


Lexico-semantic analysis of names and slogans of Lesotho newspapers

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This article examines the naming of Sesotho and English newspapers published in Lesotho. It looks at the rationale behind names given to these newspapers. In cognisance of newspaper names as proper names, the article analyses the lexico-semantics of these names. It extends the analysis to the relationship between the name and slogan of the paper that is usually appended next to the name of such a newspaper within the framework of a hermeneutic content analysis. The article purposively sampled 21 newspaper names, with slogans appended to them, from the National University of Lesotho library archives. The findings revealed that newspaper names and their slogans are strategically chosen to become ambassadors of such newspapers through meanings embedded in their condensed form, which is a point that qualifies newspaper language as an interesting linguistic area for research.

Introduction

According to Hough (2016: 20), onomastics is both an old and a young discipline. It is old because it traces a keen interest in names and referents by Socrates, Plato, Aristotle and others throughout the history of Western thought. Relatively, the current trend is the study of names in business (Kolobe 2012), which draws on the formation of names given to commercial products such as vehicles, cleaning materials, newspapers and/or any other thing that reflects different aspects of interaction between humans and their surroundings.

The present article investigates the meanings of the names given to newspapers in Lesotho. It attempts to establish the relationship between the names and slogans usually appended next to the name of the newspaper. The investigation was triggered by an observation that as much as one would expect newspapers to bear a generic name, *newspaper*, since they are classified under the common noun *paper*, they have different names that are specifically associated with a particular newspaper, and some even have slogans, while others do not. Those with slogans have them positioned strategically, mostly next to the name of the newspaper as if it is directly talking to the name. It is then noteworthy to find how significant the slogans in relation to the names of the newspapers are.

Literature review

Several definitions have been appended to the concept of "name and naming". For instance, Kripke (1980), Benford and Snow (2000), and Redmonds (2004) define names as distinct words that are used to isolate one thing from the other, be it a person, an animal, a place or a thing, and they all have a meaning. In many cases, that meaning is expressed implicitly in the history of the name, while in other cases the meaning is clearly communicated. This article examines the names given to newspapers and argues that newspaper names are proper names since they are identified in the same way as proper nouns. A proper noun, which translates into a proper name in the context of this paper, as explained

in Huddleston and Pullum (2002), is characterised by a specific referent. Newspapers are not referred to by a generic term like “newspaper”, rather a particular name is associated with a specific newspaper, hence we have *Lesotho Times*, *Mopheme* and others as newspaper names. Thus, these newspapers are distinguished from other newspapers by their names. Proper nouns are usually capitalised as is also the case with newspaper names. Whenever they are referred to in written texts, a newspaper’s name is initially capitalised. For instance, there is *Mosotho*, *The Monitor*, just to mention a few. Another defining feature of a proper noun is its descriptive nature as in the newspaper name *Informative*, *Moeletsi oa Basotho*. Based on the similarities shared between proper names and newspaper names, the article embraces newspaper names as proper names.

Furthermore, in the English-speaking world, names are regarded as a type of noun or noun phrase (Yule 2006; Anderson 2007; 2011; 2015). In support of this view, Van Langendonck and Van de Velde (2016), among others, affirm that names are definite nouns with unique denotation which is an inherent basic level sense, and have optional connotative meanings. They generally admit that there is a name worthiness across types of names and that both names and words should be seen as two meaningful and integrated parts of the total mental lexicon. Similarly, other names are sentential hence they are referred to as sentence names (Yuka 2007; Rantso 2009). Yuka (2007) relates that sentence names differentiate an entity through a compound statement that exhibits all the constituents of a sentence. This composition of names seems to feature also in vehicle naming as in *Le mpotsang* – translated as “what are you asking me?”. *Le reng* “what are you saying?” (Kolobe 2012). These studies highlight the fact that names are not only formed from nouns or noun phrases, but also from other word classes as is revealed by findings of this study. On the same score, Bright (2003) adds that people use the term “name” when they refer to almost everything. This means that names and words interact and influence each other to a varying degree in different situations; hence this article explores the lexico-semantics of names, in particular, names that label newspapers. Croft (2001) posits that there is no single answer to the categorisation of names. The classification depends, among other aspects, on the language and culture in question, the naming system, and the scholar’s own perspective. The researcher always has to define the relation of his or her topic to other nomenclature and place it within a certain naming system (Ainiala et al. 2012; Ainiala 2016). Furthermore, scholars such as Anderson (2007; 2015), Van Langendonck (2007), Van de Velde (2009) and Okoh (2009) submit that there is no consensus when it comes to grammatical structures from which names are derived. For instance, Anderson (2015) investigated personal names and place names formed from verbs, while Okoh (2009) concluded that personal names are actually long sentences condensed into single words. Similarly, Koopman (2016) revealed that African dog names are derived from polemical speech acts, while others represent exhortatory verb phrases or locative noun phrases.

