

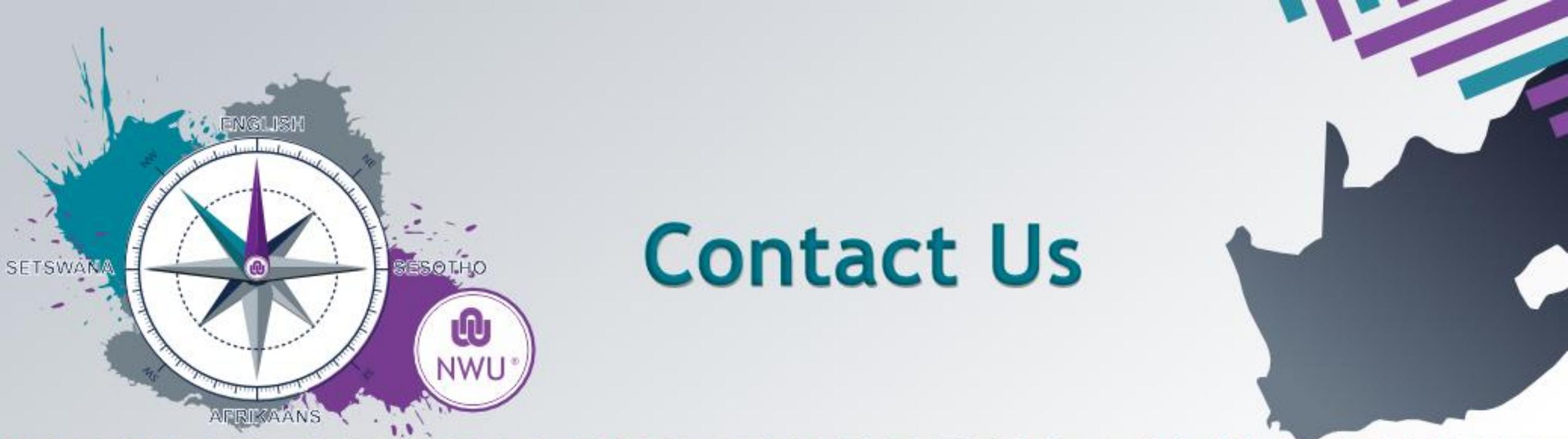
# THE WORK OF LD & BAALA CONFERENCE

Presentation at the COPAL meeting  
20 March 2025  
Dr Keaobaka Seshoka  
Director: Language Directorate



# Contents

- The work of the Language Directorate
  - BAALA Conference
- 



# Contact Us

- Language Directorate
- [Kea.seshoka@nwu.ac.za](mailto:Kea.seshoka@nwu.ac.za)

# THE NWU LANGUAGE POLICY

- Against the background of the dream to be an internationally recognised university in Africa, distinguished for engaged scholarship, social responsiveness, and an ethic of care, the Council of the North-West University (NWU), adopted language policy on 22 November 2018 to pursue accommodate and provide a fair and functionally multilingual language environment across all components of the university. The policy was reviewed in 2022.
- This was done to ensure that that, within the parameters of the principle of functional multilingualism English, Setswana, Sesotho and Afrikaans are employed as official languages of the NWU;
- The regional languages that are used at the campuses of the NWU (English, Afrikaans, Setswana and Sesotho) are regarded as national assets, and where implementable and measurable, contributions are made towards the use of these languages as languages of higher education and administration.
- It is also being reviewed this year.
- The NWULP is an additive multilingual policy. Therefore, each faculty and support department of the university was encouraged to adopt and implement a language plan in consultation with the University Management Committee (UMC) and senate, which is consistent with the policy and the guidelines of the NWU.

