the Yorùbá language users that their only media of communication is on the point of extinction, this research work tries to take a holistic appraisal of how to translate the menu of TECNO Android Phones from English language (source language) to the Yorùbá language (target language).

The result obtained from this research work may be of some value to researchers who may want to investigate translation in the field of information and communication technology. Closely related to this above point is the fact that the study would be of some help to language researchers dealing with speakers of English and the Yorùbá languages. The research would also benefit textbook writers in the field of translation, in the sense of coming up with texts on translation with special preference for Information and Communication Technology and translation.

EQUIVALENCE AS A VIABLE CONCEPT IN INFORMATION AND COMMUNICATION TECHNOLOGY TRANSLATION

Equivalence is a key term of linguistic translation theories. Vinay and Darbelnet (1958) argued that the situation determines the need for creating equivalence, which means a translator, has to first of all examine the situation in the source text in order to come up with a superb equivalence. Jacobson (1959) believes that there can be no full equivalence between two words. Some other theorists (Catford 1965; Nida and Taber 1969, Toury 1980a, Pym 1992a, 1995, Koller 1995) define translation in terms of equivalence relations while other rejects the theoretical notion of equivalence. Steiner (1998:460) as quoted by As-Safi believes that equivalence is sought by means of substitution of equal verbal signs for those in the original.

Ideally, equivalence is synonymous to sameness. Discrepancies between languages, however, render total sameness out the question. Pym (2010) believes that, there is no such thing as perfect equivalence between languages and it is always assumed equivalence. To Pym, equivalence is a relation of equal value between the source text and a target text segment and can be established on any linguistic level from form to function.

In view of the previous debate on equivalence, equivalence in this article is used in the sense of similarity on any linguistic level from form to function. In this flexible usage, equivalence is still a credible notion in the translation of technical and commercial text, which strives for user-friendliness on the condition that the key message is accurately conveyed. Although some words in the domain of Information and Communication Technology refer to concepts that are alien to the Yorùbá culture, the language has resources to accommodate such problem cases. An important part of this study is to describe the linguistic adjustments employed in the process of finding equivalence in order to accommodate the cultural gap in the domain of Information and Communication Technology. It is important to note that creation of equivalence is not a search for total sameness, but only kind of similarity ranging from linguistic form to communicative function. For that matter it interfaces linguistics with Information and Communication Technology. In addition, the work of Bamgbose (1990) and Awobuluyi (1992) on the development of meta-language provide a useful template for this research. The principle of translating meta-language provides useful background to determine the appropriateness of Yorùbá equivalence.

C.I. Ofulue (2015) observes that despite the considerable development in language like Yorùbá, it has limited digital language resources that in turn disenfranchise its speakers from being able to participate in the digital space. Osborn (2010, p. 1) opines that Information and Communication Technology carries very important content into language people speak. When Information and Communication Technology are not available in a given local language, the opportunity to produce and disseminate local context on the internet is reduced.

With the increasing awareness of Information and Communication Technology vis-à-vis mobile telephony across the socioeconomic strata, it has become increasingly important to interface linguistics and Information and Communication Technology in the domain of telephony in Nigeria at large and Yorùbá in particular. If this is done, it would invariably increase the participation of the Yorùbá language in the Information and Communication Technology revolution.

ANALYSIS OF SOME TRANSLATION IN THE MENU OF TECNO ANDROID PHONES

This aspect of the research work makes a critical analysis of the equivalence-based translation data obtained from the field. In order to satisfactorily interface linguistics and Information and Communication Technology using android phone, it is expedient to give analysis of how the equivalents were generated. The equivalents proposed by the researcher in conjunction with the domain experts

were analysed based on the strategies of morphological processes of borrowing, semantic extension and description.

Borrowing

Borrowing is not a new concept in any language; in fact, it is a very important source of developing the vocabularies and terminologies of a language. Abdul (1987:87) citing Greenberg (1957) conceives of borrowing as “the acceptance in one language of a form, in both its sound and its meaning aspects, from another language; though usually with both phonetic and semantic modification”. Borrowing by language developers is occasioned mostly by the non-existence of corresponding indigenous words, and sometimes by the inexactness or inappropriateness of competing indigenous terms (Olúbòdé-Olúbòdé-Şàwẹ 2010). Borrowing is like a chord that joins two or more cultures together. On the effect of borrowing, Awobuluyi (1994, p. 39) observes that borrowing has had the phonological effect of introducing into Yorùbá the voiceless bilabial phosive [p] as in *pépà* “paper,” *péńsùrù* “pencil,” the occurrence of high vowel initial words (e.g. *álòpẹ̀mù* “alum”). Following this spontaneous rendition, this study makes use of this strategy as some words were also borrowed into Yorùbá language in order to come up with a good translation of the menu of TECNO Android Phones. Let us consider the following examples:

SD Card:

Vowel insertion + consonant substitution

SD Card – Káàdì: consonant substitution ‘K’ for ‘C’

Vowel insertion àà + ì (Káàdì)

SD Card - Káàdì SD {Noun before qualifier in Yorùbá }

Battery:

Vowel insertion between consonant clusters was predominantly employed to generate equivalence for battery

Battery – to generate equivalence for battery, ‘t’ and ‘y’ in ‘battery’ were substituted with vowel ‘ì’

Battery – Bá + tì + rì

Battery - Bátìrì

Calendar:

Consonant substitution + consonant deletion

Calendar – Kà + lẹ + deletion (n) + dà + deletion (r)

Calendar - Kàlẹ̀dà

Data usage:

Tone mark + description

Data – data + usage (description of the word) Ìlò ‘n’

Data usage - Ìlò dátà

Items 1-4 are simple borrowed terms with varying degree of phonological adaptation. They are phonologically, orthographically and even semantically modified. In the Yorùbá language, consonant clusters is not allowed, hence, we have consonant deletion and vowel substitution to come up with superb equivalence for ‘card’ and ‘battery’.

Before a word or phrase is borrowed from English into the Yorùbá language, a certain necessary process must be followed in order to allow for acceptability. This is because the quantity of phonemes in the English and Yorùbá languages are different. Whitney (1994) as quoted by Tijani (2015) mentions that in such a situation, the recipient language normally pursues one of the following two strategies: (i). either the recipient language replaces the foreign phonemes with one of its own that is phonetically similar e.g. [F]...[V]...[X]...[S]. []...[S], etc. or (ii). The recipient language retains the phoneme from the source language thereby acquiring a new phonemic distinction through borrowing. The first instance is found in Yorùbá language thus:

1. [ph] ... [f] – phone – fòònù
2. [c] ... [k] – card – káàdì

In Yorùbá language, when a word is borrowed, such a word eventually conforms to all the morphological (and phonological) features in the language. As a phonological example, Yorùbá does not encourage consonant cluster. Awobuluyi (1994, p. 39) argues that consonant sound cluster and consonant in coda position of a word is, sometimes, realizable when a word is borrowed into Yorùbá language, and he provides the example; *oníbrééd* “bread seller.” It is our contention that this is an example of unassimilated borrowing. A fully assimilated version of this borrowed word would be *oní-búrédì*.

Semantic Extension

Semantics has to do with the meaning of words, phrases, clauses and sentences while extension deals with the act of increasing the area of activity. Semantic extension involves the extension of the meaning of existing words in a language in the field of translation. It is obvious that translation in the domain of Information and Communication Technology is relatively new; in view of this, the translation of the menu of TECNO Android Phones is replete with semantic extension. Therefore, it is pertinent to analyse beyond the word level so as to capture the intended meaning of the word in Yorùbá language, let us consider the following.

Applications

Semantic extension + borrowing was employed to create equivalence for ‘application’:

Semantic extension: *Àká èlò* “barn for useful things”

Borrowing *fòònù* “phone”

Application - *Àká èlò fòònù*

In Yorùbá language, *Àká èlò* is ambiguous, hence the introduction of *fòònù* to denote the specific *àká èlò*.

Movie Studio

Semantic extension + nominalization + prefixation to generate equivalent for Movie studio:

Movie studio – *Yàrá* ‘room’ + *ìyàwòrán* ‘to take pictures’

(prefix) *ì* + *yà* (take) + *àwòrán* (picture)

Deletion – *yà’wòrán*

Movie studio - *Yàrá ìyàwòrán* (A Movie studio)

Menu

Semantic extension + nominalization were used to generate equivalent for menu:

Menu – *Àtẹ* (noun) + *ìyan* (n) + *ohun* (n) + *ìse* (n)

A ware displayed in market to select something to do

Nominalization through affixation

(Prefix) *ì* ‘to’ + *yan* (v) select

Menu - *Àtẹ ìyan ohun ìse* “A display of options in an electronic device or cell phone”

Calendar - *Àtẹ ìkajọ*1.

Storage - *Àká ìpamọ*2.

Window animation scale - *Fèrèsé ìwọ̀n ìwo-àrà*3.

From examples 9 and 10 above, “*àtẹ*” has extended its meaning from a ware display in a market place to a display of options in an electronic device, cell phone.

“*Yàrá*” in example 8 has also extended its meaning from a room in a house to a movie studio in cell phone.