There are names which are formed from adjective phrases and verb phrases as shown by Padel (2014), and Redmonds (2004). For instance, Coates (2014) demonstrated the flexibility of British racehorse names in that any linguistic material is capable of serving as a horse name. He exemplified adjectives, *Patriotic*; adjective phrases, *Chilledtothebone*, *Oh So Spicy*; exclamations, *Hip Hip Hooray*; prepositional phrases, *Beyond Conceit*; imperatives, *Act Your Size*; verbs, *Accumulate*; verb phrases, *Ain’t Talkin* and full sentences, *My Body is a Cage*. Generally these studies highlight that names vary according to the social, cultural and situational fields in which they are used. They are given to many animate and inanimate referents. Hough (2016) states that another area of naming that has come to prominence in recent years is commercial nomenclature, often – but not limited to – businesses and products. Regarding commercial names of which newspapers names are part, Ainiala et al. (2012) demonstrate that it is important take economic issues into account in order to facilitate discussion in

this area. Sjöblom (2006) explains semantic and functions of such names. For instance, Sjöblom (ibid.: 70) points out that names allow us to communicate through the development of shared meaning and that they can be “highly meaningful, setting parameters for how we define and understand everything from social issues to corporate identities”.

Again, Guenther (2009) states that naming anything at all is engaging because the name giver starts by debating on whether to give a name or not to give a name to an entity. The author explains that goes with the act of actual naming which he refers to as the “politics of naming”, giving, for instance, parents who have to name children, conquerors who have to name new lands, and organisations naming themselves great power. All these reflect the effort, assertion of authority and control by the name giver.

Furthermore, names have meaning. Berrita (2016) states that names are not only labels, but are also packed with meaning in many senses. The present study explores this lesser-researched area of naming and meaning in commercial names, particularly newspaper names. Nystrom (2016), cited in Hough (2016), poses a crucial question on whether names have meaning. Nystrom proposes that names do have meaning and asserts that the real meaning of the name is actually the named object itself. In essence, when we hear or see a name in use, the network between the mind and the real world is activated and the entity, be it place, animal, company, vehicle, or newspaper, is identified.

Lexico-semantic analysis centres on the semantics of lexical items; what they mean, why they mean so, how they are represented in speaker’s mind and how they are used in text and discourse (Baldwin 2003; Paradis 2012). The scope of lexico-semantic analysis encapsulates the associative meaning of words. This type of meaning encompasses connotative, stylistic, affective, reflected and collective meanings. The analysis focuses on the choice of words and the analysis of how the author decides to manipulate language for a distinct purpose and effect. It is concerned with words authors use to express thoughts and ideas. The present study fits into the boundaries of lexico-semantic analysis because founders and name givers of newspapers express their purposes and ideologies by meticulous choice of words which they find befitting as names for their newspapers.

Okongor (2015) highlights the importance of the study of lexis and meaning. He explains that the main argument of this level of linguistics is that for a word to be an identifiable unit of language, it must possess a flexible nature that enables it to be used consistently by different people in different situations. His analysis relates to the basis for this study since the names of newspapers are not necessarily newly invented words, but existing words which are used in the different discourse of the media. He points out that words can be broken down into distinctive semantic features in order to know what they mean. Okongor’s assertion translates into the present study’s dimension of a lexico-semantic analysis of newspaper names. This article focuses on the rationale behind names given to commercial entities, foregrounding newspaper names, their meanings and how they relate to slogans appended to such names.