# THE LD

- The language directorate as a support services division that renders a variety of language services finds itself having to adapt its language services offerings to be able to cater for the changing language needs of the NWU and models of teaching and learning.
- It is also tasked with ensuring that there is a sound language policy for NWU that is educationally sound, transformative, visionary and responsive to the multilingual context of South Africa and the world.
- Additionally, the Directorate also carries out research where this may be relevant to any of its language activities, such as monitoring and evaluating the implementation of language plans in the different faculties
- We have added subtitling unit, editing and SASL units

# Our Services and activities in support of the NWU language policy

Our services include:

- Interpreting, translation, editing services and language advice. Academic, Operational language-related services
- Interpreting at various faculties
- We also offer operational services ( such as interpreting at non-classroom activities such as meetings, etc.)
- We also conduct action research to ensure the relevance of services rendered
- Our roles include ombudsperson function
- Our Community involvement activities include – Schools (interpreting, reading projects)
- Training of language practitioners, in-house and other organisations
- Language services, e.g., conference interpreting upon request (also database of language practitioners for referrals)
- Subtitling
- Editing

# To Whom do we provide services?

- Teaching and learning environment
- Other NWU support divisions
- Stakeholders
- Government departments
- Private companies
- Student life environments
- Language facilitation, mostly in the form of interpreting in the community

# Multilingualism at the NWU

Multilingualism happens organically in multilingual societies, this reality is also reflected at the NWU.

- The NWU's multilingual identity can be seen in the resources and services that are offered to staff and students by the Language Directorate:
- Translation of materials and other documents
- classroom interpreting
- voice-overs and/or subtitles on power-point presentations
- concept videos in different languages
- terminology and glossary development
- staff research projects on interventions
- short learning programmes on multilingual pedagogies
- Short learning programmes on language learning (Sesotho, Setswana and Afrikaans – isiZulu is coming!)

# Multilingualism at the NWU



NWU Language Directorate celebrates

## International Mother Language Day

21 February 2025



BAQONDE Training Workshop

## ADVANCING THE USE OF AFRICAN LANGUAGES IN EDUCATION

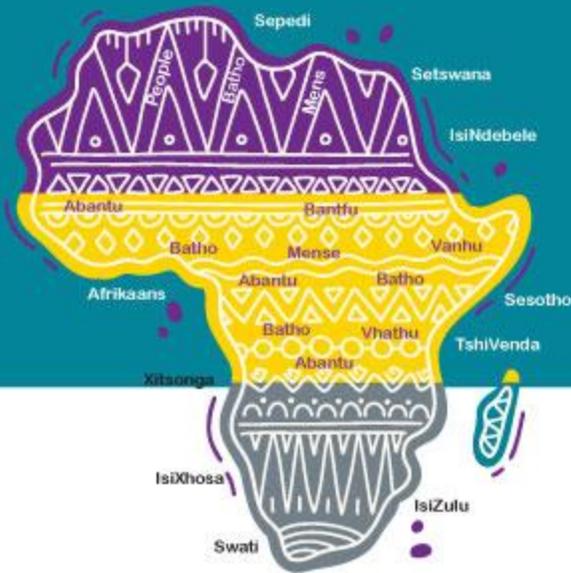
1st - 5th May 2023  
North West University



Multilingualism: a powerful resource for inclusion and academic development



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**BAALA**  
BATHO ABANTU AFRICAN LANGUAGES ASSOCIATION  
**CONFERENCE**

**2025**

**25 - 28 MARCH 2025**  
SUN CITY RESORT, NORTH WEST

*Repositioning and revitalisation of Indigenous African languages in South African Higher Education in the digital era*

[www.baala.org.za/conference](http://www.baala.org.za/conference)



**SEFALA**  
KGOBOKGOBO...



**PanSALB**  
PAN SOUTH AFRICAN LANGUAGE BOARD

# BAALA CONFERENCE 2025

- The Batho Abantu African Languages Association (BAALA) is an organization dedicated to promoting, developing, and preserving African languages in South Africa and beyond. This is an official initiative of the North-West University (NWU) Language Directorate & Faculty of Humanities: School of Languages
- It serves as a platform for academics, researchers, and practitioners to collaborate and address the challenges facing African languages in modern contexts. Through conferences and initiatives, BAALA fosters innovative thinking about the role of these languages in education, culture, and society.
- The first conference was held in 2023 at Vanderbijlpark

# BAALA CONFERENCE

*Invitation*

## BAALA Conference 2023



Event: Multi-ethnic linguistic conference (BAALA) in collaboration with the Northern University of Science and Technology (NWU) Faculty of Education and School of Language Studies in the year of the 100th anniversary of the BAALA conference. The conference will be held online and will be held in the form of a virtual conference. The theme of the conference will be 'The African Language and Beyond'. The conference will take place from the 20th to the 24th of March 2023. The conference will be held in the form of a virtual conference.

