

**General and Social Media Terminology
March 2017**

ENGLISH TERM	DEFINITION	SESOTHO EQUIVALENT
Aberration	(n): something not typical, a deviation from the standard	<i>Abereishene</i>
Abject	(adj): hopeless; extremely sad and servile, defeated, utterly bummed out, an abject person is one who is crushed and without hope.	- hloletswe
Acquiesce	(v.) to agree without protesting	- dumela ntle le puo
Alacrity	(n.) eagerness,	Tjheseho/ Mororlo/tjantjello
Adaptation	Process of converting information into an appropriate format for the target language and culture.	Ho amahanya/kamahanyo
Alignment	Alignment is the task of defining translation correspondences between source and target texts.	Nyalano
Ambiguity	Situation in which the intended meaning of a phrase is unclear and must be verified - usually with the source text author - in order for translation to proceed.	Meelelongata
Antonym	Antonyms are opposite's words that reside in an inherently incompatible binary relationship e.g. In the pairs - male: female, long: short, up: down, and precede	Lelatudi/ lehanyetsi
Application (computing)	(n.) a program or piece of software designed to fulfil a particular purpose	Applikheishene
Cognate	In linguistics, cognates are words that have a common etymological origin. An example of cognates within the same language would	Khogneite

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	be English shirt and skirt.	
Avatar	An avatar is an image or username that represents a person online, most often within forums and social networks	Avatha
Bitly	Bitly is a free URL shortening service that provides statistics for the links users share online.	<i>Bitly</i>
Blog	Blog is a word that was created from two words: "web log." Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video	<i>Blog</i>
Blogger	Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblog name.	Bloga
Board Reader	Board Reader is a free search engine that allows users to search for keywords only in posts and titles of online forums, a popular form of social networking	Sebatlamantswe
Bookmarking	Bookmarking online follows the same idea of placing a bookmark in a physical publication -- you're simply marking something you found important, enjoyed, or want to continue reading later.	Ho tshwaya
Canva	Canva is an easy-to-use design tool for non-designers and designers alike. The tool offers several templates that adhere to the required dimensions for sharable social images on Twitter,	Khanva

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	Facebook, Instagram, etc.	
Chat	Chat can refer to any kind of communication over the internet but traditionally refers to one-to-one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.	Ho tjhata/ puisano/ moqoqo/ lekomo
Circles	Circles are clusters of a user's friends, colleagues, family, or connections on Google+. You get to choose who goes in what Circle, and when you want to share content with only these individuals, you include that specific Circle in your post's sharing options.	didikadikwe
Clickbait	Clickbait is a term to describe marketing or advertising material that employs a sensationalized headline to attract clicks.	Kgohedi
Comment	A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network.	Tshwaelo
Compete	Compete is a web-based application that offers users and businesses web analytics. It also enables people to compare and contrast the statistics for different websites over time.	Sebapisi
Connections	The LinkedIn equivalent of a Facebook 'friend' is a 'connection.' Because LinkedIn is a social networking site, the people you are <i>connecting</i> with are not necessarily people you are friends with, but rather professional contacts that you've met,	Dikgokahanyo

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	heard speak, done business with, or know through another connection. Connections are categorized by: 1st degree, 2nd degree, and 3rd degree.	
Direct Message	Direct messages -- also referred to as "DMs" -- are private conversations that occur on Twitter.	Molaetsa o tobileng
Download (computing)	(v.) copy (data) from one computer system to another, typically over the Internet.	Downlouda
Ebook	An ebook is an electronic version of a book. However, most ebooks are not actually available in print (unless you print them).	Ibuku
E-mail (noun)	(n.) messages distributed by electronic means from one computer user to one or more recipients via a network	Imeile
Facebook	Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses	<i>Facebook</i>
Fans	Fans are the term used to describe people who like your Facebook Page.	Balatedi/ barati
Favourite	Represented by the small star icon on Twitter, favoriting a tweet signals to the creator that you liked their content or post.	Thatohatsi
Flickr	Flickr is a social network for online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.	<i>Flickr</i>
Follower	In a social media setting, a	Molatedi

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	follower refers to a person who subscribes to your account in order to receive your updates.	
Handle	Handle is the term used to describe someone's @username on Twitter. For example, HubSpot's Twitter handle is @HubSpot.	Lebitso
Header image	A header image refers to the large photo displayed at the top of your profile on Twitter.	Setshwantsho
Hashtag	A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.	<i>Hashtag</i>
Instagram	Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare.	<i>Instagram</i>
Jargon	(n.) special words or expressions used by a profession or group that are difficult for others to understand.	Puokgethi
Klout	Klout is a measure of social influence	Tshusumetso
Load shedding	(n.) action to reduce the load on something, especially the interruption of an electricity supply to avoid excessive load on the generating plant	Phokotso ya phepelo
Slang	(n.) a type of language consisting of words and phrases that are regarded as very informal, are more	Slang

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	common in speech than writing, and are typically restricted to a particular context or group of people.	
Toothpick	a small pointed piece of wood, plastic, etc., for removing substances, especially food particles, from between the teeth.	Tukula
Upload (computing)	(v.) transfer (data) from one computer to another, typically to one that is larger or remote from the user or functioning as a server.	Uploada

List of collaborators

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