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A sociolinguistic study of the language used by moneychangers : a case study of selected areas in Bujumbura city and Gatumba center

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UNIVERSITY OF BURUNDI

FACULTY OF ARTS AND SOCIAL SCIENCES



DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

A SOCIOLINGUISTIC STUDY OF THE LANGUAGE USED BY MONEYCHANGERS: A CASE STUDY OF SELECTED AREAS IN BUJUMBURA CITY AND GATUMBA CENTER

By

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A Thesis Submitted in Partial Fulfillment of the Requirements for the Award of the Degree "Licence en Langue et Littérature Anglaises"

Bujumbura, May 2018

DEDICATION

To my wife Aziza Niyonsaba,

To my late Father,

To my late Mother,

To my late child,

To my brothers and sisters,

To my relatives and friends

I warmly dedicate this work.

ACKNOWLEDGEMENTS

After the completion of the present work, I owe a debt of gratitude to a good number of people for both their moral encouragement and material support. Therefore, giving a list of them would be a hard and tiring work.

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Next, I would not leave without expressing my acknowledgments towards all the informants, who kindly accepted to provide the fruitful information during my data collection. Last, but not least, may my late parents, friends and relatives find their adequate place in these meaningful words of acknowledgements.

May God bless them for their kindness

Domitien Hakizimana

LIST OF SYMBOLS AND ABBREVIATIONS

T: Translation

LC: Linguistic Community

M: Moneychangers

C: Customer/ Client

L1: First Language

L2: Second Language

EL: Embedded Language

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CHAPTER ONE: GENERAL INTRODUCTION

1.0. Introduction

All over the world, every community is bound to its own language through which members communicate. Interactions, relationships between people are facilitated by the language. Throughout language use, people get facilities to make a discourse and exchange ideas. This means that the feelings, emotions, and opinions are transmitted easily. Language is thus very important in the life of human beings because it constitutes a key tool in communicating. In this connection, Good News Bible (1994:13) says that:

> *At first, the people of the whole world had only one language and used the same words. As they wandered about in the East, they came to a plain in Babylonia and settled there. They said to one another, come on! Let us make bricks to build and bake them hard. So they had bricks to build with and tar to hold them together.*

In fact, this shows that human beings have spoken one language and transmitted thoughts, feelings, opinions ... by using a language. However, no language is static .Every language undergoes change through time. According to Good News Bible (1994:13), the first change is pointed out in Genesis chapter eleven, verses one to nine where the first community realized a mixture of languages. This made them scattered all over the world .From that time, people started to analyze the kind of language they used to communicate. Varieties in languages attracted the attention of many researchers to know them better. Therefore, language varieties constitute a type of language used by a social group of people. It results from people's innovation by creating words and expressions for their own objectives.

Then this work is concerned with sociolinguistic study of the language used by moneychangers. This first chapter provides the raison d'être of the study through its different subheadings. Finally, the importance of this study is going to be shown for further research not only in sociolinguistic domains, but also in other domains.

1.1. Background to the Study

Language as one of the most fascinating aspects of the society is of paramount importance since it assists the progress of interrelations among people. One cannot convey his thoughts, feelings, emotions, needs and wishes without using language. As Fasold (1984:1) put in his introductory notes:

> *When people use language, they do more than just try to get another person to understand the speaker's thoughts and feelings. At the same time, both people are using language in subtle ways to define their relationship to each other, to identify as part of social group, and to establish the kind of speech event they are in.*

As an important tool of communication, language is a social and cultural phenomenon. It is a great tool machine that makes human communication possible. We can say that language cannot develop in a vacuum; there must be people to put it into practice and develop it within a given network circle. Halliday (1972:1) in his introduction quotes Sweet (1888) about language: "Language originates spontaneously in the individual, for the imitative and symbolic instinct is inherent in all intelligent being, whether men or animals, but like that of poetry and the arts, its development is social".

Therefore, language is created regarding the kind of society in which we live in, and at the same time shapes society. In the same line, Halliday (1972) goes on

saying that language arises in the life of the individual through ongoing exchange of meanings with significant orders. A child creates, first his child tongue, then his mother tongue in interaction with community.

From communication, individuals during their conversational time come to know each other and hence a great rapport with the listener is constructed. This helps to find manners of addressing to one another. As Gumperz and Hymes (1972:83) puts it: "An intelligent man must measure the character of his interlocutor and select style and content for his speech accordingly".

In addition, language is used in a way that facilitates the identification of peoples or individuals social, cultural, regional and even educational settings. This may result from features of everyone's voice or something else. Crystal stated that whenever we speak, we make known our identity to the outside world, there features of everyone's voice which allows those who know them to recognize them without seeing them.

Thus, language has many functions notably that of transmitting information or messages from the speaker to a listener or a receiver in a communicative turn-taking way, and providing information related to his character as testimony. This results from the fact that language is a reflection of the society and consequently it helps in shaping it and even constructs individuals.

An amount of research studies have been done by scholars who committed themselves so much in studying the nature, characteristics as well as the function of language in scientific study termed linguistics. In this field, researchers emphasized that linguistics is language studied scientifically, and follow this up by analyzing the object of study, language in some detail. This field covers a wide field with different areas of investigation such as Phonetics and Phonology, Syntax, Semantics, Pragmatics, Psycholinguistics and Sociolinguistics. For our research, the purpose is targeted in the sociolinguistics field.

According to Oxford Advanced Learners' dictionary (2006:1399), sociolinguistics is the study of the way language is affected by differences in social class, region, sex, etc. Then Sociolinguistics is one of the linguistic branches, which deals with the relationship between language and society. It firstly highlights the effect of the society on then language. It also studies how language varieties differ between groups separated by certain social variables, and how creation and adherence to these rules are used to classify individuals in the society. From this classification results the existence of language variety known under the name of "Sociolect". In this regard, there are cases when one would prove that moneychangers use language in communication so as to create a great rapport with customers.

This results from the way through which moneychangers organize their mental activity, how language affects them and their behaviour towards language in professional situations. In few words how their brains deal with the encoding of the language faculty. Thus, as we distinguish differences in their linguistic conversational manner, we confirm that language is indissolubly linked with them, and social factors are inevitably reflected in the speech. As other people do that, they use language in the way they do simply because of their social identities or because of their situational factors. Rather they exploit the possibility of linguistic choices in other to convey intentional meaning of socio-pragmatic nature.

1.2. Statement of the Problem

Much of our daily life at home, at school, in the workplace, and in the community is taken up with talk. It is then evidenced that the community of moneychangers interact with customers to accomplish their goals, or to negotiate and work through defined goals. Their language in that case may appear in the form of scripts or body language. All these forms of languages help its speakers, that is,

moneychangers, in transmitting message according to what they are in need of. Furthermore, the language they use is at the centre of their business and it wide-opens the gate for them to make an effective communication. In brief, words and expressions used help them in their activity of changing money in terms of currencies. Our problem is then to be aware of that kind of particular language used by them.

1.3 Purpose of the Study

The purpose of this study is to prove the existence of particular language of moneychangers and how and why it is used by them and explore its influence in their business system and determine the level of knowledge of management process among themselves and customers.

In this study, the researcher is going to show the extent to which a network of moneychangers has a special language chiefly related to their profession. It helps them to communicate both accurately and in culturally appropriate ways.

1.4. Research Questions

A number of research questions guided my investigation. They are as follows:

1. How does language influence the business of moneychanging?

2. What is the linguistic analysis of the words and expressions used by moneychangers?

3.What is the sociolinguistic analysis of the words and expressions used by moneychangers?

1.5. Motivation

The motivation to choose this topic comes from different readings. The strong motivation is from Robins (1989:402) who argues that jargons and slang of various unique social groups in society such as criminals, prisoners, seamen,

regular servicemen, certain scholars and semi-secret societies etc are valuable and reliable materials for linguistic analysis.