Boonpaisarnsatit and Srioutai (2011) and Neethling (2009) outline semantics and functions of commercial names, summarised as follows:

- Names have a metaphoric or metonymic relationship to the referent;
- They acquire associative meanings derived from the referent;
- They include many informative elements compressed into a short form;
- They convey meanings related to the referent; and
- They feature wordplay.

Why name a newspaper

In the context of this article, a newspaper is considered an entity that can be distinguished from other entities. Giving it a name, makes it easy to be referred to in the same manner as it will be easy to identify one individual from a number of individuals, and that could be by picking out such an individual by their name. This article echoes Ekanjume-Ilongo's (2012) submission that a name constitutes the individual designation by which an entity is known, be it a person or a thing ("thing" being a newspaper in this case). She also highlights that there are various factors including culture or religion that influence the choice of a name. The same sentiments are shared by McNulty (1993), who unpacks why newspapers are given names. My article argues that newspapers share similar processes as persons, places, animals, vehicles when it comes to naming, hence I regard newspaper names as proper names. According to McNulty (*ibid.*), factors that influence names given to newspapers reflect functions that newspapers are given to fulfil. This means that a newspaper name is carefully chosen to translate into what it is expected to do or what it actually does. The functions reflect that newspapers

- look into what is going on;
- keep a watchful eye on public affairs;
- give a true depiction of reality;
- show the way;
- look out for the rights of the people;
- get news to readers quickly;
- announce the day's happenings publicly;
- signify technical progress proudly;
- indicate the founder's pride;
- show civic, patriotic or political interest; and
- show cosmic phenomena.

More often than not, a newspaper name is accompanied by a unique slogan appended to such a name to spread awareness about the existence of the newspaper and/or to encourage customers to read that newspaper. Ries (2010; see also <https://thebrandboy.com/catchy-newspaper-slogans-taglines>) defines a slogan as an advertising tagline or phrase that advertisers create to verbally express the importance and core idea of their product or service. It has the ability to borrow people's time and attention by putting consumers at the heart of the solution. When characterising a newspaper slogan, Ries demonstrates that a slogan needs a dose of real emotion in order to make it memorable. This means that the newspaper name and slogan do more than just differentiate one newspaper from another.

In addition, Ries (2010) explains that giving a newspaper a slogan contributes to advertising a newspaper. He states that good newspaper slogans are the key things to attract the reader to a newspaper. Ries further highlights that when one develops an effective advertising slogan, it gives an accurate picture of what one's business is all about and the slogan becomes an important part of a business brand. Slogans should possess the following features: first, identification whereby the slogan can be consistently identified in relation to the name of the business; second, a slogan should be memorable so that it can stand the test of time; third, a slogan should be beneficial in that it should be a reflection of the founder's purpose and communicate the benefits of the product in the language that the consumer understands; and lastly, it should possess a differentiation feature which sets the product apart from the rest (Ries 2010; <https://thebrandboy.com/catchy-newspaper-slogans-taglines>). Whittier (1955) echoes this view as he posits that "[a] slogan should be a statement of such

merit about a product or service that is worthy of continuous repetitive advertising; is worthwhile for the public to remember; and is phrased in such a way that the public is likely to remember it”.

Theoretical framework

The article is underpinned by the parameters of hermeneutic content analysis advocated by Bergman (2010) and Vieira and de Queiroz (2017). hermeneutic content analysis is described as an innovative analysis method. It is the art of interpretation and understanding a text in a circular movement involving both subjective and objective sides. The analysis embraces interpretation and understanding as important elements in analysis and reflection of content and textual elements. The theory is appropriate for the purposes of this study as it accommodates the meaning subtleties of newspaper names and the slogans appended to them. I argue that both the newspaper name and its slogan are purposively coupled because they share some semantics. Looking at a newspaper name *The Lesotho Monitor* and its slogan *Reviews, Analysis, Builds on National Development Process*, we can see that there is a relationship between that name’s meaning and the slogan which reflects the function of the newspaper. For example, this newspaper name may be interpreted to mean that the newspaper is used as a device to observe, check, and/or keep a continuous record of Lesotho’s development process. The name relates well to its slogan since the slogan complements what the newspaper monitors, which is national development. Another example may be that of *Makatolle – Oa khoro li katiloe*. *Makatolle* (“one who unearths”) refers to a newspaper that exposes what has been hidden and its slogan of *Oa khoro li katiloe* (“of closed doors”) complements the name by talking to the information that the newspaper unearths. It is said to publish confidential information that was discussed behind closed doors. The core of the analysis as it is with this article is interpretation and understanding of textual elements of a visual representation.

