

## Language and dominance in Khalamdumbadumbane

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### ABSTRACT

The research deals with the radio programme Khalamdumbadumbane, which is aired twice a week on the Swaziland Broadcasting Service and Information Swazi Channel. The hosts of the programme are Jim Gama well known as Mbhokane and Anson Dlamini well known as Sgcokosiyancinca. The hosts are well known characters because the programme is famous throughout Swaziland. In the program the two men respond to issues that are raised by listeners who write to the hosts requesting them to give an opinion. The research set out to investigate the type of stories that Swazis write to the programme. The stories reveal a Swazi interpretation of existence that shows how people create life in their context on a day-to-day basis. Issues of culture that are discussed cover issues of widowhood, politics, social welfare and many others. The evidence of language and dominance comes out in the rhetoric of the text of Khalamdumbadumbane. Atypical story has a preamble that states where the story comes from, what the issues raised are and the verdict. The power of the two hosts is revealed in the pronunciation of verdicts. The use of the questions and imperatives in the text shows the fact that they are empowered to interrogate the subject. Whether a listener agrees with the answer or not he/ she has to take what he / she is given. Women are silenced in the interpretations because it is men who use the conventionalist view in interpreting experience. The patriarchal outlook that characterizes Swazi life is perpetuated in the programme. Swazis need to keep challenging the interpretations in Khalamdumbadumbane because they shape the thinking of society.

The stories were collected on tape translated and transcribed. They were classified into categories under the following titles:

- (a) Family matters
- (b) Love issues
- (c) Politics

The analysis was done using rhetoric theories that include social text and propositional content analysis that examine dimensions of power. It has to be pointed out that data on Khalamdumbadumbane will exist as a text that represents social thinking and interpretations of experiences.

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