In like manner, “*àkà*” suggests a barn where grains are kept in the farm. “*Àkà*” has extended its meaning to cover where an application or something valuable is stored on cell phone and also, “*fèrèsè*” is window but has now extended its meaning to an operating system in an electronic device.

Composition

Composition refers to the creation of new terms in a language by combining some of its morphemes, words or even phrases to create new expressions denoting foreign objects or concepts (Olúbòdé–Olúbòdé-Şàwẹ, 2010:569). Òfúlùè (2015:69) says composition involves the stringing of two or more words to make a phrase or sentence.

Maps

Composition: (prefix) *à* + *se* (v) + *atónà* (n):

Which does a guide

a + (deletion) *se* + *atónà*

a + *s’atónà*

pluralization: *àwọn* (those)

Maps: *Àwọn aṣatónà*

Flash Share

To generate equivalence for “flash share” the speed of the file shared was put into consideration:

Composition – *Aṣifúni lógán*

(Prefix) *a* + (verb) *fifún* + *ni* (n) + *lógán* (adverb)

That to give someone instantly

Nominalization + adverb - *Aṣifúni* + *lógán*

Flash share - *Aṣifúni lógán* “that which shares file instantly”

Input

Composition: *Àgbéwọlé* – (prefix) *à* + *gbéwọlé* “carry enter”:

àgbéwọlé = *à* “that” + *gbé* “carry” + *wọlé* “enter”

nominalization – *Àgbéwọlé* “that which is carried inside”

Àgbéwọlé – information entered electronically.

Input – *Àgbéwọlé*.

It is observed from examples 13 – 15 that, equivalents or near equivalents were derived after a good consideration of the meanings of those words in English language. For instance, the function of a “map” is to guide an individual in a particular geographical location, hence, we have *aṣatónà*. “Flash” denotes something that is quick like lightening while share means to give something to somebody. Therefore, the compound word “flash share” is realized as *aṣifúnni lógán* owing to the speed of the information shared.

‘Input’ is something that is coming inside while ‘output’ is something going outside.

Awóbùlúyì (1994) as quoted by Olúbòdé-Olúbòdé-Şàwè (2010, p. 569) identifies two compositional strategies: description and translation. He says description involves creating new terms by describing foreign physical objects with reference to the function or purpose of the device, its manner of production or application, its physical appearance, its behaviour or other peculiar characteristics.

Following Awobuluyi's observation, Oyèbádé and Adéjùmò (forthcoming) in their paper titled "Introducing Yorùbá Language Option in Automated Teller Machine" suggest a description of Automated Teller Machine as "*èrọ tí ń pọ owó*". If we go by "word for word" translation of Automated Teller Machine, we may fail the principle of semantic implication of the intended meaning. Through the description of the machine we have:

Èrọ a pọ owó
Machine that vomit money
"The machine that vomits money" - *apọwó*
"Automated Teller Machine"

In translation of the menu of TECNO Android Phones, description which is one of the two compositional strategies identified by Awobuluyi, was used on many occasions. Let us consider the following instances of composition (description).

The strategies of description and nominalization involving prefixation and deletion were employed to create the equivalents of: Torch, Message, Calculator and Assistant in the Yorùbá language.

Torch

Description – *àtẹ̀toná*:

Àtẹ̀ton'ná = (prefix) *à* + *tẹ̀ton'ná*
tẹ̀ + *ton'ná* 'press + produce light'
Nominalization through affixation (Prefixation)
(Prefix) *à* + *tẹ̀ton'ná* = *àtẹ̀ton'ná*
(*àtẹ̀ton'ná*: that which is pressed and produce light)

Calculator

Description: *Aşẹşírò*:
aşẹşírò - (prefix) *a* + *şẹşírò*
şẹ + *şírò* (nominalization) 'do calculation'
Deletion: *a şẹ'şírò* 'that do calculation'
a + *şẹşírò* 'that counts'
Nominalization through affixation (prefixation)
Prefix *a* + *şẹşírò* = *aşẹşírò*
(*aşẹşírò*: that which does calculation)

It is evident in the examples "a" and "b" that composition in linguistics entails both phonological and morphological processes.

