

**WE NEED  
NDEBELE  
CONTENT  
ON SABC  
TV!!!**

---

## **BACKGROUND**

KwaNdebele Movement is a movement that was formed by AmaNdebele (Ndebele people), who most of them are reciting in Mpumalanga KwaNdebele. The main aim and the purpose of the Initiative it is to make sure that the culture, language and the history of AmaNdebele doesn't disappear and it's being passed on to the next generation. The South African statistics claimed that Ama-Ndebele are less than one Million in the country nevertheless we know that KwaNdebele alone accommodates more than Five Million people. We have seen and realize that Ama-Ndebele are not proud of their language and this is why: The content presented to them on daily basis doesn't encourage them to be affectionate and proud of their own language and culture (IsiNdebele) of which in this case the medium we are referring to is the Television. We have also realized that our language and culture doesn't have expression in our only Public Broadcaster in South Africa.

## **COMPLAINS**

- **We need Ndebele speaking people on TV**
- **We need Ndebele Actors**
- **We need Ndebele Actresses**
- **We need Ndebele Producers**
- **We need Ndebele writers**
- **We need Ndebele Directors**
- **We need Ndebele Programs**
- **We need Ndebele Presenters**
- **We need Ndebele Music**

**We need Ndebele Content on SABC TV!**

## **Aim of the movement**

The main aim of this movement is to remind the SABC of its mandate to cover the intuitive languages and grant them a platform to which they could be showcased. Create Shows and platforms which can be presented in Isi-Ndebele to be more specific.

We want more of Isi-Ndebele programs and Isi-Ndebele language on TV.

Throughout the years the Only South African Broadcasting Corporation (SABC) has played a role in developing diverse cultures and language usage from religions and cultures however it failed to promote Isi-Ndebele. A few numbers of presenters presenting shows in isiNdebele a few years back were cutoff. 1. Ses-Khona was one of the programs that had one of the presenters being a Ndebele speaking person 2. Tsholofelo Maseko was another Ndebele **representing** presenter which was detached and 3. Tshisa was too another drama that had a Ndebele speaking actress of which the whole show was supposed to be delivered in isi-Ndebele but due to whatsoever reasons the whole concept was changed. Currently we have isi-Xhosa, isi-Zulu, Afrikaans and Vhenda dominating the public broadcaster while other languages are only being merged into the platform which was created by the SABC under equitable practice, nonetheless isi-Ndebele is still not considered or incorporated into that podium.

The SABC has policies which at the end should be binding to them as the National broadcaster but unfortunately those are some of the documents it hides behind. It has not delivered to its mandate under the Questionnaire and answer policy and the diversity update. It stated, "The SABC provides programs for everyone, in all the official languages and promotes universal access to its services" but unfortunately that has not been delivered to directly so to the public in particular to the Ndebele native culture.

There is a lot of educational material within the culture that has not been explored and so much talent with distinctive and diverse individuals with hopes

and dreams of making it in the film and television industry. That perhaps could be doable only if the SABC would allow and grant the usage of language and producing programs using Isi-Ndebele as the main language in some of the shows.

The policy states that under the language usage, subtitles approach is being used in other to grant access of viewing to the public, which then gives us a platform to have our language being used fairly and reasonably (Equitable).

### **Objective of the movement**

We want programs, shows, documentaries and/drama that are strictly presented in Isi-Ndebele to be broadcasted and have Ndebele speaking people within. The long rejected and left out native language shall now have the chance to voice out its crafts and a variety of stories for its people and that will happen through the SABC broadcasting center.

We Need Ndebele people and content being broadcasted on SABC as the South Africa's mass broadcaster. We want the South African broadcasting service to recognize and take into consideration the only native language it has been neglecting for more than 26 years. As the SABC IS CURRENTLY celebrating 80 years, but still isiNdebele is being sidelined by the broadcaster