

College of Social Sciences and Humanities

Department of English Language and Literature

Afan Oromo Terminology In Tourism Activities:
In Case Of Jimma Aba Jifar Palace and Jimma Museum

A Thesis Submitted to the Department of English Language And Literature In Partial Fulfillment Of The Requirements Of Master's Degree in Linguistics

By

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Nov, 2024

Jimma, Ethiopia

College of Social Sciences and Humanities
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Declaration, Confirmation, Approval and Evaluation

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JIMMA UNIVERSITY

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DECLARATION, CONFIRMATION, APPROVAL AND EVALUATION

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Declaration

I, The Undersigned, Declare That This Thesis Is My Original Work, And That All The Sources Used For It Are Duly Acknowledged.

_____ ____ _____ ____ _____

Student Signature Date

Confirmation and Approval

This thesis Research has been submitted for examination with our approval as thesis advisors.

_____ _____ _____

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Co-Advisor Signature Date

Thesis Evaluators:

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External Examiner Signature Date

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Internal Examiner Signature Date

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Chairperson Signature Date

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ABBREVIATIONS

CDCB	Center for Development and Capacity Building
CSA	Central Statistical Authority
FDRE	Federal Democratic Republic of Ethiopia
OR	Oromia Region
UK	United Kingdom
UNWTO	United Nations, World Tourism Organize

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Abstract

The purpose of this research was to investigate Afan Oromo Terminology in Tourism activities in case of Aba Jifar Palace and Jimma Museum. Three basic questions were raised to achieve the objectives of the study. To answer these basic research questions, descriptive survey research design was used. The study was conducted with 30 employees of each tourism site. The participants were selected by purposive sampling methods. To collect the necessary data for the study, questionnaire, interview, observation and document review were used. The questionnaire has 3 categories. The first part consists of 6 items underlying employees understanding regarding Afan Oromo. Category 2 consists of 20 items focused on the common Afan Oromo terminology in the tourism sectors. The 3rd category which consists of 41 items was focused on Terms relating to tourism activities in Afan Oromo. Observation checklist which consists of 4 major items was used to see the actual practices of Afan Oromo in the sectors. Also, document review with 11 major items was used. Finally, interview was conducted with 5 participants. Frequency and percentage were used to analyze the collected data. Then the overall findings of the study revealed that the almost all participants of the research had highly positive perception regarding Afan Oromo though of them use it, Afan Oromo was partially practiced in the study areas, there were some common Afan Oromo terms which were commonly used in the study area. Therefore, it is recommended that Workers of the site need to conduct research and find ways by which Afan Oromo Terminology should abundantly use in the study sector, and there is a need for regular workshops/training by the concerned body on Afan Oromo Terminology that should be used in the study area and finally, further investigations should be carried out on this issue which will consist of large number of samples of tourism sites and participants at different tourism areas, hence, it could help to re-assure the reliability and validity of this study.

CHAPTER ONE
INTRODUCTION

1.1. Background of the Study

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 1994). Using this definition, we can see that tourism is not just the movement of people for a number of purposes (whether business or pleasure), but the overall agglomeration of activities, services, and involved sectors that make up the unique tourist experience. Normally, there is a positive relationship between language roles and tourism organization outcomes. Tourism organizational management is expected by paying more attention to language roles that will gain more international tourists.

According to Buck,(2009), language is a system of spoken or written symbols that can communicate ideas, emotions, and experiences. Understanding the role of language can improve the coordination skills, operate better new technology, develop customer satisfaction and have effective management in tourism industry. People cannot comprehend what someone else demands if they cannot converse to other people on their own terms. This indicates that language creates greater interest. It is a significant factor that influences competitiveness. So, it is very crucial for an organization to have communicative competence throughout the organization. Communication is the important linkage between consequence and action in tourism organizations. If people can make it at the organization, they can make it anywhere else.

Language has great importance in the dialogue and understanding between tourists and tourist facilities. It is used as a specific expression of the power relations between the individuals and groups. Language role is related to tourism organization. The current literature on language also tended to demonstrate that language played a structuring and socializing roles for individuals. It helps to determine how we think, and what we see. As long as language role is considered for the tourism organizational management, positive organizational management will result in an increasing of the international tourists by giving attention to language in use. As Sassy, M.

(2018) stated, the importance of language in tourism organization has not yet to be fully investigated, however, it can be concluded that language is essential to the creation of network and to the tourism organizations.

According to John (1999), Terminology refers to the specific words and phrases that are used in a particular field or domain. It is a set of terms that have been defined and agreed upon by experts in that field to communicate specific ideas or concepts. Terminology is precise, concise, and unambiguous and it plays a crucial role in facilitating effective communication between experts and non-experts in a given field. It is vocabulary associated with a certain field of study, profession, or activity. Knowing the terminology is an important part of being able to work in a given profession.

Afan Oromo is an Afro-asiatic Language that belongs to the Cushitic branch. It is native to the Ethiopian state of Oromia. It is spoken by large number of people and also serves as one of the official working languages of Ethiopia. Although this language is widely spoken in the country and also used as a working language of the region (Oromia) in different sectors of the country, much research is not done to identify the extent it used in Tourism Organizations. It has too many terminologies that can be used in tourism activities though consideration is given to develop and use it for different purposes. It is not continuously assessed and timely feedback is given to review the outcome of using the terminology and take possible action regarding its pros and cons in the sector (Tourism Organizations of Aba Jifar Museum and Palace) which is found in Jimma City.