Topics to be discussed include:

- African languages in higher education: Pedagogical, methodological, pedagogical and curricular
- African languages and plurilingual
- Classroom-based plurilingual practices
- Classroom-based assessment
- Classroom-based writing and poetry
- Theoretical and methodological approaches
- Classroom-based plurilingual practices
- Classroom-based writing and poetry

All conference delegates will be expected to pay for full conference fee as follows:

Local presenting delegates	R1200.00
Non-local presenting delegates	R2000.00
Non-presenting delegates	R1000.00
Non-presenting PhD students	R500.00

For more information, please contact:  
Dr. Chris Linnell  
www.baalaconf.com  
baalaconf@nwu.ac.za  
20th to 24th March 2023

*We look forward to your conference attendance and participation.*

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# BAALA CONFERENCE 2025

- The BAALA Conference 2025 is a premier event dedicated to the promotion and revitalisation of Indigenous African languages, focusing on their role in South African higher education and the broader digital landscape.
- Scheduled to take place from 25 to 28 March 2025 at the Sun City Resort in the North West Province, the conference will provide a collaborative platform for researchers, educators, and language practitioners to explore innovative strategies for integrating African languages into modern academic and societal contexts.
- Under the theme “Repositioning and revitalisation of Indigenous African languages in South African Higher Education in the digital era,” the conference will highlight the importance of African languages as tools for intellectualisation, digital transformation, and cultural preservation. With sub-themes including multilingual pedagogies, digitalisation, language policy, and indigenous knowledge systems, the event seeks to inspire groundbreaking research and actionable solutions. Participants will share insights, engage in critical discussions, and contribute to the creation of resources and frameworks that strengthen the role of African languages in academia and beyond.
- This conference will also serve as a platform to build networks, foster collaboration, and support the advancement of language-related disciplines in an increasingly globalised and digital world.

# BAALA CONFERENCE 2025

## CONFERENCE SUB-THEMES:

- African languages in higher education: (Re)-Intellectualisation; multilingual pedagogies and practices
- African languages and digitalisation
- Terminology development and lexicography
- Linguistics (computational, corpus, etc.)
- Language Planning and Policy
- SASL in academia
- Indigenous Knowledge systems and African languages
- Language Practice (Translation, editing and Interpreting)
- The economics of African languages
- Literature and contemporary language development.

# Conference fee

- Please take note that the conference fee covers presentation/attendance, organisation affiliation, refreshments and lunches during the conference. The registration fee excludes travelling and accommodation costs.

## **STUDENTS:**

- One-day conference fee: R2 500
- Full conference fee (paid before the 15th of February 2025): R3 500 Early Bird
- Full conference fee (paid after the 15th of February 2025): R3 900

## **NON-STUDENTS:**

- One-day conference fee: R3 000
- Full conference fee (paid before the 15th of February 2025): R4 200 Early Bird
- Full conference fee (paid after the 15th of February 2025): R4 600
- GALA DINNER FEE: R600

- NB: You can make a payment on our website under the TICKETS page via EFT with the banking details below.