To verify this assertion, we decided to conduct an investigation on moneychangers' community which could have some characteristics different from the ones of these above mentioned social groups. Normally, the language used by moneychangers is not globally known because only business people and travellers may know their language. This led me to conduct this research to check whether a social group like this has its own verbal repertoires that constitute their language. Therefore, we conducted this research

1.6. Importance of the Study

This study is important in the fact that it helps to know how moneychangers can communicate with different people speaking different languages. Moneychangers need to communicate with customers. It may happen that a moneychanger cannot make his business in the same language and has to get recourse to translation into another in an understandable language to seek for a better understanding.

This gives an insight into moneychangers to speak the buyer's language because they attract overseas clients. Naturally, one needs to demonstrate his or her ability related to the mastery of language to fit his role of doing such a business. Nevertheless, moneychangers should bear in mind that in a competitive world market, they must use the linguistic proficiencies as it is required by the standard language, also linguistic behaviour included. So, to be aware of this special language contributes to know more about that social group.

1.7. Scope of the study and Delimitation of the Study

1.7.1. Scope of the Study

The present work operates in the scope of sociolinguistics. Therefore, linguistic and sociolinguistic perspectives on languages are to be shown clearly. Specifically, sociolinguistics is concerned with language as a social phenomenon

whereas linguistics deals with the scientific study of language. Moneychangers, in their everyday life, have to use a language that helps them to carry out their business. It is in this perspective that this sociolinguistic study is conducted.

1.7.2. Delimitation of the Study

The study covered only some areas in Bujumbura Mayorship and one area in Gatumba. It was decided by the researcher to carry it in those places because there are moneychangers to become potential informants. Those areas were chosen for they considered as a crossroad of people.

1.8. Operational Definitions

In my topic "**A Sociolinguistic Study of the Language used by Moneychangers: A case study of selected areas in Bujumbura City and Gatumba Center**", it is our great concern to let most of the terms be clear. Thus, we are going to give the definitions of the terms we will use our present work.

- Sociolinguistics: Oxford Advanced Learners' Dictionary (2006:1399) defines it as "the study of the way language is affected by differences in social class, region, sex, etc."

- Moneychanger: - One who exchanges money as from one currency to another.

  - Collins English Dictionary defines moneychanger as a person engaged in the business of exchanging currencies or money.

- Body language: Oxford Advanced Learners' Dictionary (2006:153) defines it as "the process of communicating what you are feeling or thinkingby the way you place and move your body rather than by words".

- Dialect:Oxford Advanced Learners' Dictionary(2006:402) defines dialect as "th form of the language that is spoken in one area with grammar, words anc pronunciation that may be different from other forms of the same language".
- Bilingual individual: As Downes quoted Francis (1958:590), defined a bilingual individual as "one who has perfect control over more than one language".

- Linguistic borrowing (loan word): is a word adopted, often with some modification of its form, from one language into another.

- Register: -is what you are speaking (at the time) determined by what you are doing (nature of social activity being engaged in), and expressing diversity of social process (social division of labour).

  -Collins English Dictionary defines "register" as "a form of language associated with a particular social situation or subject matter, such as obscene slang, legal language or journalese".

  -Trudgill (1992:62) defines that register as "a language variety that is associated with particular topic, subject or activity".

CHAPTER TWO: LITERATURE REVIEW

2.0. Introduction

This present chapter helps in gaining insights into different special languages used in social groups that many scholars describe as languages used for strategic purposes. Briefly, it gives a general view of some previous studies conducted in some societies related to their languages and proves how it has a particular meaning. In fact, languages spoken with a given social group of people cause a difficult understanding to those who are not in that group. This is because one can guess the meaning of what is communicated only when he is a member of that community.

2.1. Language Varieties

All languages that exist on earth are bound to its large number of varieties and many factors contribute so much in producing those varieties with them namely social or professional, historical, geographical or regional setting and educational background of the speaker as well as the individual differences.

Some are sometimes visible to the naked eye but other times, they are subliminal. In one word, they are invisible or hidden. As far as individual differences are concerned, every individual speaks in a language he or she is comfortable with and in any particular way which is, of course, applicable to any linguistic phenomenon. This is remarkable when observing an utterance; it is always in a particular language, in a particular dialect of that language, and pronounced with a particular accent, voice, tone, stress ... in a few words individual differences are mostly seen in extra linguistic features of language.

This individuality in language usage is termed as "*idiolect*". The derivation of the word idiolect is coined by the linguist Bernard Bloch from Greek idio (personal, private) and (dia) lect hence the word idiolect which simply means the personal

way of speaking. Bloch (1948:68) defines the term idiolect as "*the totality of possible utterances of one speaker at one time in using a language to interact with another speaker of the language*".

As a result, the term idiolect is seen as a technical term human beings use to refer to language variety spoken by a speaker of a language. Dittmar (1996:111) offers a definition of idiolect as

> *The language of individual, which because of the acquired habits and the stylistic features of the personality differs from that of other individuals and in different life phrases shows, as a rule, different or differently weighted.*

Thus, this shows that the linguistic patterns of an individual are unique. Just there is a uniqueness in personal or individual's sayings hence there is variation from speaker to speaker. No two speakers of a language speak identically. Each speaks his or her own idiolect. Our language is made up of combination of features which are, of course, slightly different from those characteristics of any other speaker of the language just because we are from different social groups. In this respect, the language variety unique to a single speaker of a given language is termed as idiolect.

The concept of idiolect refers to a very specific system phenomenon-the speech variety, or linguistic system used by a particular individual. A small but pertinent question may arise here. What must an idiolect include?

Klammer, Schulz and Volpe (2007:32) suggest this:

> *Your idiolect includes vocabulary appropriate to your various interests and activities, pronunciation reflective of the region in which you live in or have lived, and*

> *variable styles of speaking that shift subtly depending on whom you are addressing.*

In this view, a speaker in his way of constructing sentences chooses words regarding to the circumstances related to his communicative activity. According to Salzmann (2003:43), "*Almost all speakers make use of several idiolects depending on the circumstances of communication*".

Regarding to a social or professional, historical or geographical background of the speaker as factors determining language variation, it is worth mentioning something about the linguistic concepts of dialect, which at many cases confuse those who want to know much more about the difference between dialect and accent, style or conversational style and language blends. Trudgill (1974:14) puts this

> *The term "dialect is familiar to one and most people will think that they have a good idea of what it means. In fact though, it is not a particularly easy term to define- and this also goes for the two commonly used terms which we have already mentioned, "language" and "accent".*

Thus, dialect is concerned in fact with the changes that take place during or as consequence of contact between closely related varieties in language. Furthermore, it deals with how and why mutually intelligible linguistic varieties may influence or impact one another as well as with the social and geographical spread of linguistic forms from one dialect to another. According to Ducrot and Todorov (1981:58):

> *Each dialect is itself made up of a multitude of local speech patterns that are not always mutually intelligible. We use "patois" to describe only those*

> *speech patterns that are historically related to an official language*

From these quotations, it is obvious that the definition and delimitation of the concepts of language and dialect is not an easy task for researchers. Sharon (http://www.dailywritingtips, 12:43) gives a clear-cut distinction between dialect and accent as follows:

> *Most people think of an "accent" as something that other people have. In some cases, they speak disparagingly about one accent compared with another. The truth is that everyone has an accent because an accent is simply a way of pronouncing words. The reason that you can tell the difference between people from Boston and the Appalachians, or between London and Manchester is because each group of people has a different way of pronouncing words. In other words, accent is all about sound. When it comes to change in vocabulary in different regions, then they are talking about dialect. Dialect refers to differences in accent, grammar, vocabulary among different versions of language. However, incomers may speak the dialect of a region with different accent.*

Thus, a dialect is any variety of a given language, be it standardized or non-standardized language without considering the origin of that language, and every person speaks a dialect consciously or unconsciously.

Language cannot be studied in isolation. It must be analyzed in terms of varieties among them dialect is one. Dialect and language are explored together; but language takes advantages over dialect.

As Hockett (1958:27) puts it:

> *The opposition between language and dialect bears on prestige and is usually associated with political or, at any rate, ethnic affirmation, a newly independent states typically promote their speech variety to the category of language.*

From this above view, it is clear enough that a dialect can be promoted to a language due to certain factors and through the process of standardization whereas a language can be broken into its varieties hence dialects. The process of promoting a dialect undergoes some degrees of regularization, and must be recognized as a prestigious variety by a community. It is needed to give a particular variety of a language, a legal or quasi-legal status regarding the most correct dialect of a language.