Thus, if tourism organization considers and pays attention to Afan Oromo language terminology use in tourism sector, it might have advantage for the development of the language and even for the business of the organization. In our country, Tourism Organizations welcomed the tourists using the language that the tourists are able to hear and understand. As Abba Jifar Palace and Aba Jifar Museum, Afan Oromo is a language that most of the tourist establishments require employees to speak in addition to other local language of the country since Afan Oromo now has become the familiar language for the majority of the country's inhabitants. Hence, this paper encourages practitioners of tourism organizations, Afan Oromo Language experts and also the community to pay attention to Afan Oromo terminology issue since it can play very important

role in tourism industry and also makes the communication and decision-making go faster through better understanding.

1.2. Statement of the Problem

Many developing countries have immense cultural, natural and historical tourism resources which can make a significant contribution to economic growth (UNWTO, 1994). Ethiopia is rich with plentiful remarkable and magnificent tourism attractions which are the combination of historical, cultural, and natural attractions that mark the country as a unique tourist destination. Tourism is one of the prominent sources of income and chief foreign exchange provider countries of the world (Graham, 2008). It has become observed not only as a catalyst of development, but also in political-economic change that can be used in succeeding socioeconomic improvements together with a needed redistribution of wealth and power as a necessary condition to achieve development (Akhabue&Okharedia, 2017).

Aregu (2016) suggested that numerous challenges which affect the development of tourism, like effective cooperation problems among stakeholders and tourism product diversification are some of the influential factors for the developments of tourism in a given destination. The attitudes of local residents have a great impact on tourism development (Fernando, 2015; Lepp, 2007).Tourism infrastructures like tourism accommodation facilities, transportation systems, road quality, road density, transport services, water supply, electricity, and communication are key determinants of tourism development (Imikan, 2012). Also, Information communication technology is a key hindrance for the growth and strengthen of local tourism as well as for the development of a destination economy as a whole (Nikolic, 2018).

There is a positive relationship between Tourism and language. Tourism development is highly affected by the quality of human resources that are occupied in tourism and the terminology that the tourism organizations are used in the sector and also the power of that terminology to attract tourists to the area (Rova, 2014). Terminology plays a crucial role in facilitating effective communication between experts and non-experts in a given field. It has vocabulary associated with a certain field of study, profession, or activity. Language has great importance in the dialogue and understanding between tourists and tourist facilities. Today, Afan Oromo is a language that most of the tourist establishments require employees to speak it in addition to the

local language of the country since it now has become the familiar language for majority of our country's dwellers. There are a lot of institutes that give courses in language. Tourism need to friction with employees and community directly for the importance of the terminology in the Sector development. According to Alcaraz (2000), a specialized language is a specific language used by professionals and specialists to transmit information and to negotiate terms, concepts and knowledge in a specific area of knowledge since users are specialists in a particular terminology and as the higher the degree of the users of the language, the higher its terminological density.These Specialized knowledge units are the result of the development of cognitive processes and communication among experts of a special language community (Sager 1997, 25). It also involves the organization and recording of the meaning and usage of terms in terminological resources such as term bases, dictionaries and glossaries, which can be used for text decoding as well as for text generation.

Various studies have been conducted in developing countries particularly in Ethiopia that reveal the issues of tourism development. Kidane-Mariam (2015) investigated opportunities and challenges of tourism development in Addis Ababa, Upper Rift Valley Corridor of Ethiopia. Endalkachew *et al.* (2018) also conducted research on challenges of tourism destination development in Amhara National Regional State. However, in the case of Terminology uses in Tourism activities, no research has been conducted.

Therefore, this research was conducted to investigate Afan Oromo Terminologies in Tourism activities in case of Abba Jifar Museum and Abba Jifar Palace in Jimma Town, Ethiopia.

1.3. Research Questions

The following research questions were raised to guide the study:

1. What are Afan Oromo terminologies commonly used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?
2. How Afan Oromo Terminology is practiced in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?
3. What extent does Afan Oromo Terminology used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?

1.4. Objectives of the Study

1.4.1. General objective

The general objective of this study was to investigate Afan Oromo Terminology in Tourism activities in case of Aba Jifar Palace and Jimma Museum.

1.4.2. Specific objectives

The study specifically intended to:

1. Identify the common Afan Oromo Terminology used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum;
2. to categorize the types of tourism activities in Afan Oromo Terminology
3. find out how Afan Oromo Terminology is practiced in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum;
4. identify to what extent Afan Oromo terminology is used in Tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum;

1.5. Significance of the study

The findings of this research might have the following benefits:

1. The research expected to offer valuable information for the concerning bodies of other similar tourist attraction places to evaluate the extent of Afan Oromo Terminology in tourism activities.
2. It is hoped to improve the use of Afan Oromo terminology in tourism activities;
3. It might help the employees of the organization to get training to serve tourists using Afan Oromo when and where needed.