# Speakers

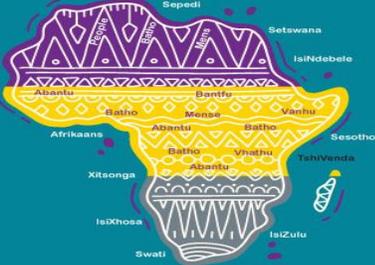
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**NWU LANGUAGE DIRECTORATE & FACULTY OF HUMANITIES: SCHOOL OF LANGUAGES**

PRESENTS

**BAALA CONFERENCE 2025**

**25 - 28 MARCH 2025**  
**SUN CITY RESORT, NORTH WEST**



**DR. KEA SESHOKA**  
DIRECTOR, LANGUAGE DIRECTORATE AT NORTH-WEST UNIVERSITY (NWU)

**PROF. LIQHWA SIZIBA**  
DIRECTOR, SCHOOL OF LANGUAGES AT NORTH-WEST UNIVERSITY (NWU)

**THE HOSTS**

**KEYNOTE SPEAKERS**

**PROF. SINFREE MAKONI**  
LIBERAL ARTS PROFESSOR OF AFRICAN STUDIES AND APPLIED LINGUISTICS DIRECTOR AT PENNSYLVANIA STATE UNIVERSITY

**PROF. TALJARD ELSABE**  
PROFESSOR, DEPARTMENT OF AFRICAN LANGUAGES AT UNIVERSITY OF PRETORIA (UP)

**PROF. NOBUHLE HLONGWA**  
DEAN AND HEAD OF THE SCHOOL OF ARTS IN THE COLLEGE OF HUMANITIES AT THE UNIVERSITY OF KWAZULU-NATAL (UKZN)

**PROF. VUKOSI MARIVATE**  
PROFESSOR OF COMPUTER SCIENCE AT UNIVERSITY OF PRETORIA (UP)

Visit [www.baala.org.za/conference](http://www.baala.org.za/conference) to register to attend the conference

# Speakers

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NWU LANGUAGE DIRECTORATE &  
FACULTY OF HUMANITIES: SCHOOL OF LANGUAGES

PRESENTS

 **BAALA** CONFERENCE **2025**

25 - 28 MARCH 2025  
SUN CITY RESORT, NORTH WEST

KEYNOTE SPEAKER → DAY 1

  
**PROF. SINFREE  
MAKONI**  
LIBERAL ARTS PROFESSOR OF  
AFRICAN STUDIES AND APPLIED  
LINGUISTICS DIRECTOR AT  
PENNSYLVANIA STATE UNIVERSITY

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FACULTY OF HUMANITIES: SCHOOL OF LANGUAGES

PRESENTS

 **BAALA** CONFERENCE **2025**

25 - 28 MARCH 2025  
SUN CITY RESORT, NORTH WEST

KEYNOTE SPEAKER → DAY 2

  
**PROF. TALJARD  
ELSABE**  
PROFESSOR: DEPARTMENT OF  
AFRICAN LANGUAGES AT UNIVERSITY  
OF PRETORIA (UP)

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# Speakers

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PRESENTS

 **BAALA CONFERENCE 2025**

**25 - 28 MARCH 2025**  
SUN CITY RESORT, NORTH WEST

**KEYNOTE SPEAKER** → **DAY 3**



**PROF. NOBUHLE  
HLONGWA**  
DEAN AND HEAD OF THE SCHOOL  
OF ARTS IN THE COLLEGE OF  
HUMANITIES AT THE UNIVERSITY OF  
KWAZULU-NATAL (UKZN)

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**NWU LANGUAGE DIRECTORATE &  
FACULTY OF HUMANITIES: SCHOOL OF LANGUAGES**

PRESENTS

 **BAALA CONFERENCE 2025**

**25 - 28 MARCH 2025**  
SUN CITY RESORT, NORTH WEST

**KEYNOTE SPEAKER** → **DAY 4**



**PROF. VUKOSI  
MARIVATE**  
PROFESSOR OF COMPUTER  
SCIENCE AT UNIVERSITY OF  
PRETORIA (UP)

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# BAALA 2025



# VISIT US

- <https://www.baala.org.za/conference/>



**ngiyathokoza!**

**ro livhuwa!**

*dankie!*

**ke a leboga!**

**enkosi!**

**inkomu!**

**thank you!**

**udo livhuwa!**

**ke a leboga!**

**ngiyabonga!**

**siyabonqa!**