As Katihabwa (2009: 17) says it, "The process of standardization involves bringing a dialect to the status of being an instrument of community activities and interaction".

In the same view, she goes on quoting Hockett (1958) that in order to undergo standardization; it must be made into an instrument of community life, as law making, education, administration, justice etc. Here the notions of standard and non-standard varieties of language are highlighted. Trudgill (1984: 13) makes a clear difference between a standard and non-standard variety in English language as follows:

> *Standard English is that variety of English which is usually used in print, and which is normally taught in schools and top non-native speakers learning the language. It is also the variety which is normally spoken*

> *by educated people and used in new broadcasts and other similar situations.*

Therefore, standard language is that variety of language used in formal settings, that is, in official ones whereas non-standard language is regarded as informal worthy of being used by non-educated or illiterate stratum of the population. It is therefore not surprising to see a notion of standard and non-standard language.

Since this study is a social phenomenon and properties of language as moneychangers use them, it seems to proceed along two lines. On the one hand, it is centered both synchronically and diachronically on the question: "Who speaks what language to whom and on what occasion?" and the other hand, the theoretical contribution that the analysis of speech can offer to other sociological areas, for example face-to-face interaction, socialization, sociology of knowledge and social change.

Through face-to-face interaction, one may distinguish different accents from various kinds of people. The accent is then a good marker of a person's linguistic habit. In fact, the differences of accents help in to distinguish a person's linguistic, regional, social, educational, and religious background. Sharon in his above mentioned quotation, shaded light on the difference existing between dialect and accent. Moreover, Laver (1983:55) gives the differences between dialect and accent as follows:

> *An important and initial distinction needs to be introduced between "accent" and "dialect". The technical meanings of both these terms differ from their everyday meanings. The technical meaning of the term accent is simply the manner of pronunciation. In this sense, everyone speaks with an accent. Technically, it is*

> *not possible to speak aloud without speaking with an accent.*

Then from this view, the accent is a matter of phonological and phonetic concept with some implications for the lexical level of analysis as well. Downes (1984:17) in the same line of thought says:

> *However whenever we confront language we always confront such principles realized in a particular way of speaking, it is applicable to any linguistic phenomenon we want to treat as a single unit. Thus, when we observe an utterance, it is always in a particular language, in a particular dialect of that language, and pronounced with a particular accent.*

The technical meaning of the term dialect covers the forms and meanings of words available and range of grammatical patterns into which they can be combined together.

2.2. Language and Society

All human societies and communities are organized and regulated regarding to the respective norms that prevail in them. Therefore, when a given society is well organized, it must have some principles or norms of convenience driving the linguistic behaviour of its members. Since language is among those behaviours and is deeply rooted in human behaviour, it has also principles. Then sociolinguistics is the threshold or a doorstep in studying how language is used with regard to the society. Bell in his book quotes Fishman (1970:3) in this way:

> *Sociolinguistics seeks to discover the societal rules or norms that explain and constrain language behaviour toward language in a speech community.*

> *behaviour, for example, the instinctive noises which animals of a given species use to communicate with each other. This is communication as language is, but there is a little in common between human and animal forms of communication. And if one insists on talking about "language" of birds and bees then one must remember that this is a different and strictly analogical sense of the word "language". What a linguist means by language is essentially human phenomenon.*

Since language is a human phenomenon, and that man has the capacity of understanding or the ability to perceive and comprehend meanings, he is capable of thinking and changing his thoughts into words, shares them with others, and afterwards makes an agreement that cannot be broken by someone else except himself or herself. In the same line, The Good News Bible (1994:238) in Paul's epistle to the Galatians, chapter three and verse fifteen says this: "My brothers and sisters, I am going to use an everyday example: When two people agree on a matter and sign an agreement, no one can break it or add anything to it".

Thus, language is seen as a crucial force that drives people to make a strong and long term relationship between them throughout an agreement and that those who are not involved in the matter cannot alter what has been convened.

2.2.2. Address Forms

It is language that brings people together and keeps them together. Language always precedes society. In small groups this relation holds; for example, in a commercial discussion group, the people come together because they already have or want to learn a common commercial language. Then, speakers of a particular language in a particular community organise their social relationships in which the use of language is a key element to enhance their communication. When we

connect with a particular person, we have to make our language clear to teach other how the content of the spoken message needs to be interpreted by the hearer. Fasold (1991:24) puts this:

> *In address form, a person has a power over another person to the degree that he or she can control the other person's behaviour. This relationship is non-reciprocal because those two cannot have power over each other in the same areas. Courtesy here counts much more.*

Therefore, when a person is talking to another, the way in which he is talking affects his interlocutor and eventually, the latter has to listen to the speaker. This implies that two persons cannot speak at the same time. One speaks and the other has to listen. Humbleness and politeness are to beshown when two people are interacting. In the same perspective, Fasold goes on saying that address forms may vary according to the person to whom you are addressing and that depends on the speaker's social class, age, sex, and other factors including the one of moneychangers at hand. Moreover, in addressing someone, one can use words for kinship like "mother", "sister", "brother", cousin" etc. Let's mention kin terms only where they are used to address people, as in "Mama Ngufashe iki?" meaning literally "What can I help you with, Mum?"

This is seen in ways through which moneychangers address to their adult female clients. Related to the use of the language, they use an appropriate language-that is the language void of informalities, profanities, slangs etc. As consequence, this choice is available for manipulation by speakers of a language in order to attract the clients' credibility or confidentiality.

A fact that is undeniably true is that the speaker has to interact in the way facilitating the communication. In other words, the speaker has to understand what he wants to say in order to be understood. In the same line, Katihabwa (2009:17)

says: "When two people are engaged in a conversation, they come to grasp some notions about the social background of another from the kind of language that they use".

As a matter of fact, it is possible that a person, probably subconsciously would like to get to know something from another such as the job he or she does, where he or she comes from. Without this sort of information, he or she will not be sure exactly know how he or she should behave towards him or her. Nevertheless, after discovering the kind of language he or she can use, what to do is to engage in conversation.

2.3. Language and Communication

There is a major and harassing issue in sociolinguistics has been an impressive field of research for many researchers, that is, the close affinity between language and social interaction. Thus, language is a dynamic force that regulates the universe and the purpose of the communicating ideas, helps as a fine-tuned in such a way supporting life. Furthermore, the nature of the role or relationship between interlocutors regulates the language choice. This is a key fact in field of interpersonal relations that lead to effective interpersonal communication.

2.3.1. Bilingualism Notion

In every society a number of languages are remarkable. This is to mean that more than one language can be spoken so that to let other to get into effective communication. We come to the question of bilingualism in network of moneychangers. First of all, it is needed to mention that a great number of societies are linguistically heterogeneous, that is, they use many languages within them. For this, we cannot leave this subheading without giving a definition by some scholars, but I choose one at random. The sociolinguist Bell (1983:129) defines a bilingual person as follows:

> *A bilingual is defined as a person who has a perfect control over more than one language, and who is, according to some sociolinguists referred to as ambilingual person.*

In a business matter, to be a bilingual or multilingual individual is a way of life since one can do better his or her business. However, it is not possible to have equal competences in both languages. This is like that because every language is connected to the culture of society in which it is used. As a matter of fact, Bell (1983:129-130) advocates that:

> *We need to recognize that bilingualism constitutes a range of skills extending from monolingual at one extreme, through the subordinate and coordinate bilingual to compound bilingual, whose mastery of both languages is never seen to be deficient. It seems to be realities of bilingual in whom change and development of interlanguage are still going on as moving from coordinate to compound but this is to point, not at an equal rate in all linguistic or social skills.*

Naturally, it is obvious that bilingual individuals develop language skills, but they do not have the same abilities in all languages they speak.Some of them are perfect bilinguals others not. The latter then get to make fluctuation in their discourse, which would be sensitive to topic.