1.6. Delimitation of the Study

It was good if the research includes the other tourist attraction places in the zone in order to have more consistent information regarding the use of Afan Oromo terminology in tourism activities. But the study was only focused on two tourist attraction places which found in the town. The sample size of the research was also limited on a small sample of population; i.e 30 employees were selected. Similarly, since the time given for the research was limited, it was difficult to include all tourist attraction places found in the zone. For this reason, to make the study manageable with the available time and with the limited budget, it was confined only to Jimma Town specifically Aba Jifar Palace and Jimma Museum.

1.7. Limitation of the Study

In the process of conducting this research, there were some limitations. The shortage of well-organized and documented data related to the study was one of such limitations. Also, other limitations were encountered in this study was shortage of relevant literature on the topic especially in the Ethiopian context; there were acute shortages of books, and Lack of obtaining sufficient, reliable, and up-to-date data from different organizations influenced the study to generate and analyse accurate information. Despite all these challenges, the researcher has tried to critically analyse the obtained data to answer questions raised in the study.

1.8. Organization of the Thesis

The thesis has five chapters. The first chapter mainly comprises problem statement, research objectives, significance, scope, limitations, and ethical considerations. The second chapter dealt with review of literature related to Afan Oromo Terminology in Tourism activities. Methods for conducting research, obtaining data, and analyzing data were discussed in Chapter 3. The data analysis and discussion were presented in the fourth chapter; and the summary, conclusion, and recommendations of the study were presented in the last chapter.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

Tourism and language have strong relationship. The fast worldwide progress of tourism management has been a significant advance within a tourism industry over the latest decades. Communication is essential within tourism organizations and for tourism management. It activates the tourism organization to drive forward. Davies, J. (2000) pointed out that language plays role in facilitating communication among the tourism organizations and tourists. Tourism does not develop if employees and concerning body don't give attention to the language. Consequently, high-level personnel with language skills are becoming more and more necessary to corporate efficiency and success in tourism management in the global environment. Personnel with language skills are needed as local agents of tourism organization doing domestic tour business.

As Davis,J.(2000) stated, effective tourism management is concluded that it is dependent partly on the use of language, especially in the form of promotion, instructions and other written material. Davis described as language and tourism have strong relationship and concluded as there is the need in language skills in organization for various key dimensions. Similarly, Collins, R. (1994) stated as language reduces worker uncertainty, plays roles in tourism management, and brings understanding of good tourism management. As Collins stated, language has many roles in tourism organizations. It has:

a) The ability to increase customers' satisfaction;
b) The ability to enhance and maintain language competency of tourism officials
c) The ability to motivate international tourists;
d) The ability in better understanding on demand;
e) The ability in understanding culture; and
f) The ability to create effective internal and external communication.

Therefore, language has great role in tourism and for tourism management to be successful. It provides organizations with competitive advantage.

2.2. Definition of Tourism

Tourism is defined scientifically as the sum of the phenomena and relationships arising from interaction among tourist, business suppliers, host governments, host communities, Universities, Community colleges, Nongovernmental organization in the process of attracting , transporting, hosting, managing the tourists and others visitors (Mckercher, 1995), Tourists are also people who travel to and stay in places outside their environment for more than twenty-four hours and but not more than one consecutive year for leisure, business and others purpose but not related to the exercise of an activity remunerated from within the place visited (WTO, 2009a).

Holloway also defined Tourist as someone who travels to see something different and then complain when things are not as the slue(exaims, 1994). It is one of the largest income generating Business sectors which contributes multidirectional benefits for a country's economic development. It has both direct and indirect impacts through enhancing the total economic growth of the country., Tourism sector is getting attention by developing countries since it is becoming a backup for their economy stability with the fact that their economic background mainly depends on exporting Agricultural products which has little contribution for earning hard currency (UsmanA.Raheem, 2008).

Tourism is one of the prominent sources of income and chief foreign exchange provider in many countries of the world (Graham, 2008). It has become observed not only as a catalyst of development, but also in political-economic change that can be used in succeeding socioeconomic improvements together with a needed redistribution of wealth and power as a necessary condition to achieve development (Akhabue&Okharedia, 2017).

Ethiopia is endowed with an immense and magnificent combination of historical, cultural, and natural tourism attractions which can contribute to the development of tourism in the country (Yiheyis, 832015).International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016 (UNWTO, 2017) and international tourism receipts earned by destinations worldwide have surged from US$2 billion in 1950 to US$ 104 billion in 1980, US$ 495 billion in 2000, and US$ 1,220 billion in 2016.

As Argus, (2016), Stated, as tourism continues to become more competitive, governments having to adopt a more entrepreneurial role in attracting not only tourists but also investors to their region. For instance in Ethiopia with growing tourism the government expanded infrastructures like road, new airport destinations, vehicles and hotels (private and governmental) etc. The questions raised surrounding tourism as a regional development tool deal with whether or not there can be real regional economic dispersion of the benefits of tourism. Tourism development projects, which do not build strong linkages to the surrounding community, will have little impact on the citizens who live nearby. Questions need to be asked about the most appropriate forms of tourism development growth poles so that the trickle-down effect can be maximized. While tourism may help to modernize a region, it may also cause the region to become dependent on external organizations.