A close evaluation of the examples 10 to 17 shows that, in order to achieve a good composition of the terms, the strategy of compounding was also employed. Compounding consists of the combination of two or more (usually free) roots to form a new word. Compounding is common in the translation of the menu of TECNO Android Phones. Let us consider the following compounding used in the work:

1. Cell phone "*èrọ ibánisẹ̀rọ aláàgbéká*"
2. Storage "*ibi ipamọ́/''àká ipamọ́*"

3. Torch - *Àtètán'ná*
4. Message - *Àwọn òrò àtèránṣé//àtẹ̀jísé*
5. Calculator - *Aṣẹ́sírò*
6. Assistant - *Aṣẹ̀rànwọ́/olùrànlọ́wọ́*
7. Phone - *ẹ̀rọ ibánisòrò*
8. Bluetooth - *Aláàtagbà afi dátà ránṣé*
9. Mobile Network - *netíwọ̀kì aláàgbéká*
10. USB Storage - *Ibi ipamó USB//àká ipamó USB*

THE OVERALL DESIGN OF THE SURVEY ON THE ACCEPTABILITY OF THE TRANSLATION

In the field survey, fifty (50) Yorùbá monolinguals, one hundred (100) people who have Yorùbá as their Lingua Franca and fifty (50) end users who have special prejudice for Yorùbá were carefully selected in Akoko land of Ondo State for the study to test the acceptability of introducing Yorùbá language as one of the language options of GSM technology. It is an indisputable fact that the notion of language users is a veritable source of data, on this note, ten (10) respondents who use Yorùbá professionally; native speakers; and who are proficient in the use of mobile phone were randomly selected to test the acceptability of the options proposed by the researcher. The author has chosen to use Akoko for this study owing to the fact that Akoko has Yorùbá language as her Lingua franca. In all, two hundred and ten (210) end users of cell phone were involved. The data obtained from respondents are valid because the respondents were carefully selected from each Local Government, and each town in the Local Government was also represented. On the breakdown of respondents in each local government area, Akoko South East has 50 respondents, 54 respondents from Akoko South West, 56 respondents from Akoko North West and 50 respondents from Akoko North East. In all the three sets of questionnaires, one hundred (100) people who have Yorùbá as their Lingua Franca, fifty (50) Yorùbá monolinguals and sixty end users who have special bias for Yorùbá were randomly selected in Akoko land of Ondo State.

Two sets of questionnaires were designed for the study; the former was in English Language while the latter was in Yorùbá Language to take care of Yorùbá monolinguals. The questionnaire was first subjected to face and content validity by experts in Yorùbá/English. They ascertained that it was easy to understand for the groups. It was not too wordy or extraordinarily long; each respondent was expected to complete the questionnaire by himself or herself.

The table shows that, the survey cut across all the categories of speakers of the Yorùbá language in Akoko land of Ondo State used for the study to test the acceptability of inclusion of the Yorùbá language option in GSM technology. From the bio-data presented above, it is evident that between age 11-30, 99 respondents representing 55.9% were involved in the study, 31-40 had 55 respondents representing 31.1% while 41 and above accounted for 23 respondents representing 13% cell phone users. 96 respondent males representing 54.2% were involved while 81 respondent females representing 48.8% were also used for the study. 65 respondents representing 36.7% were used, 58 student respondents representing 23.8% were also surveyed while others were 54 respondents representing 30.5%. Finally, 14 respondents representing 8% did not go to school at all, 28 respondents representing 15.8% stopped their schooling at primary school, 33 respondents representing 18.6% attended secondary school while 102 respondents representing 57.6% had post-secondary experience. The implication of the data presented above is that, the researcher was not biased in the survey. All categories of people in a given society were involved which means the result obtained from the data is reliable. Table 2 shows the responses to the questionnaire.

Item 1 revealed that 136 (76.8%) respondents said they would like to communicate in Yorùbá as often as possible while 41 (23.2%) of respondents said no. item 2 revealed that 134 (75.7%) of respondents said they would like to use Yorùbá language option on their cell phones

Table 1. Frequency and percentage demographic information of respondents

Variable	Frequency	Percentage
Age		
11-20	43	24.3%
21-30	56	31.6%
31-40	55	31.1%
41 and above	23	13%
Total	177	100%
Sex		
Male	96	54.2%
Female	81	45.8%
Total	177	100%
Occupation		
Civil Servant	65	36.7%
Students	58	32.8%
Others	54	30.5%
Total	177	100%
Qualification		
Nil	14	8%
Primary	28	15.8%
Secondary	33	18.6%
Post-secondary	102	57.6%
Total	177	100%

Table 2. Response for Yes or No questions from the questionnaire

Variable	YES	%YES	NO	%NO
1. Will you like to communicate in Yorùbá as often as possible?	136	76.8%	41	23.2%
2. If Yorùbá language is introduced into your cell phone as one of the language options, will you like to use it?	134	75.7%	43	24.3%
3. If appropriate provision(s) is/are made on your cell phone, will you like to use Yorùbá language to perform some internet-related issues such as; Facebooking, 2going and Whatsapping?	128	72.3%	49	27.7%
4. Apart from cell phone, would you like to adopt the use of Yorùbá language as the language option for all electronic devices that have language options?	118	66.7%	59	33.3%

while 43 (24.3%) of respondents said they would not likely use it. On item 3, it was evident that 128 (72.3%) of respondents agreed to using Yorùbá language option on their cell phones for internet-related issues while 49 (27.7%) of respondents said no. Lastly, item 4 revealed that 118 (66.7%) of the respondents said they would like to adopt the use of Yorùbá language option for all electronics that have language options, while 59 (33.3%) said they were not interested. Table 3 show the brands of cell phones.