According to Bergman (2010), the word hermeneutic encompasses three things, namely expression, explication, and interpretation. These are basic subjacent meanings to be taken into account in a hermeneutic analysis. Bergman indicates that a hermeneutic cycle centres effective communication in that when someone expresses a situation, they want other people to understand it. At the same time, the spoken situation is to be understood by other people, so that it can be interpreted. Furthermore, Bergman (ibid.) asserts that hermeneutic analysis enables people to elicit an in-depth understanding of meanings of, for instance, human practices, culture, works of art and texts.

Methodology

Nature of research

The study is qualitative and exploratory. It is designed to gain a deeper insight into a phenomenon, community or person (Rakotsoane and Rakotsoane 2006). The area of newspaper naming in onomastics is the least investigated phenomenon because even categorising newspaper names under proper names is still an issue to be seriously debated (van Langendock 2007; van de Velde 2009; Anderson 2015). The present study explores this area to make a breakthrough for future research along these lines.

Data collection

The study used the documentary technique to collect data. Document analysis is a systematic procedure for reviewing or evaluating documents – both printed and electronic material (Bowen 2009). Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical

knowledge (Corbin and Strauss 2008; see also Rapley 2007; Green and Thorogood 2010). Documents contain text (words) and images that have been recorded without a researcher's intervention. Coffey and Atkinson (2000: 227) refer to documents as "social facts", which are produced, shared, and used in socially organised ways. Documents that may be used for systematic evaluation as part of a study take a variety of forms. They include advertisements, agendas, attendance registers, minutes of meetings, manuals, background papers, books and brochures, diaries, journals, event programmes, letters and memoranda, maps and charts, programme proposals, application forms, and summaries, radio and television programme scripts, organisational or institutional reports, survey data, various public records and newspapers news. Scrapbooks and photo albums can also furnish documentary material for research purposes. These types of documents are found in libraries, newspaper archives, historical society offices, and organisational or institutional files (Coffey and Atkinson 2000; Prior 2003).

With the guide of a library assistant, I collected newspapers produced in Lesotho and written in either English or Sesotho as data from the National University of Lesotho Library archives.

Purposive sampling

Out of 69 names of newspapers kept in the university's archives, only 37 names had slogans appended to them. These 37 names were whittled down to 21 (nine English newspaper names and 12 Sesotho newspaper names) using length as a determining factor for inclusion. That is, only slogans made of five constituents or less were considered. This selection criteria was influenced by Whittier's (1955) view that the shorter the slogan, the better because it is memorable. Therefore, the paper sampled only those slogans that do not exceed five constituents because they would be considered memorable.

Findings and discussion

Embracing the parameters of hermeneutic content analysis, I identified texts in the form of newspaper names which have slogans not exceeding five constituents affixed to them. The names given to these newspapers were interpreted by considering their semantics. The names were further interpreted by foregrounding possible relationships between the names and the slogans affixed to them as hermeneutic content analysis regards understanding and interpretation as basic elements in text analysis. The section below presents and discusses the results. The interpretation for all texts was guided by print and electronic miscellaneous reference works from, but not limited to, Mabile et al. (1993), Pitso (1997), and Mabile and Dieterlen (2000).

The results for this study are divided into and discussed in two sections according to the two languages of English and Sesotho respectively. The official languages of Lesotho as stated in the Lesotho Constitution (2009) are English and Sesotho. The former is used as a language of business and administration. The latter is deemed the national language. Embracing the two languages as equally recognised in the country, names and slogans expressed in any of the languages were recognised. The division of the sections according to the language used is, therefore, for presentation purposes only. Newspaper names are italicised and in bold, while their slogans are only italicised for ease of reference. The meanings of newspaper names are discussed based on my perception of naming. My view is echoed by Croft (2001) and Van Langendonck and Van de Velde (2016) who agree that names are expressions with unique denotations, which are the inherent basic level sense and have optional connotative meanings. Furthermore, I draw on Sjöblom's (2006), Hough's (2016) and Ainiala et al.'s (2012) proposition that names may be interpreted from social issues to corporate identities. The interpretation of newspaper names and slogans appended to them here is influenced not only by

the shared knowledge that the researcher has as a citizen of Lesotho, but also through consultations with different literary works.