It is argued that community-based, grassroots tourism is a more sustainable form of development than conventional mass tourism as it allows communities to break away from the hegemonic grasp of tour operators and the oligopoly of local élites. It is argued that there needs to be a decentralization of tourism down to the community level. When the researcher take this one to Ethiopian context, it is necessary for enhancement of tourism as well as generating additional funding, which circulates in the local community/population, self-esteem is enhanced for the community as control over the development process is maintained locally. As Graham,(2008) stated, developing community-based tourism can be especially difficult in developing countries in term of such issues as access to information, lack of awareness and lack of access to finances and policy frame work.

2.3. The Concept of Terminology

Terminology is the study of specialized concepts and their linguistic designations or terms. These specialized knowledge units are the result of the development of cognitive processes and communication among experts of a special language community (Sager, J. (1990). Terminology work focuses on the description of domain-specific knowledge structures and how they are transmitted in different communicative contexts. It also involves the organization and recording of the meaning and usage of terms in terminological resources such as term bases, dictionaries and glossaries, which can be used for text decoding as well as for text generation from a theoretical as well as an applied perspective. An account of terminology in greater context was

given. It was placed as a branch of applied linguistics and general linguistics. It was made explicit that terminology makes use of certain principles and approaches provided by linguistics and applied linguistics, respectively, and rejects other principles, such as the rules of syntax, without justification. It was identified that terminology is not legitimised to do so as it has not clearly delineated theory and cannot be accepted as an autonomous discipline so far.

A common problem of terminology work is that the importance and indeed the very nature of terminology are poorly understood. Thus many people simply have no idea at all of what it is, while others, searching for an explanation of some sort, end up associating it with "thermal science" and hence radiators. Related professions in the communications field, such as translation and technical writing, will often be aware of the word without having precise knowledge of what it entails. According to Cabré,.M(2002), terminology is a many-faceted subject being, depending on the perspective from which it is approached and the affiliations of the person discussing it could be;

- a resource,
- a set of methodologies and procedures to be used in creating this resource,
- a factor in communication,
- a community of actors, and
- an academic discipline.

Further, it was indicated that the complex nature of terms has been neglected by the traditional theory. Terms were identified as parts of the lexicon, language units, vehicles of communication and cognitive elements. In each constellation syntax was of relevance: If terms form a part of the lexicon they can be defined as lexical units containing phonological, morphological, syntactic information. Terms as language units present the same characteristics as words and thus they are characterised by having grammatical features. Terms as vehicles of communication indicate the significance of communication in terminology. As communication cannot be successful without observing the rules of syntax, the theory of terminology cannot reject syntactic rules. Terms as cognitive elements enable the perception of concepts and their relationship to other concepts. Additionally they allow the creation of definitions – another major task of terminology work. Without abiding the rules of syntax the writing of definitions would be practically impossible. Further, then representation of terms in context must not be neglected. With regard to communication in general and the needs of translators and interpreters, it is extremely relevant to

describe terms with respect to their use in context. Therefore, a terminology theory has to include grammar and syntactic rules as well. It was discussed whether terms belong to langue – the language system – or parole – the level of speech. At the same time they enable the classification of concepts in concepts systems by representing the mental construct which otherwise could not be perceived by the human mind → langue.

Consequently, syntactic rules apply to terms in two ways: Terms belong to the language system; the rules of syntax belong to the language system as well. At the same time terms can be assigned to the sphere of parole; the actual distribution of syntactic rules belongs to the sphere of parole. The traditional theory of terminology was shown to be wrong in excluding the rules of syntax from its principles. They must form a part of terminology: Introducing syntax to the principles of terminology is a necessary step on the way towards an autonomous terminology theory.

As Cabré,M. 2002) stated, these are three major points that need to be understood about terminologies these include;

- Proper terminology is concerned with the relationship between concepts, and between them and their designations, rather than with designations alone or with the objects they represent. This point is essential if quality is to be achieved, especially with synonyms and in multilingual environments.
- A designation does not necessarily have to be a word or phrase, although it often is. Thus terminological resources may comprise symbols, drawings, formulae, codes, etc. as well as, or even instead of, words. This point is especially important given the move to multimedia systems.
- Terminology is inextricably linked with specialist knowledge and hence with special languages or languages for special purposes.

Sager (1990: 3) gives three definitions of Terminology:

(1) the set of practices and methods used for the collection, description and presentation of terms;

(2) a theory, i.e. the set of premises, arguments and conclusions required for explaining the relationships between concepts and terms which are fundamental for a coherent activity under (1);

(3) a vocabulary of a special subject field.

According to the above scholar, "Presentation" of terms (definition (1)) refers to visually representing terms in structures expressing terminological relations (equivalence, generic hierarchy, part-whole hierarchy and complex or associative relational structures). Definition (2) – i.e. theory – is the basis for definitions (1) and (3), where the third definition – i.e. the vocabulary – is the result of definition (1) – i.e. the set of practices and methods. Clearly, definition (2) is not appropriate for a professional translator: theory and theory-building would take up much time, although he may use its principles as "(heuristic) discovery procedures" i.e. as guidance in the direction of translation solutions. Definition (3), the vocabulary, is the resource that the translator consults when translating, or that he may supplement, or perhaps, correct, on the basis of issues that he has to resolve while translating. The translator is not concerned with a systematic and complete mapping of a special vocabulary. Definition (1), the set of practices and methods, fits best in the actual practice of a professional translator, but recourse to terminology in definition (2) (theory) can be of great help for the solution of terminology-related translation issues.