As far as moneychangers are concerned, they are urged to face many people from various countries, hence many languages. Therefore, they have to get recourse to their customers' language. They need to demonstrate a range of skills to suit their role of doing such business, but communication, along with commercial awareness

and organizational skills, will be useful everywhere. A pertinent question may arise here: "Are you speaking the same language as your customer?"

Mussa (1988:17) hit the nail on the head when he put:

> *Le bilinguisme se développe au Carrefour de plusieurs populations locutrices de langues différentes dans les secteurs professionnel, commercial et scolaire etc.*
>
> *(T) The bilingualism is developed at the crossroads of many people speaking different languages in professional, commercial and scholastic sectors etc.*

It is clear to affirm that, in many cases, the invention of another language stems in the fact that the speaker is seeking a better way of being well-understood in his discourse. Even in the modern society, to be the one who can speak many languages is beneficial. In few words, it is a part of life because the bilingualism renders the world so easy. For that Erny (1977:174) makes a point on this:

> *La pratique de deux langues au moins au sein d'une même société provoque l'enrichissement mutuel des cultures en présence. Quant aux avantages économiques, il est à peine besoin d'en parler l'établissement de nombreux lieux commerciaux entre pays et dispersion des économies isolées rendent plus impérieux la nécessité pour nombreux peuple de parler la langue d'autrui.*
>
> *(T) The use of two languages within the same society provokes mutual enrichment of cultures. As economic advantages, it is hardly needed to talk about the establishment of many commercial places between*

> *countries and the spread of isolated economies renders more imperative or stringent the necessity of many people to talk the language of others.*

In contrast, even if we said that bilingualism is part of life, it may also cause confusion which gives rise to inaccurate impression of ideas and foul-up of verbal expressions. From time to time, a bilingual can mix grammar rules or may use words from two languages in the same sentence. Consequently, bilingualism involves the possibility of emergence of a new form of language that can be used among its users to secure communication between them.

2.3.2. Language Choice as a Social Strategy

The choice of the language is not a given but a matter of strategic choice. It is important to recognize that in bilingual or multilingual societies, language choice constitutes a decision with purposes. It therefore affects far more that comprehension as it is discussed. Then, the message that the choice of language conveys must be balanced with the comprehensibility of the chosen language. Myers (1993:1) advocates this:

> *In every nation, successful business people and professionals who happen to have different home language from the language dominant in the society where they live frequently engage in code-switching with friends and business associates who share their linguistic repertoires.*

From this view, the choice of the language is determined by requirements of intelligibility. Whenever members of a given community do not have equal facility in all the languages in use, the speakers get recourse to the choice of another language they feel comfortable with and afterwards express themselves

accurately. It also takes place in order to uphold the cultural differences this language represents and to guard against any loss of cultural differentiation that may come about as a result of the loss of the language. This helps much more people to stay in contact and even create a great rapport between people. Harmondsworth (1972:11) puts: "Who speaks what language to whom and on what occasion?"

As far as moneychangers are concerned, the linguistic choice is heavily oriented by societal and commercial norms and regulations. They can therefore choose to employ one or the other language in a bid with their interlocutors. This means they can use language to influence their customers if not; the customers can take this advantage over him. He goes on saying that code-switching is the term used to identify alternations of linguistic varieties with the same conversation. In the same perspective, Halliday (1979:2) says: "What we do is affected who we are".

It is obvious to see people like moneychangers code-switching in their profession. The reason why it is like that is that they are at the crossroads of people speaking different languages. He continues saying that code-switching enables people to play with variation in languages to create meanings of social kind to participate in all forms of verbal contest and verbal display and in the elaborate rhetoric of ordinary daily conversation.

In few words, the choice of language discourse is very important in any society since it facilitates people to get what to say in understandable ways, if not partial or total misunderstanding. In addition, the choice of the language clears people's needs through communication or the commonness of background or values.

2.3.3. Language and Geographical Situation

There is a major and harassing matter in the field of sociolinguistics which has been the interest of a large number of researchers. As it is stated before that

there is close affinity between language and social interaction, there is also between language and geography. This is the reason why we have sometimes the phenomenon of language contact and language overlapping. This creates an innovation of words because of this phenomenon. In this connection, Trudgill (1983:169) holds this view as follows:

> *When a linguistic innovation- a new word, a new pronunciation, a new usage occurs at a particular place, it may subsequently spread to other areas, particularly those nearest to it, so as long as no barriers to communication intervene. If an innovation started in London, we would expect to find that it later began to be used in Cambridge before it found its way into the speech Carlisle. It might, though, take considerably longer to reach Belfast, because of the Irish Sea. This is an obvious point, and one that does not apply only to language. All technological and behavioral innovations are subject to the same process. When mini-skirts were becoming fashionable studies showed that girls were in Newcastle where, in turn, they were shorter than those worn in Edinburgh.*

To this, it is obvious that a newly created word can be spread rapidly in an area even; it can go farther beyond the boundaries. He goes on saying that the social and geographical pressures involved in diffusion of linguistic innovations are of course a good deal more complex than those associated with fashions. He adds that linguistic innovation spread not only from one regional or social variety of the same language to another, they may also spread from one language into another.

2.3.4. Compensatory Language versus Code-Switching

As a strategic component, this is called into the action to make a compensation for leakages of language when interacting. This is a strategy used to fill in the gap of the language that is used by the borrower. In addition, he does this to maintain the communicative effectiveness. This is what we call "borrowing". However, it will be pointless to leave this heading without making a distinctive note of these two concepts, i.e. borrowing and code switching. As Grosjean (1982:308) points out:

> *It is pertinent to make a distinction here between code-switching and borrowing. Whereas there is no integration of the word(s) or clause(s) into the language spoken in code-switching, there is morphological and phonological integration in borrowing. Using the data set collected, a great example of borrowing will be the word "dropar" which was not only integrated morphologically into Portuguese (DROP=English stem + AR= Portuguese inflection for infinitives verb, but also phonologically /'drp/= English, /dr'pa/=Portuguese).*

Therefore, as a language is dynamic and as long as some languages lack equivalent of some terms in other languages, borrowing and code switching are highly used. Myers (1993:4) defines code switching as the selection by bilinguals or multilinguals of forms from an embedded language(s) in utterances of matrix languages during the same conversation. The matrix language is the main language in code-switching utterances in a number of ways while the embedded language has the lesser role.

This entails that code switching is the result of language contact that a bilingual person undergoes due to many social, business... factors. The above authors continue to say that the compensatory language and code-switching are different and that using them is a way of seeking an equivalent that do not exist in EL. In everyday communication, compensatory language and code switching may help people in keeping contact with people whether natives or foreigners.

2.3.5. Register and Slang

Register and slang are related to the role of the language in the situation and both are associated with particular social situation or subject matter. Halliday (1979:33) says something about register that it refers to the institutional setting in which a piece of language occurs, and embraces not only the subject matter in hand but the whole activity of the speaker or participant in a setting. In the same line of thoughts, the same author defines register as "What you are speaking (at the time) determined by what you are doing (nature of social activity being engaged in), and expressing diversity of social process (social division of labour)". Moreover, according to Hudson (1980:48), "the term register is widely used in sociolinguistics to refer to varieties according to use..."

Registers are not the same; they differ from others and are related to particular groups of people. It is in-group language of communication that cannot be applied to outsiders, that is, out-group of people. In the same perspective, Nizigiyimana (2009:52) observes the following:

> *A register distinguishes itself from other registers by its possession of distinctive words or by its use of words or phrases in a particular way. There may be a register of sports, law, medicine, politics, love to name but a few.*

She goes on saying that it is worth mentioning there that registers, like slangs and jargons are peculiar to group of people and difficult for outsiders to understand. Then, register is related with specific situations of speaking where it is not easy for outsiders to effectively understand and use them.

Therefore, this style of language is called language minority group, that is, a small number of people may use it. They vary according to the topic under discussion, the formality of the occasion and the medium used such as speech, writing or body language. As many activities have a specialized vocabulary, our topic at hand deals with these language styles.