English newspaper names and their slogans

1. Informative – Nobody Says It? We Do...

The name *Informative* is a lexical word that means providing useful or interesting information. Being a newspaper name, *Informative* tells the reader that the newspaper offers them useful and interesting information. The slogan *Nobody Says It? We Do...* complements the essence of the message carried by the newspaper name by posing a rhetorical question of whether anybody has provided the reader with that useful information. It pledges that if nobody has, then they do.

2. Lesotho Today – Unity in diversity

Lesotho Today is a noun phrase. According to Baker (2003), Bright (2003) and Anderson (2011), sometimes names can be nouns and/or noun phrases. This newspaper name highlights the status of the newspaper within a time. It reflects that it belongs to the current time. Its slogan *Unity in diversity* can be interpreted to mean that even though readers may come from different backgrounds, gender, beliefs and even nationalities, the newspaper puts emphasis on oneness in as far as information sought and provided is concerned, despite the various backgrounds of its readership.

3. Sunday Express – Setting the news agenda

The meaning behind this nominal name is that the newspaper gives readers information only on Sunday. Its slogan highlights the role of the newspaper by communicating that this is a newspaper that plays an influential role on issues that have to take the lead in media; it sets the trend and the content of the discussion items. Through this slogan, the newspaper communicates not only that it creates awareness about what the public should focus on as salient issues, but also leads and provides topical content. The relationship between the name and the slogans is further realised in that it has become a habit that people regard Sunday as a rest day, and it is during such moments that one's mind can relax from routine chores and focus on new things highlighted in the *Sunday Express*.

4. The Lesotho Monitor – Reviews, Analysis, Builds on National Development process

This phrasal newspaper name may be interpreted to mean that the newspaper is used as a device to observe, check, and/or keep a continuous check and record of Lesotho's development. The name relates well with the slogan since the slogan complements what the newspaper monitors, which is national development.

5. Lesotho Times – News without fear or favour

Lesotho Times is a nominal name that denotes all news concerning Lesotho in that particular era. The element of *Times* coupled with the slogan *News without fear and favour* may be understood to specify that the news reported by this newspaper is impartial and precise in consideration of everybody's interests.

6. News Day – Pulling...No punches

This newspaper name has a connotative sense of the civic. In addition, the interpretation includes the fact that this newspaper keeps the public informed on daily happenings. In that activity of reporting on

a daily basis, its *Pulling...No punches* slogan reflects that its coverage is unrestrained and unreserved, meaning it goes all out when it comes to issues it reports on.

7. *Public Eye – An eye behind the news (Slogan changed to We've got news for you)*

There is some ambiguity in the name *Public Eye*. First, if referring to a newspaper itself, it may mean that the newspaper is in the public arena. It is famous and/or it has become the talk of the community. Interestingly again, the first interpretation of the newspaper name fits well with the second slogan that the newspaper acquired, *We've got news for you*. This may be interpreted to mean the newspaper is in the limelight because it has news to share. On the other hand, the name can be understood as meaning the "people's watchdog". The second interpretation of the name relates well to the referent of a watchdog since it is understood to mean that the newspaper monitors what is happening and reports it to the people.

8. *The Echo – In truth we are free*

Echo means reverberation or playing the sound back to the source or listener in this case. Naming a newspaper the *Echo* says more than what the word "echo" means. First, it may mean that since the newspaper gets the news from the public as its source, it sends the same news back to the public; it echoes the news as it got it from its source. Second, it may portray freedom that sound has to reach any potential listener's ears. That status of freedom enjoyed by the "echo" is re-emphasised in the appended slogan that indeed one is free when telling the truth. One may understand this name and the slogan declaring the nature of the newspaper as one of transparency and freedom. Therefore, the name and the slogan complement one another in that the name reflects the impact the truth has on the bearer, which is that of freedom as sound waves.