Terminology is necessity for all professionals involved in the representation, expression, communication and teaching of specialized knowledge. Scientists, technicians or professionals in any field require terms to represent and express their knowledge to inform, transfer or buy and sell their products. There is no specialty that does not have specific units to denominate their concepts.

Terminology is closely linked to specialized translation since the adequacy of the terminology used in a text, as well as its suitability for the knowledge level of text receivers, that one is the factors that determines translation quality. In this sense, Terminology is often regarded as a translation problem that must be addressed and solved during the translation process. This means that translators of specialized texts must also be closet terminologists and be capable of performing terminological management as a means of knowledge acquisition. Precisely for this reason, they should also have extensive training in the use of translation technologies, computer tools and resources (Candel Mora, 2014).

Terminology plays an important role in the understanding of contexts and specialized texts. Understanding the intricate terminological details of the technical and scientific contexts helps students comprehend what the main message of the document is, and it helps specialists to transmit the content more effectively. Terminology helps individuals realize the interaction between the units of specialized texts and the whole context which is often a subconscious mechanism of knowledge acquisition. It also develops interests in the formation of new words and terms. Studying terminology is the foundation of all subject fields. Apart from creating solutions to the terminological difficulties and the challenges many specialists or non-specialists face, it paves the way for the development of the languages and terminology that improves the quality of communications, either internationally or nationally. Without studying terminology, technicians and specialists would probably never realize how important protecting and maintaining a language is for communicative purposes and cultural identity.

Not only scientific and technical specialists inevitably need terminology, but also all communicative mediators dedicated to science popularization and promotion, specialized translators and interpreters, supervisors, technical writers, teachers of language for specific purposes and also language planning specialists need to get familiarized with terminology (Cabré 2002).

Additionally, studying terminology enhances the use of national or local languages by raising the awareness about the probable communicative and cognitive challenges that the use of foreign languages would bring about.

2.4 Theory of Terminology

Many researchers regard terminology as an interdisciplinary field in science. They claim that terminology is a discipline whose definition is based on other scientific fields, such as semantics, from which it borrows specific sets of concepts. In an attempt to represent these rules as related to terminology, they were adjusted to the needs of this field. However, in many cases these adjustments are not based on scientific ground, as can be seen at the example of the unsatisfactory definition of the concept-term relationship. The general theory of terminology – to this day the basis for any scientific discussion of terminology – has not been able to represent terminology as an independent discipline.

Several points, such as concepts and terms or the role of syntax are dealt with in an almost unprofessional way and several explanations and definitions display irregularities, if not flaws. The circumstance that terminology cannot be accepted as a discipline of its own does not derive from the fact that it borrowed rules from other scientific fields. The problem is that after having chosen relevant concepts and elements from others fields, the general theory has failed to properly adjust them to the needs of terminology. It has failed to explain the changes made of principles e.g. taken from semantics.

According to Cabré (2002) there are five theories of Terminology. Those Terminology Theories are:

- Linguistics and applied linguistics
- Lexicology / Lexicography
- Specialised lexicography (LSP lexicography)
- Cognitive science
- Communication Theory

2.4.1. Linguistics and applied linguistics

The scientific field of linguistics is very complex and hard to compass. It can be divided into an endless number of sub-fields and related fields. Just to mention a few of them, the list of linguistics comprises theoretical linguistics, descriptive linguistics, historical linguistics, comparative linguistics, cognitive linguistics, computational linguistics, structural linguistics, text linguistics, systemic linguistics, synchronic linguistics, diachronic linguistics and many more (Davies, 1999:5) and term is different to the relationship of meaning and word, it should explain *why* it is different and present a proper definition of concept and term. The general theory is a good start on the way towards a satisfying terminology theory but there is still a lot of work to be done.

The linguistic theory includes the structural components of a language, morphology (properties of words and word-building rules), phonetics and phonemic transcription (physiology involved in the production of speech sounds as well as phonemic and phonetic transcription systems that are used to represent sounds), phonology (organisational principles that determine the patterns the speech sounds are subject to), syntax (presents a study of the structure of sentences and phrases), semantics (properties of linguistic meaning), language variation (ways speakers and

groups of speakers can differ from each other in terms of the various forms of language that they use) and language change (how languages change over time and how languages can be historically related).

As far as applied linguistics is concerned, it is clear that it draws on both the general and the descriptive branches of the subject (Lyons, 1981:34). What links most linguistic sub-disciplines together is that they all start from theoretical linguistics, some closer and some further away, but all recognising the guiding ideas of linguistic theory and accepting that they all share a common purpose, which is to further that theory. Many linguists argue that applied linguistics is just another area, another part of linguistics. Other experts deny this assumption. It is true that in the case of applied linguistics the overall goal is not the furthering of linguistic theory. However, also applied linguistics starts from theoretical linguistics and applies the concepts and principles established by this theory.