In brief, different researchers quoted in this chapter have dealt largely with language much more the same way. They are all interested in the linkage between language and society, how language is used in different ways depending upon the different social factors such as age, sex, social class, profession, geographical location and so on. They all reveal that language is not statical but dynamic in all its angles of use. They also point out that whereas some language aspects are believed to be related to the essential nature of a thing, others are results of socio-environmental factors. Concepts such as language varieties, language and society (language in service situations, address forms), language and communication (bilingualism notion, language choice as a social strategy, language and geographical situation, compensatory (borrowing) vs. code-switching, register and slang recur in almost all the works quoted with the limit of this chapter.

CHAPTER THREE: METHODOLOGY

3.0. Introduction

This present chapter aimed at dealing with all mechanisms and techniques I employ during my research and the problems encountered. It analyzed language used by moneychangers when doing their daily business in the main town of Burundi and in Gatumba. The information was tested and gathered from observation, interview and questionnaire. These methods were used to collect some expressions and words related to moneychanging profession.

3.1. Description of the Area of the Study

Both of the two research areas are precisely located in western part of Burundi. Bujumbura constitutes the capital of Burundi; thus, a major city and Gatumba is a minor one and the adjoining area of Democratic Republic of Congo, the neighbouring country of Burundi. These two cities are places where there is a high free movement of people coming in and going out of the country.

For that, some people promote the activity of moneychanging in those places in order to help travelers and businesspersons. Some moneychangers create office for exchange (FOREX BUREAUX), others choose to work in an open air, that is, outdoors. This helped me to collect information from both sides.

3.2. Research Population

The informants were only composed of moneychangers. The study was carried out in some of the places in Bujumbura Mayorship and in Gatumba area especially near the immigration office. Because the population was big, the limitation in number was needed.

The population was chosen because they are very important in promoting the nation's economy through language, whether verbal or non-verbal. Since

language is a cornerstone in every society, it is crucial for them to struggle in order to know how to communicate with people from different countries speaking different languages. Because it was not easy to the researcher, I decided to use the method of convenience sampling so that we could not run the risk of being unable to conduct my research.

Gall, Borg and Gall (1996:228) said this:

> *Researchers often need to select a convenience sample or face the possibility that they will be unable to do the study. Although a sample randomly drawn from a population is more desirable, it usually is better to do a study with a convenience sample than to do no study at all- assuming, of course, that the sample suits the purpose of the study.*

For that, I can say that a researcher has to choose his informants among a larger group of people, uses them to undertake his research and provide valuable information. Then, the survey covers a representative sample of moneychangers.

3.3. Sampling Methods

This section is concerned with the techniques that we are using in conducting my research. Ideally, all the population shall be addressed since this will provide full-scale data. However, it is not an easy task to have access to each moneychanger as long as means and time could not grant permission to do it. Besides that, the population was large (92 moneychangers).The researcher considered one thirds of the 92 moneychangers including those working indoors and outdoors. The subjects were selected because they were easily accessible. I worked with thirty moneychangers operating in the open air (outdoors) and in Bureaux for Exchange

(Forex Bureaux). Therefore, I chose a limited number as my research population even if I have a great number of them.

Karikunzira (1981:18) observed this :

> *On a en effet tendance à croire que plus la population est nombreuse, plus l'échantillon doit-être important. C'est une erreur. En fait, en supposant que le hasard seul ait décidé au choix des sujets, un échantillon de 500 éléments donnera des résultats justes aussi précis pour une étude qui englobe la population des Etats-Unis que pour une enquête qui ne porte que sur une seule grande ville.*
>
> *(T)We have the tendency to believe that when there is numerous population, the sample must be important. This is an error. In fact, supposing that only chance contributed to the choice of informants, a sample of 500 individuals will provide accurate results for a study encompassing the population of United States than an investigation carried out on one big city.*

He goes on saying this « … contrairement à ce qu'on croit habituellement, la statistique établit que des échantillons relativement réduits peuvent comporter une très grande précision. »

(T) "*...contrarily to what we believe ordinarily, the sampling statistics ascertains that relatively reduced samples can provide a great precision*".

From these above views, we can say that in terms of conducting a research, there is no universal-fixed number of the research population but the constitution of a

3.4.1. Observation

We judged this technique very useful in the sense that it helped the researcher to explore some realities about the language used by moneychangers. As long as we were observing things, we were also empowering our ideas related to our topic. We meticulously observed moneychangers in their conversation with their customers or between themselves and this led the researcher to know what kind of language they were using. Observation could also allow us to pinpoint some words and expressions and in which language they are spoken and in which circumstances.

3.4.2. Interview

In order to achieve the goal, the interview starts with some key questions which were somehow tendentious searching for words and expressions they used and in which language they are used. After having interviewed the informants, we noticed that they became divided into two groups since some of them seem to be hostile to our investigation saying that we were wasting their time. Others understood that the research was based on the languages including words and expressions they used in their everyday life at work and became more interested and honest when answering our questions.

After the collection of a good number of words and expressions through different languages that they could use via observation, we realized that an interview could bring additional and reliable data useful for our research where 30 moneychangers were interviewed. This helped us to see how proficient moneychangers were and how they mastered the words and expressions in their domain.

3.4.3. Questionnaire

Realizing that the collected data through observation, interview was not enough to cover the whole work, we decided to hand in questionnaire to 30 informants

in order to get more data. Then a questionnaire was elaborated for them. This method was very important because it helped the researcher to get more data given that a large number of informants were scattered. It was also convenient for collecting information from a large population within a short space of time. As far as moneychangers were concerned, and that they were not working all in the same area, this method is applied by the researcher.

The researcher chose to use questionnaire because correspondents felt free to give frank answers to sensitive questions especially if they were not supposed to expose their names. They could answer in their own time.

3.5. Data Analysis Procedures

The procedures by which collected data are analyzed are laid down all along this present section. This is to put order and coherence into this work. The analysis of data has been segmented into three main parts:

First, the presentation and classification of words and expressions taking into consideration their semantic level pertaining to moneychangers' language. Second, the analysis of the collected data follows linguistic mechanisms which are used by moneychangers to create registers and provide words and expressions with the social meaning. The purpose of this analysis was to let the reader know that language influence them in their moneychanging business.

The last part dealt with translation. As these words and expressions are parts of moneychangers' sociolect are in ordinary languages,i.e., Kirundi, French, German and Kiswahili, we translated them in English. We should note that not all words from a given language have counterparts in another, the reason why some underwent borrowing, others a little transformation. After translation, we proceeded by the identification of item, its origin, its evolution so as to make sure which words are newly created or which ones have shifted in meaning. This helps

to account for economic factors influencing the registers. In few words, we analyzed the answers given on the questionnaire, look at percentage, and take a better decision.

3.6. Problems Encountered

Like other scientific researchers, I faced some difficulties before achieving my final task. The first I encountered was moneychangers' rejection because every businessperson has a great desire to get much more money. Let's mention that ninety copies were administered to them, but only thirty returned to the researcher. For, accepting to respond to the questionnaire was a waste of time for them and responding to it was one of the key methods to be applied by the researcher in data collection.

Thus, I chose to work with the ones who were favourable to our scientific study by the method of interview for being readily sympathetic and for preparing moneychangers psychologically. Nonetheless, this was not as easy as one might think since it required patience and much more attention. In fact, the time as an important factor was another constraint that limited the scope and the quality of the study.

The third problem encountered was the lack of financial means because the researcher needed some currencies so that he could be one of the customers. By doing so, it became easy to get some information via the conversation.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND FINDINGS

4.0. Introduction

The previous chapter was about the description of the methodology used to collect and analyze our data. In this chapter, we present the data and analyze them systematically. We take into consideration our research questions that were answered from our fields of findings. As already stated, the target of this present study is used by moneychangers in their network place through the analysis of words and expressions composing it.

The moneychangers' language as a social phenomenon is made up of words and expressions from ordinary languages on the one hand and others from an unknown origin on the other hand but many of them are from Kirundi and Kiswahili. Some of them originate from the mixture of languages to produce new words that look like Kirundi ones. This happens when they are talking to their customers from Burundi, our neighbouring or distant countries. Other words are from their own innovations. We notice that this raw of innovations was set up to hide some realities to the outsiders.