Table 3. Brands of cell phone used by respondents

S/N	Variables	Frequency	Percentage
1.	TECNO	57	32.2%
2.	Nokia	51	28.8%
3.	Itel	24	13.6%
4.	Samsung	16	9%
5.	Blackberry	06	3.4%
6.	Others	23	13%
7	Total	177	100%

Item 1 revealed that 57 (32.2%) respondents were using TECNO Phone, 51 (28.8%) respondents were using Nokia, Itel accounted for 24 (13.6%) respondents, 16 (9%) respondents were using Samsung, Blackberry accounted for 6 (3.4%) respondents while 23 (13%) went for other cell phone users.

From the table, it is obvious that TECNO phone was more ubiquitous among Yorùbá speakers in Àkókó land. It was evident that 'Itel' attracted more users compared to what it used to be in the past. Anecdotal evidence has it that, people now use Itel products because, it is very affordable and also good like TECNO products. Moreover, the statistics showed that, using TECNO as a case study for this research work was neither a waste of energy nor time. In fact, the research was timely.

From the table 4, item 1 revealed that 21 (11.9%) of the respondents said that they don't use their Mother Tongue, 47 (26.6%) said they use it occasionally while 109 (61.5%) said that they use it regularly. Does the number of respondents who were not using it at all and those who used to use it occasionally potent partial endangerment for the language? Table 5 shows the changes noticed in the use of mother tongue recently.

Item 1 revealed that 21 (11.9%) of the respondents said people were no longer comfortable speaking the Yorùbá language, item 2 showed that 46 (26%) of the respondents confirmed that

Table 4. Frequency on how often the respondents use their mother tongue

Variable	Frequency	Percentage
1. Not at all	21	11.9%
2. Occasionally	47	26.6%
3. Regularly	109	61.5%
Total	177	100%

Table 5. Changes noticed in the use of mother tongue recently

S/N	Variables	Frequency	Percentage
1	People are no longer comfortable speaking it.	21	11.9%
2	Less spoken, especially among the youths.	46	26%
3	Renewed interest in it by scholars in Nigeria.	16	9%.
4	No essential change.	15	8.5%
5	Always spoken, code-mixed with English.	79	44.6%

Yorùbá was less spoken especially among the youths, 16 (9%) of the respondents said there was renewed interest in the Yorùbá language by scholars in Nigeria. Item 4 revealed that 15 (8.5%) of the respondents said that there was no essential change while item 5 revealed that 79 (44.6%) of the respondents confirmed that Yorùbá language was always code-mixed with English.

DISCUSSION OF THE FINDINGS

The statistics given by NCC 2015 shows that, Nokia has the highest users in Nigeria with 41.1%, TECNO 26.1%, Blackberry 12.1% while Samsung is 8.2%, but this study revealed that those who use TECNO phones in Àkókó area used for the survey were more in number than the users of Nokia.

In the field survey, the respondents mentioned some challenges they would likely encounter using Yorùbá language option on their cell phone. Such challenges were: problem of unfamiliar terms in the Yorùbá language, problem of effective application of tone marks, dynamism of Yorùbá spellings, some English words do not have equivalence in Yorùbá language and that Yorùbá cannot be used to communicate technological terms to some extent.

Some of the solutions proffered by the respondents were: that the Yorùbá people should see the language as their pride and identity, that there should be renewed interest to making use of the language in Yorùbá families, that the researcher should suggest terms that are familiar to the people of Yorùbá speaking areas so that the Yorùbá language option would be unanimously accepted, that the language should be developed to compete favourably well with English, French, and so on and that government should recruit good teachers of Yorùbá in both primary and secondary schools so that the school age children could have a sound knowledge of the language from the onset.

Moreover, the research showed that school age respondents, (that of secondary and tertiary institutions) were not showing enthusiasm in the use of Yorùbá language in their daily interactions; when they did, they used to code-mix it with English language. To substantiate this claim, statistics on this study showed that 11.9% of the respondents said people were no longer comfortable speaking it, 26% said it was less spoken especially among the youths, 9% was of the opinion that scholars had renewed interest in the language, 8.5% said no essential change while 44.6% observed that it was always spoken code-mixed with English and the analysis of the 44.6% showed that about 80% of them were youths. Does this not portend endangerment for the language?