Accordingly, applied linguistics has as its concern the application of the concepts and findings of linguistics to a variety of practical tasks. Its scope is extremely broad, as it comprises an open ended number of activities, amongst them (Kaplan, 2005:10):

- Language learning (rules, use, context, automaticity, attitudes, expertise)
- Language teaching (resources, training, practice, interaction, understanding, use, contexts, inequalities, motivations, outcome)
- Language contact (language and culture)
- Language policy and planning (planning and ecology of language)
- Language assessment (validity, reliability, usability, responsibility)
- Language use (dialects, registers)
- Language and technology (learning, assessment, access and use)
- Translation and interpretation
- Lexicography
- Terminology

2.4.2. Lexicology

The objective of lexicology is to build a system of the lexical components of a language, including the speakers' implicit knowledge of words and their use as well as systematic and appropriate mechanisms to connect the lexical components with other grammatical components (Kaplan, 2005:10)).Additionally, lexicology has to account for the capability speakers have to construct new lexical units by following systematic structural models. While lexicology describes the words of a language and explains how speakers operate lexically, lexicography deals with the principles and methods of writing dictionaries. Contrary to terminology, lexicology is based on words and does not conceive of meaning unless it is related to the word. Terminology, in contrast, considers that the concept, which is its main focus, is prior to the name and can be conceived of independently from the name or term that represents it. In addition, lexicology is always linked to grammar. Words in dictionaries are described with respect to their use in context; they are considered as elements of discourse. For terminology, on the other hand, terms are not of interest on their own account, and neither inflection (provided by the morphological form appropriate for its use in context) nor syntax (which inserts them in the proper grammatical context) is of consequence.

Another difference between lexicology and terminology refers to the fact that they start from different viewpoints: terminology starts with the concept and lexicology, with the word. Since it starts from concept and then proceeds to the designation, terminology must be absolutely sure that it is naming a specific concept and not a similar one. As a result, terminological dictionaries favour exhaustive descriptive definitions of concepts which often also indicate the relationships among related concepts. Lexicography of the general language is less explicit, and is chiefly concerned with avoiding identical definitions, unless words are completely synonymous. Nevertheless, terminology and lexicology are closely related fields, because:

- both deal with words
- both have a theoretical and an applied side
- both are concerned with dictionaries

As Kaplan, (2005) stated, specialists are in two minds about the question whether terminology has to be considered to be a part of lexicology, or whether the two can be differentiated. Some of the characteristics that are distinctive are the following:

- ✓ the domain
- ✓ the basic unit
- ✓ the purpose
- ✓ the methodology

2.4.3 Specialized lexicography

In recent years, the field of specialised lexicography as an alternative to terminology has become more and more important. Due to certain irregularities and shortcomings in terminology theory, the method of specialised lexicography is understood to be easier accessible as the method of terminology, and a number of researchers in this field even promote specialised lexicography as a real alternative to terminology.

According to Bergenholtz (1995), in several respects, specialised lexicography and terminology deal with the same subject matter. They are not autonomous, no interrelated disciplines, even though LSP lexicography and terminology differ in terms of approach. Some terminologists try to demarcate terminology from LSP lexicography by using arguments such as the proposition that LSP lexicography merely concentrates on the description of general-language words, that it uses an alphabetic macrostructure exclusively, addresses lay-men, etc. However, as Bergenholtz(1995) points out, these assumptions are not entirely correct. He argues that terminology and LSP lexicography are very much alike:

1. As a special part of lexicography in general, LSP lexicography certainly does work with LSP terms, as does terminology.
2. LSP lexicography works with both systematic and alphabetic macrostructures, deciding in each individual case which is the more appropriate. Terminology always works with systematic macrostructures.

3. LSP lexicography addresses laypeople and experts alike. Terminology only addresses experts.
4. LSP lexicography prepares dictionaries for both encoding and decoding purposes. Terminology tends to help users encode texts.

According to Wiegand (1988), in specialised lexicography, reference books can be divided into three classes.

- LSP dictionaries,
- Encyclopaedias and
- Encyclopaedic dictionaries.

The genuine purpose of the dictionary is to provide information about language, the encyclopaedia is used to supply encyclopaedic information and encyclopaedic dictionaries provide both linguistic and encyclopaedic information.

A LSP dictionary, if necessary, may also contain encyclopaedic information and an encyclopaedia may inform about language. However, linguistic information can only be included if the user can be expected to previously have gained knowledge on the field; otherwise it is necessary to include encyclopaedic information as well. Thus, only an expert will be able to use a LSP dictionary without running the risk of misunderstanding things, whereas a layperson will be better advised with an encyclopaedic dictionary. Only an encyclopaedic dictionary provides explicit lingual and encyclopaedic information. Most of the bilingual and multilingual LSP dictionaries, on the contrary, do not provide any encyclopaedic information.

The ideological outcome of terminology work, on the contrary, are knowledge data banks which – although restricted to a very small field – provide information that can be used by laypersons and experts alike. Laypersons can use the data bank to introduce themselves to the unfamiliar subject field. Experts can learn more about a specific field. This happens by means of strictly delineated concepts and their classification in concept systems and due to the fact that terminology always aims at avoiding ambiguity. Apart from the term representing the concept, terminologies supply the following information:

- Term → source language / target language
- Source → source language / target language
- Definition → source language / target language
- Context → source language / target language
- Subject field → concept system in source language / target language
- Grammatical category → source language / target language
- Author(Wiegand, H.1988)

It is true that a complete terminological data bank on a specific subject field is based on an enormous workload and that this cannot be carried out for each existing subject field. Nevertheless, a terminology data bank is the most effective form of linguistic and encyclopaedic knowledge transfer. Compared to specialised lexicography, offering an innumerable quantity of dictionaries, encyclopaedias, etc, which in the end often turn out to be ineffective, terminology provides a knowledge data bank of a clearly delineated field which informs in detail about every aspect of the subject area. However, both forms of linguistic and encyclopaedic knowledge transfer are necessary. Specialised lexicography could be made more effective by combining LSP dictionaries and encyclopaedias and thus simply aiming at encyclopaedic dictionaries. These reference books will be much more widespread than terminologies, but at the same time more vague. Each will be a supplement of the other.