Our main concern in this section is to show how moneychangers adopt and adapt language through words and expressions, signs, figurative language and speech style and finally how the mastery of terms has an effect on their everyday activity.

4.1. Data Presentation and Analysis

4.1.1. Language Influence on the Business of Moneychanging

One thing common to the Business World we have known is the rapid recognition of words and expressions used by its inhabitants. The words they share travel like lightning and when they arrive at the listeners' doorstep; they act on them. This proves that there is a power in the spoken words. For moneychangers, the

influence of language on their business of moneychanging is evident. Their success lies in their daily sentiments, conversations and values they share.

The moneychangers' language, as a social phenomenon, creates opportunity for them to craft it. Let's mention that to their language is added their overall internal motivation and communications programme to inspire and mobilize their customers.

4.1.2. Linguistic Analysis of the Words and Expressions used by Moneychangers

A. The Morphological processes of their language

Like any other group of people living in the same community or gathered together for specific reasons, moneychangers have many things in common which make their way of living and communicating differ from that by any other social group. In this creation of their language, they use different linguistic strategies and mechanisms to overcome limitations in languages knowledge. These lead them to manipulate language in the way that they can fulfill their needs.

The study of morphology is twofold according to Jackson (1985). He points out that it deals, on the one hand, with the realization of grammatical categories by means of inflection, and on the other hand, with the combining of words constituents as the means of deriving new words. Below are some of the morphological processes involved in moneychangers' language.

1. Borrowing

Oxford Advanced Learners' Dictionary (2006:162), defines borrowing as "a word, a phrase or an idea that somebody has taken from another person's work or from another language and used in his or her own". This process of word-formation is mostly found in the language of the moneychangers under study. It lies in borrowing words and expressions from one language and making use of

them in another language that is preferred by the speaker. Moreover, borrowing words and expressions contributes to the refinement or to the better improvement of languages by introducing and adapting new words in the preferred ones. The occurrence of borrowing is more frequent when cultures come into contacts. In the same perspective, Jackson (1988:24) points out: "...words have been borrowed sporadically down through centuries as language users in some numbers came into contact with other cultures and languages".

Throughout this statement above, we can confirm that borrowing occurs in all languages because people like to move from one country to another. The reason that pushes people to borrow words from one language into another is the lack of a counterpart into the mother tongue. Then, some words are abandoned and new ones enter the repertoire in order to cope with the demand of the world's events. As far as borrowing in Kirundi is concerned, Ndibanje (2005:43) states that: "The phenomenon of borrowing... develops from several reasons, the first of which is the non-existence of vernacular vocabulary to name a new object and ideas coming into Burundian culture from other cultures". From there, in the language of moneychangers, many words and expressions are used in our mother tongue which is Kirundi while others are used in their original states. For example:

- ✓ Words adopted from English and French are adapted in Kirundi language:

-Amadorari has been adapted in Kirundi language and it has been taken from the English language "*dollars*".

-Ipawundi has been taken from the English language and adapted in Kirundi language. It stems from "*pound*"

-Gukapitariza is from the French language and has been adapted in Kirundi language. It refers to the verb "*capitaliser*" in French and "*capitalize*" in English.

-Komisiyo from French language "*commission*". It refers to the sum of money you get paid on a commission basis. It is like a portion got after an activity done by someone.

-Veresema is a loan wordfrom French "*versement*" (faire un versement sur un compte) *to put money or funds into an account* or *deposit.*

-Amafaranga is a word taken from French language "*francs*".

-Petitekupire from French language "petite coupure", it means "*a reduction done on a small banknote of dollar or Euro from 1, 10, and 20 to 50 dollars or Euro*".

-Amadovize (currencies) is a word taken from French Language.

- ✓ Words adopted from Kiswahili language and which are pronounced as their original counterparts:

-Kuvunja is borrowed from Kiswahili language and it means, "*to break into pieces*" in general, but in the moneychangers' language it means "*to get small banknotes as to facilitate the means of business of moneychanging when you have a big banknote.*

-Abavunjayi (moneychangers) is a plural word taken from Kiswahili Language. It means *persons whose profession is to exchange currencies of one type for another for a fee or percentage.*

- ✓ Words adopted from German language and which are pronounced as their original counterparts:

-Amahera from German language "*Heller*"

-Ivewe or ivorovo (Volkswagen)is a German word.

2. Coinage

As Oxford Advanced Learners' Dictionary (2006:276) specifies coinage, it is "a word or phrase that has been invented recently; the process of inventing a word or phrase: new coinages". Instead, they were invented and it is too difficult or even impossible to attribute the creator(s) of them. The following words are from unknown origin even if they seem to find their origin in Kirundi language. In the moneychangers' language, the word "ifuke" means *a thing of a low value, something that can be sold or bought at low price* and the word "gukutura" means *to get a portion in a commission.*

3. Compounding

This process consists of putting together two words which are independent of each other. A compound-word is a word formed from two lexemes. About compounding, Leech (1981) says that *compounding involves combining two or more existing words in order to form a third, new word.* For example, the word "Volkswagen" is a compound word which is formed by two lexemes. They are:

Volks: a German noun meaning "*people*". It has been borrowed from German language.

Wagen: from Dutch, Wagen means vehicle with four wheels drawn by a horse or tractor.

In the language of moneychangers volks+wagen means *people with a lot of money* (*abanyamafaranga* in Kirundi language).

B. Semantic Analysis of Language

0. Introduction

Understanding language in a society means that one also has to understand the internal or external language used in case. Internal language applies in the study of syntax and semantics in language on the abstract level, as mentally represented knowledge in social context, that is, behavioral habits shared by a community of moneychangers.

1. Meaning change in the language

When analyzing a given language semantically, it is of paramount importance to think of it in terms of sounds, words, phrases and sentences since the central function of language is as a vehicle of communication. So, people should look to the communication process to explain meaning in natural languages. According to the linguist Wells (1981:23), "Understanding language involves more than attending the words and sentences that are spoken or written". This implies that we have to go beyond the actual words to seek what the speaker intends to say, experiences that are referred to, the aims that give rise to them and the circumstances in which they occur.

Thus, in everyday life, communication supposes the delivery of certain meaning and therefore presupposes meaningful units. It is said that semantics is a branch of linguistics studying the meaning of words, the study of the relationship between words and their meanings. It deals with interpretations of signs as used by the communities within particular circumstances and contexts and is "central to the study of communication" as pointed out by the linguist Leech (1981: ix) in his introductory notes.

Coming back to the topic under the study. The language used by moneychangers contains some words and expressions that possess more than two meanings

3. Hyperboles

Hyperbole is one of the figures of speech that consists of using a deliberate exaggeration in terms of concepts. Oxford Advanced Learner's Dictionary (2006:735) defines hyperbole as "a way of speaking or writing that makes something sound better, more exciting, dangerous, etc. than it really is". This figure of speech is used for effect to attribute qualities to a person or thing to show to what extent a thing or a person is. In fact, the use of the expression "ubukene buzura inzara" literally meaning "*poverty that uproots nails*" is an exaggeration. Simply it means extreme poverty. This expression is used to show that nothing goes round and to what extent poverty is altering the face of the physical world. In addition to that, the word "igihuhusi" is also an exaggeration for it means a severe, often destructive storm especially a tropical cyclone, but in their special language, it is *an economic instability*. Thus, hyperbole is remarkable in the language of moneychangers.

4. Personifications

Personification is a figure of speech which is concerned with the attribution of human characteristics to inanimate objects or things, abstract ideas etc. as for literary or artistic effect. In their language, it is apparent that it contains words or concepts that are attributed to human characteristics. For the word "igihahe" (=a leafless plant that grows in large number in Imbo area especially in the Rusizi plain) scientifically named Euphorbia is used to mean "*a brave man*". In addition, the word "Volkswagen" has been attributed human qualities. Originally, Volkswagen is a kind of a car made in Germany by Volkswagen Factory, but in moneychangers' language, it means *someone who possesses a lot of money.* Finally, the sentence "amahera aravuga" literally "money talks" has been personified. Really, money cannot talk. This means that if someone has money, others can see what he or she does by using it. All these words under this subheading are given human characteristics, hence personification.