Awobuluyi (2014) in his lecture at OAU Ile-Ife titled “Yorùbá Must Not Die Out” observes that “No human language was ever expressly created for discussing any particular discipline or set of disciplines. Any language found suitable for discussing specific discipline today only became so mostly through the collective conscious efforts of its speakers/users”. One of our targets in this work is to introduce Yorùbá language into the TECNO brand of cell phone being used by a teeming population in Yorùbá speaking areas. In order for this innovation to yield its desired result, every Yorùbá speaker/user must be encouraged to show a renewed interest in the language in general and in the domain of Information and Communication Technology in particular.

It was evident from the data obtained that a vast majority of the respondents did not embrace borrowing no matter what the case may be. They tried as much as possible to give equivalents or near equivalents where necessary.

Olúbòdé-Olúbòdé-Şàwè (2010) observes that borrowing by language developers is occasioned mostly by the non-existence of corresponding indigenous words and sometimes by the inexactness or inappropriateness of competing indigenous terms. Despite the fact that about 95% of the translations have Yorùbá equivalents, we have decided to use borrowing on many occasions because borrowing is a universal characteristic of every language. In fact, it is one of the most productive methods by which the lexicon of a language could be enriched for development. They also serve as synonyms to the Yorùbá innovated words on many occasions.

RECOMMENDATIONS

In respect of the observations made in this study, the following recommendations are made for indigenous languages to participate in the Information Communication Technology revolution:

1. That people (most especially the youths) should be educated on the need to interact with indigenous languages such as Yorùbá in the domain of Information and Communication Technology;
2. It is obvious that translation is now becoming increasingly automated as such, government should invest in computational linguistics by training and retraining computational linguists so that the field could benefit the nation in the social aspects of technology;
3. In line with the reality on Information and Communication Technology and indigenous languages, computational linguistics should be introduced into the department of linguistics and languages for both undergraduate and postgraduate studies in Nigeria;
4. We recommend to the company (TECNO) to include the Yorùbá language and other African languages in the user interface of their devices so that the speakers of these languages can enjoy Information and Communication Technology revolution via TECNO Brands of cell phone. It is our contention that if this is done, it will boost the profit of the company owing to the fact that TECNO phone in general will become even more ubiquitous in Nigeria;
5. Finally, Translation in the domain of Information and Communication Technology is like compilation of a dictionary. It is obvious that a vast majority of the words in the domain of Information and Communication Technology are neither in the Yorùbá dictionary nor in the metalanguage part I & II. Therefore, it is our honest desire that a general conference of researchers in the domain of Information and Communication Technology be called for harmonization of their ideas to have a science and technology metalanguage and subsequent enrichment of the Yorùbá dictionary.

If these recommendations are properly utilized, there is no doubt that interaction with African indigenous languages in the domain of Information and Communication Technology will witness a tremendous boost, and Africa and Africans would be the better for it.

CONCLUSION

The importance of translation in the domain of Information and Communication Technology cannot be over emphasized. That is why different disciplines are motivated to collaborate within computational linguistics, bringing in a range of complementing but largely unrelated approaches. This research interfaces linguistics with Information and Communication Technology in the process of finding equivalence in order to accommodate the cultural gap in the domain of Information and Communication Technology. In addition, the work of Bamgbose (1990) and Awobuluyi (1992) on the development of meta-language provide a useful template to determine the appropriateness of Yorùbá equivalence.

Although a vast majority of the terms in the menu of TECNO Android Phone have no existing equivalents in the Yorùbá language, finding translation equivalence in the domain of Information and Communication Technology is possible in African languages through the linguistic adjustments such as borrowing, semantic extension and composition. In the follow-up survey, questionnaires on the acceptability of the translation equivalents were administered to the Yorùbá monolinguals, those who have Yorùbá as their lingua franca and those who have special preference for Yorùbá in the domain of Information and Communication Technology. The result showed the Yorùbá equivalents are generally acceptable to the users. This result leads us to the conclusion that despite the digital cultural gap between English and Yorùbá, Yorùbá language has the potential resources to express new concepts in Information and Communication Technology. It also lends support to equivalence as viable and flexible concept in the translation in the domain of Information and Communication Technology.

The survey also shows that a good percentage of the respondents have special preference for the use of Yoruba in the domain of Information and Communication Technology. The author contends that equivalence-based translation into Yorùbá and other African languages will not only promote the language but also contribute to effective communication in a multilingual global village that the world is fast becoming. As computer set is finding its way into the families of an average Nigerian, the author also suggests that a robust research should be conducted on how to localize the menu of computer set, to make it user friendly.

