

MEDIA ADVISORY

“Unisa Language Festival School Roadshow Launch”

ATTENTION: EDITORS, PRODUCERS, EDUCATIONAL AND SOCIAL REPORTERS
DATE: 02 / AUGUST / 2017

The University of South Africa celebrates diversity by offering multilingual fields of study. These languages include Arabic, Biblical and Modern European languages. Since 2004 the Unisa College of Human Sciences has hosted the annual Unisa Language Festival, the only one held in South Africa, to celebrate the diverse culture and languages spoken in South Africa.

The language festival has in the past showcased all the different languages, cultural background and experiences through dramatic arts, poetry and music, dance and exhibitions. In 2017 Unisa is proud to make an even larger impact by reaching more learners with a different modus operandi.

The festival is taking place as follow:

Date : 4 August 2017

Time : 11:00

Venue: Hoerskool Silverton, Pretoria (122 De Blvd Rd, Silverton, Pretoria, 0184)

This August, Unisa, through its College of Human Sciences, is proud to launch the 2017 **Language Festival Roadshow** for learners in grades 9 and 10. Collaborating with HDI Youth Marketeers, a fun and educational industrial theatre show has been crafted to communicate Unisa's language offerings as well as excite and educate young South Africans about the different languages they can choose from when pursuing their future careers. Unisa aims to leave a mark and to encourage young people to celebrate the different cultures and acknowledge that diversity can unite us as a country.

The roadshow which will tour 60 high schools in the Gauteng region will also be supporting educators through the curriculum aligned teacher workbooks that will be provided by Unisa. As part of amplification for the programme, a competition has been included encouraging learners to write an essay on whether multilingualism in South Africa is a resource or a problem. Learners who are successful will win prizes up to R10 000 for themselves and their school.

The #UnisaLanguageFestival will be used throughout the programme to create online conversations on Unisa's Twitter and Facebook pages.



Additional Information

In line with Unisa's vision of being *the* African university shaping futures in the service of humanity, the College of Human Sciences has since 2004 hosted the Unisa Language festival to celebrate the diverse languages spoken in South Africa.

The Festival was established by the former Executive Dean, Professor Rosemary Moeketsi, together with the then heads of the various language departments at Unisa. At the time, Unisa taught 21 languages, and most of these are still taught formally and from theoretical perspectives of linguistics and literature at university level from NQF 5 to doctoral level and as individual disciplines.

Unisa currently offers studies in IsiZulu, IsiXhosa, IsiNdebele, Xitsonga, Sesotho, Sesotho sa Leboa, Setswana, SiSwati, Tshivenda, Afrikaans, English, Arabic, Biblical languages and Classics, French, Portuguese and Chinese Mandarin, as well as linguistics and translation studies.

The Unisa language festival is an annual event which highlights how the average learner can use the study of language to further themselves. As part of our drive to create awareness for the College of Human Sciences and the role that languages can play as a career option, these festival has been hosted in various cities on an annual basis.

The festival allows us to integrate language and appreciate language. Language carries culture and this impacts our general behaviour, dress and food, among other things. We sometimes take for granted things, things like language, that are pervasive and are forever used and everywhere and we think we know all about them. With the language festival, we deliberately explore salient features. For example, the language festival is used for self-expression – for communication of thoughts, feelings, love, wishes, desires, and aspirations, among other things.

Learners will discover that language is verbal (the spoken word) and non-verbal (gestures and facial expressions). They learn that language is in poetry, in song, in drama, in folklore, in books and in art. The aim of the Unisa Language Festival is to stimulate a love for language and create an awareness on the career possibilities that studying language can bring; careers such as being an author, interpreter, journalist, and public speaking, among others.

Members of Media are invited to attend the event

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ISSUED BY UNISA MEDIA AFFAIRS DIRECTORATE

