

**MULTILINGUALISM AS A TOOL TO A JOURNALISM CAREER WITH
SPECIAL REFERENCE TO JOURNALISM PROGRAMMES IN
HIGHER EDUCATION**

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ABSTRACT

This study investigates the possibility of the inclusion of multilingualism as a component in the journalism programme in higher institution. The purpose of the study is to create a bridge which will enable journalists to reach out to multilingual societies. Therefore the concern of the study is around the journalism programme curriculum which trains journalists in English and expects them at completion to serve multilingual societies. The principle of journalism is to inform, educate and entertain multilingual societies. Journalists collect and disseminate news from and to multilingual societies. However, there are often language barriers when there is an English speaking journalist and communities who speak other languages but do not understand English.

Data is collected using a mixed method approach and relevant instruments such as a questionnaire and interviews. Data is determined from different demographic areas (namely rural and urban) to validate the effectiveness of journalists learning in English and serving multilingual communities. That is, selected participants are drawn from three selected villages in the Limpopo province, and journalism students from the University of Technology in South Africa. Statistics are used to interpret and analyse data.

Findings will generate new knowledge that will benefit both journalism students and multilingual communities. In addition, the findings confirm the hypothesis that multilingualism is an essential tool in journalism programme.