

Inferior language used in ads

Listening to radio commercials one frequently comes across spots being done by people who don't speak the language.

This has been happening a lot recently. I believe that the producer should be able to ensure that the finished product is appropriate. We know that the languages have evolved and that most commercials are recorded in mixed languages, but that is no excuse for inferior language. This upsets the listeners a great deal and should not happen. You can't take a Zulu voice over artist and have them read Sesotho without verifying whether they speak appropriate Sotho or not. I think that the day will come when an ad agency will lose a client because they indirectly insult his or her market by using people who can't speak the language. The ad industry has to wake up to the fact that the face of the client has changed colour and that the majority of these clients have so much respect for their heritage, culture and language.

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