2.4.3. 1 Lexical and functional Categories of Vocabulary

All fully-developed natural languages appear to have both lexical morphemes (e.g., nouns, verbs, adjectives) and functional morphemes (e.g., agreement and tense markers, determiners, etc.) (Greenberg, 1966; Comrie, 1981; Croft, 1990).Cabré (1998) explains that the lexicon has been defined as the set of lexical units containing phonological, morphological, syntactic and semantic information, the appropriate set of word formation and readjustment rules, the set of possible projections on syntactic structures and a set of restrictions on rule application. Additionally, a coherent lexical theory must be able to account for everything, speakers of a language know about the words they use and could use. This means it has to include the speaker's implicit knowledge of words and their use as well as mechanisms how to connect lexical components with other grammatical components.

If terms form a part of the lexicon as argued by Cabré, they are affected by these rules to the same extend as words! Felber (1984:98) states that "only the terms of concepts, i.e. the terminologies, are of relevance to the terminologist, not the rules of inflections and the syntax". If terms are of relevance to terminology, then the rules of inflection and syntax are of relevance, too, as they are of relevance to terms who form a part of the lexicon. In fact, one of the most salient differences between pidgin languages and creole languages is that pidgins generally lack functional morphemes whereas creoles have functional morphemes. Lexical are used to express

cultural content and they are consists of nouns, verbs, adjectives, and adverbs. They have more or less independent meanings.

Example: Fakkeenya:

1dog eat fish. Saree qurxummii nyaati.

dogs = Noun Saree = Maqaa

Eat = VerbNyaachuu = Gocha

Fish = Noun Qurxummii = Maqaa

2. My little daughter does not speak English. Intalli koo xiqqoon Afaan Oromoo hin b

My = Preposition Koo = Durdurii

Little = Adverb Xiqqoo = Gochima

Daughter = Noun Intala = Maqaa

Does not = Tense Hin = Yeroo

Speak English = Verb Afaan Ingilizii dubbachuu = Gocha

3. The children went to the zoo Ijoolleen gammachuudhaan gara zoo dhaqan..

The = ArticlesBarreeffamoota

Children = Noun Ijoollee = Maqaa

Went = Verb Deeme = Gocha

To = Conjunctions Walitti hidhamiinsa

Zoo = Noun maqaa

Happily = AdverbsDeeme = Gocha

Certain cross-linguistic tendencies can be observed about lexical and functional categories. The common lexical categories of words are:

Verbs: can be

- **Auxiliaries** (hard-to-define verb-like words with grammatical functions):
- **Modal auxiliaries**: *can, may, must, shall, will,* as well as *need* in some uses. (Express deontic or epistemic modality.)
- **Other auxiliaries**: *be,* as well as *have* and *do* in some uses.

Ways in which auxiliaries differ from normal verbs (lexical verbs) syntactically:

A) Negative particles (*not, n't*) cannot be used if there is no auxiliary in the sentence:

e.g. *She mustn't/must not smoke* vs. **she smokes not*

B) In **question inversion**, auxiliaries go before the subject NP, lexical verbs do not:

e.g. *Does she work?* / *Has she worked* / **Worked she?*

C) Extension of point A: in **tag questions** an auxiliary can appear but not a lexical verb:

e.g. *He has worked, hasn't she?* vs. **She worked, worked she?*

D) Lexical verbs can be transitive (i.e. take an object), auxiliaries cannot:

e.g. *He wants/needs a drink* vs. **He must a drink*

E) Lexical verbs can take a complement VP introduced by *to*. Auxiliaries cannot.

e.g. *He wants to VP, she tried to VP; he must VP, she did VP*

With inversion, tag questions, negation, if there is no auxiliary, a **dummy** auxiliary *do* must be inserted. This phenomenon is called ***do*-support**:

Some verbs can be used either as lexical verbs or as auxiliaries.

HAVE is an auxiliary if used in forming the perfect tense. Otherwise it is lexical:

E.ga. Have aux you eaten? b. Don't you have a lex pencil?

DO as a transitive verb is a lexical verb. Otherwise it is an auxiliary (e.g. in *do* support and its emphatic use)

NEED always behaves like a lexical verb when transitive, and means 'have to have'. When it means just 'have to' it can be either a lexical verb or an auxiliary. If used as an auxiliary, it is uninflected and is mainly confined to negative contexts and questions (*Need he go? He needn't go. *He need go.*).

e.g. He doesn't need lex a pencil.

Nouns

A noun names a person, place, object, or idea. It tells the reader who or what the sentence is about.

Person nouns: Dr.Chala, Nurse Bontu, boy, girl, salesperson

Place nouns: Washington, store, mall, school

Thing nouns: toy, apple, dog, cookie

Ideas/Abstract Nouns: dream, joy, honesty, hope, calm, love, truth, friendship, freedom, loyalty, anger, wisdom, belief, talent, memory, nightmare, success, patience, plan, comfort, laughter, failure.

