A Socio-stylistic Critique of Language Borrowing in Mqapheli Mngadi’s Selected Editorial Cartoons

Sizwe Zwelakhe Dlamini

Department of African Languages, Faculty of Humanities, University of Johannesburg, Johannesburg, South Africa

Abstract

The aim of this article is to examine linguistic borrowing in Mqapheli Mngadi’s cartoons, and this is done by considering loan-words as one of the linguistic borrowing processes. Since the study seeks to also evaluate the socio-stylistic significance of linguistic borrowing in Mngadi’s cartoons, it adopts socio-stylistics to theoretically ground the analysis of data in the selected cartoons. The findings of the study will demonstrate how Mngadi employs loan-words to depict context and setting in his cartoons. This will also highlight how linguistic borrowing contributes to the overall artistic presentation of the cartoons.

Keywords: Language borrowing, loan-word, cartoon, socio-stylistics, ethnography of communication