9. *The Post – Telling it like it is*

The name may be understood to mean "that which publishes". In this sense, the slogan *Telling it like it is* relates to the name in that it conveys that what the newspaper publishes is as raw as it is investigated. The editor does not tone the news down, but gives the news bluntly, directly, and truthfully, even if it is undesirable to the listener.

The above discussion has captured the parameters of hermeneutic content analysis as the names and their slogans are interpreted both subjectively and objectively. Thus, the meanings are influenced by reference works, while at the same time I interpreted them embracing the shared knowledge of the world.

Sesotho newspaper names and their slogans

The section below presents and discusses names of newspapers in Sesotho. Translations below each Sesotho name were influenced mostly by the works of Mabile et al. (1993), Pitso (1997) and Mabile and Dieterlen (2000).

10. *Khakhaulane – Molamu oa Tšepe ("Intensity/Cunning manner – Knobkerrie made from steel")*

The name *Khakhaulane* portrays intensity. The slogan provides more information that it is the "knobkerrie made from steel" that makes that impact because it is very strong. This may, on one hand, mean that the impact of the news published in this newspaper affect its readers strongly. On the other hand, the relationship may portray that the paper has a great impact on informing the public through its publications and commentaries on topical issues.

11. *Mololi – nete, toka, khotso* (“*The Whistle – truth, justice and peace*”)

The name means a whistle which may be as an attention-getter. When one wants to get attention, one can blow a whistle and people will turn their heads towards the blower. In this case, readers will be tempted to read from the newspaper as the paper catches the readers’ attention through the irresistible news it reports on. The slogan that goes with this name directly relates to the name of the newspaper by highlighting that the noise that one hears is about truth, justice and peace.

12. *Makatolle – oa khoro li katiloe* (“*One who unearths – of closed passes*”)

The newspaper is named after Chief Masopha Moshoeshe who was nicknamed in his praise songs as *Makatolle* because of how cunning and strongly he fought (Damane and Sanders 1974). As a newspaper name, *Makatolle* portrays a newspaper that exposes what has been hidden. This name reflects the function of the newspaper that digs deep to get information even if the information is about something that happened behind closed doors. It would expose the information fearlessly. History has it that this newspaper was short-lived because it was aimed at unearthing government secrets.

13. *Moitsek – toka ho sera le ho motsoalle* (“*They who claims their rights; The committed – Justice for all [enemy and friend alike]*”)

The name refers to a person who fights and/or claims their rights. The slogan complements that name by setting the condition for what this person fights for, which is justice for enemy and friend alike. The newspaper cries out for the rights of people and demands that everybody be treated equally, therefore both the name and the slogan complement one another.

14. *Moafrika – Molomo oa ba sekisetsoang* (“*An African – The voice, mouth-piece or speaker for the oppressed*”)

The name *Moafrika* is denotative of a person who is an African. This may mean that the name-giver is a representative of other Africans. The slogan provides more information by highlighting that this newspaper acts as a voice for those who are oppressed and disadvantaged. It speaks on behalf of such people. Since people may not have a platform to voice their dissatisfaction, worries, opinions, this newspaper stands for such to let the world know the public opinion of the marginalised.

15. *Mafube – A rakane le lilemela* (“*Dawn/aurora – Attempted to arrive before the stars*”)

This name refers to a certain time of the day. The slogan appended to it provides information on what is communicated during this time. In news setting, it is at this time that news publishers are in a race to get news to the public earlier than others since they would want to be the first to “say it”. Thus, the paper prides itself for outrunning other newspapers in news delivery.

16. *Nonyana – Kutung ea Afrika – nete e mokoka* (“*The Bird – Southern Africa – truth is untiring, swift*”)

The newspaper is named for a bird and its slogan is interpreted as “truth is untiring and swift”. The relationship between the name and the slogan may be that the slogan actually characterises a bird that is untiring. Birds go on flying just like truth which never falters. What the newspaper name shows here is that this particular newspaper is sustainable because it reports on truth. It does not fabricate news because fabricated information cannot last. But for the truth, there is always something newsworthy as a bird is always flying.