REFERENCES

- Abraham, R. C. (1958). *Dictionary of Modern Yorùbá (Yorùbá-English)*. London: University of London Press.
- Adégbolá, T. (2006). Globalization: Colonizing the space flows? In F. Egbohcare & C. Kolawole (Eds.), *Globalization and the Future of African Languages*. Ìbàdàn: Ìbàdàn Cultural Studies Group.
- Adégbolá, T., Owólabí, K., & Odéjobí, T. (2011). Localizing for Yorùbá: Experience, Challenges and Future Direction. In *Conference on Human Language Technology for Development*, Egypt, December 7.
- Ajíbóyè, O. (2010). Yorùbá Nominal Modification. In F. Oyèbádé and O. Tèmitópé (Eds.), "New Findings in the Study of Nigerian Languages and Literatures. Àkúré: Montern paperbacks.
- Awóbùlúyì, O. (1990). Èdè Ìpèrì Yorùbá II (Yorùbá Metalanguage II). Ìbàdàn: Ìbàdàn University Press.
- Awóbùlúyì, O. (1994). The Development of Standard Yorùbá. *Language Reform: History and Future*, VI, 25–42.
- Awobuluyi, O. (1998). *A Guide for Creating Metalinguistic Terms for African Languages*. Dakar: UNESCO regional office for Education in Africa.
- Baker, M., & Malmkjar, K. (Eds.). (1998). *Routledge Encyclopedia of Translation Studies* (1st ed.). London, UK: Routledge.
- Crozier, D., & Dettweiler, S. (2011). *Keys to Language Development and Bible Translation*. Nigeria: African Christian Textbooks.
- Fabunmi, F. A., & Salawu, A. S. (2005). Is Yoruba an Endangered Language? *Nordic Journal of African Studies*, 14(3), 391–408.
- Fágbolú, O. O. (2015) Development of Web-enabled Digital Yorùbá Phrase Book [Dissertation]. Federal University of Technology Akure.
- Larson, M. (1984) *Meaning based Translation: A guide to cross-language Equivalence*. USA: Lanham University press of American.
- Munday, J. (Ed.). (2009). *The Routledge Companion to Translation Studies*. Routledge.
- Òfúlùè, C. I. (2015). Localisation of mobile Phone Technological terms: A case study of Yorùbá Language. *Ihafa Journal of African Studies*, 7(1), 58–85.
- Olúbòdé-Şàwè, F. O. (2010). Mobile Telephony in Nigeria: Possibilities beyond Gaming and Social Networking. *Paper presented at the third Annual Conference of the National Union of Radio Science*, Federal University of Technology, Àkúré, December 1-3.
- Olúbòdé-Şàwè, F. O. (2010). Devising Yorùbá Vocabulary for Building Construction. Dissertation. Adékúnlé Ajásin University, Àkùngbá-Àkókó, Nigeria.
- Olúbòdé-Şàwè, F. O. (2010). Digital Communication in Indigenous Languages. In R. Taiwò (Eds.), *Handbook of Research in Discourse Behaviour and Digital Communication: Language Structure and Social Interaction* (pp. 564-577). Hershey, PA: IGI Global.
- Oyèbádé, F. O. (1998). *A course in Phonology*. Nigeria: Sebiotimo Publisher.
- Oyèbádé, F. O., & Adéjùmò, J. A. (forthcoming). Introducing Yorùbá Language Option on Automated Teller Machine. *Paper presented at the first Annual Faculty of Art International Conference*, Adékúnlé Ajásin University, Àkùngbá Àkókó.
- Pym, A. (2010). *Exploring Translation Theories*. London: Routledge.
- Tijani, M. (2015). A morphological Analysis of Loan Words among Yorùbá speakers of English Language in Kaduna Metropolis [Dissertation]. Ahmadu Bello University, Zaria.
- Williamson, K., & Blench, R. (2000). Niger-congo. In *African languages: An Introduction* (pp. 11-42). Cambridge.
- Yinhua, X. (2011). Equivalence in Translation: Features and *Necessity*. *International Journal of Humanities and Social Science*, 1(10), 169–171.