> *and aspirations of the social class and that is how important and extensive an interaction is. It gives each linguistic community its particular character.*

In addition to that, sociolinguistics is there to determine who is speaking and which variety of language is spoken, when and about what and with whom he is speaking to as his interlocutors. Then a person has his own network with which he is identified. That belonging to such a linguistic community influences him or her to use its language. I hereby ought to mention that in the moneychangers' way of using the language, social class influence on the language, geographical aspect of the language and linguistic interference in the language and moneychangers' linguistic inventions have been noticed in this present study.

a. Social Class Influence on the Language

Social classes play a great influence in the use of a given language. Usually, the relative social position of the speaker is the major key factor, which greatly influences the way of speaking and the vocabulary to be used by others. We mean those who surround the speaker. In this connection, Nizigiyimana (2009) quotes Hudson that a speaker may show more similarity in his language to people from the same social group in a different area than the people from a different social group in the same area. In contrast, even if we said that bilingualism is part of life, it may also tresses the relationship and the social position of the speaker.

Moneychangers in general and those from these two cities, Bujumbura and Gatumba in particular, constitute a social class on their own since they share the same community or group. That may be even the reason why the language spoken by them has many vocabulary items in common.

Table: Some Words Showing Social Class Influence on the Language

Words and expressions	**Origin**	**Denotative meaning**	**Connotative meaning**
Umuyombe	Kirundi	A newly made clay pot used for some days	A moneychanger who is new at work
Igicocoro	Kirundi	An experienced person at work	A moneychanger who is ancient in his profession
Iraki	Kiswahili	A sum of money of one hundred thousand	The word keeps the same meaning
Igihuhusi	Kirundi	A heavy wind that destroys trees, houses, etc.	An extreme poverty or lack of currencies
Gukura	Kirundi	To grow	To become rich / to raise the capital.
Igihahe	Kirundi	Euphoria (a kind of leafless plant)	A brave man
Ubwoya	Kirundi	Fur (a dense coat of fine silk hair on animal) / pelage	A thing of no or low value.
Volkswagen (V.W)	Dutch	A vehicle known to be strong made in German.	A wealthy and influential person

Moneychangers in general use words or expressions from other social classes or countries. They adapt them in their own language. They do so because they miss their counterparts in their mother tongue. For example, the word "Volkswagen" originates from Dutch, meaning a sort of car made in Germany which is lecherous (luxurious). In their language it means a wealthy and influential person. Another example is the word "Kuvunja" that originates from Kiswahili meaning to break into pieces, but in moneychangers' language, it means to exchange (to get small banknotes in exchange of a big banknote). We have heard a small conversation between a moneychanger and his customer; here it is:

M: Yambu, muravunjisha?

C: Oya, sinvunjisha.

(T)

M: *Do you change money?*

C: *No, I do not.*

From this small conversation, we conclude that the word 'kuvunja' has been adapted to Kirundi from Kiswahili language. This is like that because they miss appropriate words in Kirundi to use.

b. Geographical Aspect of Language

The geographical aspect of language can be as good as facilitating communication as mountains, rivers or countries. Given the effect that geography has on how people come into contact and what kinds of words or expressions they have available, moneychangers are not spared by such social phenomena. Thus, the language spoken at the workplaces of moneychangers in Bujumbura and Gatumba are sometimes likely to contain geographical terms. As already observed, a large number of them are Burundians and Kirundi language is dominant in their

language, to mean that they seek to put into their own language words taken from other languages.

The choice of using the language associated with geographical aspects and the importance placed upon the language by them is to let everyone understand the role that language plays in the formation and maintenance of cultural identity, particularly in places or sectors of their community where more than one language is spoken. For example, the word "amanyaru" is connected with the name of the Kanyaru *River that makes the border between Burundi and Rwanda*. It is used to refer to money from our neighbouring country, Rwanda. In the phrase "Mfise amanyaru" (I have money crossing the Kanyaru River) is used by them to mean "*I have money from Rwanda*". Customers who do not know that river may not or may even hardly know that "amanyaru" is money from Rwanda. As far as the term "iporo" or "ikivuko" which refer to "*a former five thousand Burundian banknote*" in their language, a foreign customer who cannot understand a little bit of Kirundi language can make analogy between a harbour (or a portland) and a banknote. These terms are then linked to geographical markers.

4.2. Findings

In this section, we are much more concerned with the presentation of the collected and analysed data through the procedures mentioned and described in the previous chapter. Answers to the research questions are given accordingly, but before trying to give answers, it is worth reminding them. Here they are:

1. How does language influence the business of moneychangers?

2. What is the linguistic analysis of words and expressions used by moneychangers?

3. What is the sociolinguistic analysis of words and expressions used by moneychangers?

After analyzing the data, we can assert that the language used by moneychangers in those two cities is a sophisticated one. It contains some linguistic strategies and mechanisms to overcome limitations in language such as linguistic borrowings that consist of adopting words from one language and adapting them into another, coinage, compounding. At the morphological level of their language, words or expressions are nativised in their mother tongue due to the lack their counterparts. In the way of seeking strategies, words are sometimes taken from Kirundi as affixes and attached to English, French, and Kiswahili, Germany... roots. In addition to that, moneychangers of these areas adapt words and expressions from ordinary language, that is, Kirundi, French, and Kiswahili into their language. They also create other words and expressions from their own innovations and these are determined by what they are doing, here the activity of moneychanging. The language of moneychangers, like natural language, is a language that influences them. Semantically some words result from word transfers from ordinary language with shift in meaning. This shift results in synonym and antonym, first or literal meanings of words. While transferring those words and expressions into their own language, they seek to create a greater rapport with interlocutors. This is done in the way that they must make the effort to communicate both accurately and culturally in appropriate ways. Then, their ability to effectively communicate with many people shows that languages influence them. They also try to make an effective communication by applying knowledge from their native language to another language so that they get something to say. Their talk is focused on content and conveys factual information. This shows that the message must be clear and precise hence an influence of language.

Concerning the mastery of the language in their everyday life, this research has shown that strategic competences or coping strategies are used in order to deal effectively with language. This is done to overcome limitations in languages,

knowledge by gestures, circumlocution and invented words. For it has been noticed that body language is used in their activity and create words which are not found in existed language. As a large number of these words expressions are transferred from ordinary languages, it is noticeable that they refer to things that we can see. Last but not least, I should mention that a large number of moneychangers have a low level of education– I mean the outsiders; they can communicate in English, French and Kiswahili as they can. This is to confirm that there is a relationship between moneychangers' language and their workplace.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.0. Introduction

This work deals with a sociolinguistic study of the language used by moneychangers in Gatumba and Bujumbura cities. As already said, when we decided to work on this topic, we were inspired that no human group of permanence can exist void of a regular and frequent communication through language. The moneychangers' community was chosen taking into account its peculiar character of being a business social group. This was shown in the findings above that they use special language in their profession. Then, this chapter is concerned with the summary of the whole work and it gives the final report and recommendations.

5.1. Conclusion

The survey aimed at showing to what extent moneychangers do communicate through language in their business. A great number of scholars interested in language as a social phenomenon and means of communication between community members inspired this present work. Many of the researchers who did the research on language as a means of communication share the view that language, like any other social activity, must be appropriate to a social group that uses it. Members of social networks sharing a linguistic repertoire must know when to shift from one variety to another and communicate properly. They also agree that there is a situational shift and that a shift in situation may require a shift in language variety. It is therefore divided into four chapters:

In the first chapter, that is, the general introduction was concerned with the background to the study, statement of the problem, motivation of the researcher, research questions and hypotheses. It also contained the importance of the study, scope and delimitations and finally operational definitions for further clarifications in terms of some items.

The second chapter was about the review of related literature. In it, the researcher had shown what had been done referring to published and unpublished works. He had also shown how it was similar or different to his topic without forgetting to bring his own contribution.

The third chapter presented to the audience the methods used by the researcher in collecting, interpreting and analyzing the data. First in the collection of data procedures, four techniques were used. These are observation, face-to-face conversation, interview and questionnaire. Second, it presented the procedures used to analyse the collected data. Third, it provided the encountered problems during the study. Finally, it gave a physical description of the area of the study, pilot study, research population and sampling techniques.