17. *Mopheme – the survivor – the people shall live*

This name is named after a famous character in Sesotho novel by S. Matlosa. This character is a man whose stepmother caused the death of his parents by paying some people to kill her husband, while she poisoned her husband's first wife. Later, the stepmother inherits everything without considering *Mopheme*. However, *Mopheme*, the character, fights in a very cunning yet humorous manner, fooling all those who took what belonged to him until he gets everything back. So, for a newspaper to take this name says that the newspaper is used as a platform to voice the unhappiness of its founders, while the slogan gives them hope that they shall conquer amidst all the challenges. Again, the name connotes the mouth of the people who are not happy because they were denied what they felt belonged to them.

18. *Shoeshoe – Pampiri ea basali bohle ba Lesotho [“The Flower – Newspaper for all Basotho women”]*

The newspaper is named *Shoeshoe*, meaning a flower. The slogan sets boundaries that the newspaper is meant for all Basotho women, who are regarded as flowers. The name reflects how the founder of the newspaper regards women: as flowers. Again, the name and the slogan complement one another.

19. *Leselinyana la Lesotho – Ea bohlale o ithuta ka mehla [“Little Light of Lesotho – The wise one learns always”]*

This name refers to light. In relation to the slogan appended, the light reflected in the name may be interpreted to mean knowledge and/or wisdom, since people are enlightened and become wise through knowledge. Considering light as knowledge and/or wisdom, the slogan tells readers that a wise one can always learn to gain this knowledge and/or wisdom. In this way, people are informed by what is published in this newspaper, and the slogan reminds the readers that only wise people will take advantage of gaining knowledge if presented with such an opportunity. This means that the newspaper uses its name and the slogan to persuade people to buy it so that they will always gain knowledge and/or wisdom. The newspaper advocates for religious instruction as per its founder Reverend Adolphe Mabile of the Paris Evangelical Mission society who arrived in Lesotho in 1860 (Kunene 1977).

20. *Moeletsi oa Basotho – A lokisetse Morena Sechaba se Phethehileng (Luke 1, 17) [“The Advisor of the Basotho – Prepares an informed nation for the king”]*

The newspaper is named *The Advisor of the Basotho*. On one hand, this name may be interpreted to mean that the newspaper intends to provide the Basotho with constructive information regarding issues that concern them as the public, and/or highlight the public issues that need their attention. The slogan states the aim of the advice as to prepare, perfect and sharpen the nation's mind. This means that when one reads this newspaper, one will get advice to assist one in making informed decisions. The relationship here is that the slogan qualifies the task of advising that is mandatory for this newspaper.

21. *Leseli ka sepolesa – Lepolesa mothusi motsoalle (“The Information by the police – Police, helper and friend”)*

This name means that it is the police who give the public information. The information is associated with light since light is to knowledge as darkness is to ignorance. Therefore, the police enlighten the public with the information that they furnish for them, not only because they are the police, but also because they are the helper and the friend to the public as reflected in the appended slogan. The slogan explains that the police provide this light because it is mandatory for them to police and help,

like a friend does. In this manner, the slogan also reflects the status quo of the police in relation to the task of providing light, knowledge and/or guidance conveyed through the name *Leseli ka sepolesa*.

Based on the parameters of the hermeneutic content analysis, whose core aspects are analysis and interpretation, I was able to interpret the meanings embedded in the newspaper names to relate them to the slogans appended to them.

Conclusion

Based on the analysis and discussion of the findings, the study concludes that names of newspapers are proper nouns. I align with Hough's (2016) assertion that it is left to the speaker to determine what a name is in discourse since contemporary pragmatic and discourse approaches to names have low interest in illustrating grammatical criteria to characterise names. In the context of this paper, newspaper names are proper nouns because findings illustrated similarities shared by proper nouns and newspaper names including specific reference to specific newspaper and capitalisation such as in the newspaper names *The Echo*, *Public Eye*, *Sunday Express*, *Khakhaulane*, *Mololi*, *Leseli ka Sepolesa*. The findings also revealed a distinguished relationship between newspaper names and slogans affixed to such names. For instance, as the names identify and set the tone of the newspaper, the slogans give an accurate picture of what the newspaper is expected to do or what it actually does as in the newspaper name *Mafube – A rakane le lilemela*. Here the name refers to "dawn", while the slogan highlights the attempt of the newspaper to get the news to the public before everybody else.

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