APPENDIX: SUMMARY OF ANALYSED DATA AND SELECTED OPTIONS

Table 6. Summary of analysed data and selected options

S/N	English Tecno Terms	Explanation	Proposed Yorùbá Equivalence
1	Menu	Specially selected	<i>ménù// Àṣàyàn</i>
2	Assistant	That which assists in retrieving information	<i>Aṣẹrànwọ</i>
3	BBM	BBM	<i>BBM</i>
4	Browser	That which searches for information	<i>awáun// Ìwá-n</i>
5	Calculator	That which calculates	<i>aṣẹṣírò /kakulétò</i>
6	Camera	That which takes pictures	<i>Kámérà</i>
7	Calendar	That which shows date, day weeks months and year	<i>Kàlédà</i>
8	Carlcare	Carlcare (proper noun) (professional body giving professional support for mobile industries like TECNO & ITEL)	<i>Aṣàtúnṣe fòònú TECNO</i>
9	Clock	That which indicates time	<i>aago / agogo</i>
10	Contacts	That which gives information in stored numbers	<i>àwọn olùbàsórò/ olùbàsórò</i>
11	Danger Dash	Game	<i>aré inúfú-àyàfú/aré àìfòkànbalè</i>
12	Download	That which helps to retrieve data	<i>Àgbàwálẹ</i>
13	Du Battery saver pro	That which boasts battery	<i>afún bátirò lágbára</i>
14	e-mail	Box for incoming and outgoing information	<i>I-meèlì</i>
15	Facebook	That which shows friends face and chat detail	<i>Fesibúùkù</i>
16	File Manager	That which saves all received information	<i>aṣètò fáìlì</i>
17	FM Radio	Radio	<i>Rédíò FM/Rédíò éfẹmù (FM)</i>
18	Gallery	That which saves still and motion images	<i>àkà àwòrán / àpò àwòrán</i>
19	Gmail	Box for incoming and outgoing information	<i>G- meèlì</i>
20	Google	That which helps to retrieve information online	<i>Gúgù</i>
21	Google Setting	Helps to set google	<i>ìṣètò gúgù/ààtò gúgù</i>
22	Google +	Advance way of retrieving online information	<i>gúgù+/áfíkún gúgù</i>
23	Green farmz	Game	<i>eré àwọn ewéko/Green farmz</i>
24	Maps	Gives direction/guide	<i>máàpù//àwọn máàpù</i>
25	Flash Share	That which helps to share information	<i>afífúnni lógán/ Fílàṣì (flash)</i>
26	Messages	That which sends and receives text information	<i>àwọn ọrọ àtẹránṣẹ/àwọn ọrọ àfíránṣẹ</i>
27	Messengers	That which helps to chat with friend	<i>afòròránṣẹ/àwọn afòròránṣẹ</i>
28	Movie Studio	That which saves motion pictures	<i>yàrá iyàwòrán/yàrá agbohùn-yàwòrán</i>
29	Music	Music	<i>Tílùtìfòn// tori-tìlù-tìfòn</i>

S/N	English Tecno Terms	Explanation	Proposed Yorùbá Equivalence
30	Operamini	Helps to browse	<i>ópérà miní/àbùjá ayélujára</i>
31	Palmchat	Helps to browse	<i>ítakùròsọ àtéléwọ́/ítakùròsọ àtélọwọ́</i>
32	Palmplay	Helps to browse	<i>eré àtéléwọ́/eré àtélọwọ́</i>
33	Phone	That which helps to internet electronically	<i>fòdùnù/ẹrọ ibánisọ̀rọ̀</i>
34	RFB	RFB	<i>R.F.B</i>
35	Search	To look for information	<i>Wáa/ Wá-n</i>
36	Play store	That which helps to retrieve applications	<i>àkà ohun èlò fòdùnù</i>
37	Setting	Arrangement	<i>ìṣètò/àwọn àtò/ètò/</i>
38	Sim toolkit	That which keeps sim tools	<i>irinṣẹ̀ sìmù</i>
39	Sound recorder	Recording of sound	<i>agbohùn silẹ̀</i>
40	Torch	Torch	<i>tọ̀pọ̀sì /àtẹtan'ná</i>
41	UC Browser	That which helps to retrieve information online	<i>UC asàwárí/UC awáun</i>
42	Video player	That which helps to watch motion picture	<i>ẹrọ fidió/aṣàfihàn fidió</i>
43	Voice search	That which searches for voice	<i>aṣàwárí ohùn</i>
44	WhatsApp	That which helps to chat with friends	<i>wátísáàpù/kitlónṣẹ̀lẹ̀</i>
45	Wireless input device	Wireless input device	<i>Agbaun láìlowáyàagbé nka wọ̀lé láìlowáyà</i>
46	YouTube	Helps to download videos	<i>fidió ayélujára/ yàrá fidió ayélujára</i>
47	Applications	Applications	<i>àkà ohun èlò fòdùnù /àkà èlò fòdùnù</i>
48	Android phone	Android phone	<i>ẹrọ ibánisọ̀rọ̀ hándírọ̀dù/ fòdùnù hándírọ̀dù</i>

Jethro Akinyemi Adejumo is currently a tutor with the Ondo State Teaching Commission, Nigeria where he teaches English Studies and Literature in English. His broad research interest has been in the area of translation with special preference for the domain of ICT. He also has research interest in Socio-Linguistics and Language Education.