The fourth chapter, which is concerned with the analysis of the data and findings, gives words and expressions used in the moneychangers' language and mentions their origin without forgetting the processes used in their creation. It also gives answers to the research questions.

As far as this study is concerned, the language spoken by moneychangers proves that it is an important tool for exchanging ideas and thoughts, and fit the moneychangers' objectives. So different level language's skills are important and can be helpful in doing well business affairs. Moneychangers may judge to converse by using some words and expressions known by themselves. This is done while they want to hide something to the client who is in need of getting local money or currencies. This is seen for moneychangers who work in an open air (outdoors) and this enables them to create an identity of their own.

In fact, this work shows the role of sociolinguistic situations in using language that becomes a special one for them. The fact that moneychangers are people who are in the crossroads of other people from different countries, hence many languages, they are always in need of using different languages. They are also

impressed to know how they can use them. As a result, they borrow words from other languages and put them in their mother tongue or mix some elements from languages they are capable of using or speaking. Nevertheless, some words and expressions are results from moneychangers' linguistic innovations.

Briefly speaking, the language used by moneychangers does not undermine the standard language as many persons may think. Consequently, their language helps them to widen the horizons of communication, given that, not all times, people need to use formal language in conversation.

5.2. Recommendations

Taking into consideration the findings from this study at hand, the researcher found crucial need to adapt and master words and expressions which constitute standard language. This may help the user to improve the language understandable to every client hence good communication. Then, recommendations are administered to the Government of Burundi via Ministry of Education, of Higher Education and Scientific research, to further researchers.

To the Government:

The Government of Burundi through the Ministry of Education, of Higher Education and Scientific Research is the first to be recommended because it is the competent authority responsible of any change in terms of language. It is that Ministry that can promote words or expressions to the standard level. To achieve a better use of language in the language of moneychangers, the Ministry should:
- establish policies for moneychangers in order to train them in terms of language. This helps in revising the originality of words and expressions.
-elaborate technical terms that can be used in their everyday life.

To Further Researchers

We cannot confirm to have covered all areas of the study. More additional research to complete this is still needed to be conducted. This pushes us to invite further researchers to conduct their study for example on 'The impact of a better use language in business domain'.

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APPENDICES:

Appendix I

Dear Madam/Sir,

I am a student from University of Burundi in the faculty of Arts and Social Sciences, Department of English Language and Literature, who is carrying out an academic research on this topic: **"A Sociolinguistic study of the language used by Moneychangers: A case study of selected areas in Bujumbura city and Gatumba Center".** The present research questionnaire designed for moneychangers. If it is answered frankly, it would be vital to the completion of my research. Thank you for being sincere in responding to these questions.

Yours faithfully,

Domitien Hakizimana

Research Questionnaire

1. In which language do you like to communicate?

A. Among yourselves

Answer:.....

.....

B. With a customer

Answer:.....

.....

2. What language do you prefer to use in your business?

A. French B. English C. Kiswahili D. It depends upon the language spoken by the customer E. other ,specify it:.....

A. Is the language most of the time related to moneychangers' life?

A. Yes No

B. If Yes, give examples of terms of such a language:.....

.....

4.Why do you use such a language?

Answer:.....

.....

5.Briefly, describe the characteristics of the language you use in terms of code-switching and mixing.

Answer:.....

.....

6. What do you think of moneychanger who can easily express himself in many languages?

Answer:.....

.....

7. How does appropriate or inappropriate language affect your business?

Answer:.....

.....

8. Is there any importance of showing politeness when speaking to customers?

A. Yes No

B.Explain:.....

.....

9. Are you, as individual, satisfied with the way you use languages when doing your business?

A. Yes No

B. explain your answer:.....

10. Give your impression on the impact of language on the moneychanging business.

Answer:.....

.....

Appendix II

The French version has been made with the intension of giving the opportunity to every respondent who understands better the French language to respond the questionnaire. Here is the French version Questionnaire:

A Madame/Monsieur,

Je suis un étudiant mémorand de l'Université du Burundi dans la Faculté des Lettres et Sciences Humaines, Département de Langue et Littérature Anglaises, qui est en train de faire un travail de fin d'études Universitaire ayant comme titre : «A Sociolinguisticstudy of the languageused by Moneychangers: A case study of selected areas in Gatumba and Bujumbura cities ».

Le questionnaire d'enquête réservé à vous se trouve en annexe. Il a comme objectif de découvrir les mots et expressions utilisés dans votre travail.

S'il est répondu objectivement, il serait facile de réaliser mon travail de recherche.

Je vous remercie vivement d'avance d'être honnête et sincère en répondant aux questions.

Domitien HAKIZIMANA

Questionnaire d'enquête

1. Dans quelle langue aimeriez-vous communiquer ?

A. Entre vous-mêmes

Réponse :.....

.....

B. Avec le(s) client(s)

Réponse:.....

.....

2. Quelle est la langue préféreriez-vous utiliser dans votre activité d'échange de monnaie ?

A. Française B. Anglaise C. Kiswahili D. Ça dépend de la langue parlée par le client E. Autre , laquelle ?.....

3. Est-il souvent que la langue soit connectée à des termes de changeurs de monnaie ?

A. Oui Non

B. si oui, donner des exemples des termes de langue pareille:.....

4. Pourquoi utilisez-vous de langue pareille ?

Réponse :.....

5.Décrivez brièvement les caractéristiques de la langue que vous utilisez en termes de changement et du métissage linguistique.

Réponse :.....

.....

6. Que pensez-vous d'un changeur de monnaie qui peut s'exprimer aisément dans plusieurs langues ?

Réponse:.....

.....

7. Comment une langue qui convient ou qui ne l'est pas affecte votre activité d'échange de monnaie ?

Réponse:.....

.....

8. Est-il important d'afficher un comportement de politesse quand on parle avec des clients ?

A. Oui Non

B. Expliquez :.....

9. Etes-vous personnellement satisfaits de l'usage des langues quand vous êtes au travail ?

A. Oui Non

B. Expliquez votre réponse :.....

10. Quelle est votre impression vis-à-vis de l'effet de la langue d'activité d'échange de monnaie ?

Réponse:.....

.....

Appendix III

2. Words and expressions used by moneychangers in Gatumba and Bujumbura cities

A. Words

Amanyaru: *Rwandese francs.*

Amakwaca: *Zambian francs.*

Amakongo: *Congolese francs.*

Amapawundi: *British money.*

Iporo: *five thousand Burundi francs.*

Ikivuko: *five thousand Burundi francs.*

Itengu: *lack of currencies.*

Agashomeri: *being jobless.*

Si heza/ niheza: *it is not nice / it is nice.*

Ishuri: *a bull to mean one hundred dollars (100$).*

Iraki: *One hundred thousand Burundi francs.*

Amakanada: *Canada dollars.*

Imbabi: *banknotes.*

Ifuke: *a thing with a low value.*

Agahama: *Tanzanian banknotes.*

Kuvunja: *exchange.*

Komisiyo *(*commission*): an amount of money got after a service you give to a person.*

Umutahe: *capital.*

Igihuhusi: *economic instability.*

Amadovize: *currencies.*

Iraki: *the amount of one hundred thousand Burundi Francs.*

Kuvumiriya: *to wait a long time the customers.*

Gushindiriya: *to resist the hardship; here economic instability.*

Gukapitariza: *to bring a capital.*

Agasaho: *a bag.*

Kuramburusa: *to deposit money into the account.*

Kuveresa: *to depositmoney into the account.*

Gukura :*to become richer.*

Ingurane: *a credit.*

Amanyaburaya: *money from Europe.*

Gukutura: *to get a portion of money in a commission.*

Forode: *Fraud.*

Turideburuya: *we come to a better end.*

Igikuta: *a coin.*

Imeya: *a coin.*

Aracari umuyombe :*he is new in the profession.*

Umukiriya ni umukwe: *a customer is respectful as a son-in-law.*

Ubonye umwehaw'amahera murazibira: *discovering the source of money, you run after it.*