Pronouns

A pronoun replaces and refers to a noun. The most common pronouns are *I, you, he, she, it, we,* and *they.*

Example: Anna enjoys watching **her** squirrels run while **they** enjoy the sun.

Pronouns as determiners

There is clear evidence that pronouns are a type of determiner.

Pronouns are often closely semantically related to particular determiners. Sometimes they are morphologically related or even formally identical.

e.ga. I have NO water *vs*I have NONE

b. Do you have ANY beer? *vs.* Do you have ANY?

c. That is MY pen *vs.* That is MINE

d. I want THAT BOOK *vs.* I want THAT

Some pronouns can be followed by nouns in the same way as other determiners can:

e.ga.You stupid idiots!

b. We earthlings and you Martians can learn a lot from each other.

c. the books [non-standard variant of *those books*]

Children sometimes use pronouns where adults would use determiners, producing things

Like: Seeing children don't hear *it* used as a determiner, these mistakes might reflect an innate assumption that pronouns and determiners are really the same animal. (Radford 1997a:155)

Adjectives

An adjective describes a noun or pronoun. It answers the following questions: Which one? How many? And what kind?

Example: There were **five, red, delicious**, apples on the **brown** table.

Adverbs

An adverb modifies a verb, an adjective, or another adverb. Adverbs express where, when, how, why, and to what extent or degree. **Example:** The band marched **quickly** while the dancers **majestically** twirled around the golden pole. **Prepositions** A preposition is a word that introduces a phrase (called a prepositional phrase) and shows a relationship between its object and some other word. A preposition usually expresses something about time, place, or direction. Common prepositions include the following:

• about, above, across, after,against,around, at,before,behind,below,beneath,beside, besides,between,beyond,by,down,during,except,for,from,in,inside,into,like,near,of,offon,out, outside,over,since,though,throughout,to,toward,under, until, up, upon, with, without

Conjunctions Conjunctions are words that join words, phrases, or clauses. There are three types: Coordinating Conjunctions (sometimes called FANBOYS), Subordinating Conjunctions (sometimes called Dependent Words), and Conjunctive Adverbs. Each takes slightly different punctuation, as seen in the following example:

Sample Sentences: I went to the store. + It was closed.

Coordinating Conjunction: I went to the store**, but** it was closed.

Subordinating Conjunction: I went to the store **although** it was closed.

Although I went to the store, it was closed.

Conjunctive Adverb: I went to the store**; however,** it was closed.

Consider also how a clause is joined with a phrase with different punctuation:

Sample Clause + Phrase: I like apples. + not oranges.

Coordinating Conjunction: I like apples **but** not oranges.

Subordinating Conjunction: I like apples, **although** not oranges.

Conjunctive Adverb: I like apples**, however,** not oranges.

Interjections

Interjections interrupt or show strong emotion. They are separated from the rest of the sentence by a comma or an exclamation point.

Example: Wow, I'm impressed with your work.

Example: Fantastic! You did a good job.

2.4.3.2 Functional Categories of Vocabulary

The functional words are prepositions, articles, conjunctions, forms indicating number, gender, or tense and pronouns. They are used chiefly to express grammatical functions.

Across languages, members of functional categories are used to express certain semantic and syntactic distinctions and the number of such distinctions is finite and fixed both across languages and within a language. For example, cross-linguistically, members of functional categories often express information about gender, number, tense, aspect, evidential status, definiteness, affectedness, etc.

Cross-linguistically, functional morphemes can be free morphemes (e.g., the English auxiliaries) or they can be simple or complex affixes (e.g., the English past tense suffix *-ed*). Cross-linguistically, there is often a correspondence between certain lexical and functional elements. If members of functional categories are instantiated as affixes, the affixes that are semantically associated with nominal elements (e.g., number, gender, definiteness, etc.) tend to be bound to nouns and the affixes semantically associated with verbal elements (e.g., tense, aspect, derivativeness, etc.) tend to be attached to verbs (Croft, 1990).

If members of functional categories are instantiated as free morphemes, there is often a lexical category that corresponds to the functional categories (e.g., nouns and pronouns, lexical verbs and auxiliary verbs, adjectives and determiners/classifiers, etc.). Cross-linguistically and within a language, there are often restrictions placed on members of functional categories that are not placed on members of lexical categories. For example, pronouns require certain types of antecedents that lexical nouns do not require.

Synonyms and Antonyms

Synonyms: In its narrowest sense, a synonym is a word or phrase that is perfectly substitutable in a context for another word or phrase. People who study language professionally agree that there is no such thing as an ideal synonym, for it is virtually impossible to find two words or phrases that are identical in denotation (meaning), connotation, frequency, familiarity, and appropriateness. Indeed, linguists have long noted the economy of language, which suggests that no language permits a perfect fit, in all respects, between any two words or phrases. Many examples of overlapping can be cited; the more obvious ones in English are those that reflect a duplication arising from Germanic and Romance sources, like motherly and maternal, farming and agriculture, teach and instruct. In such pairs the native English form is often the one with an earthier, warmer connotation.

In some instances, where a new coinage or a loanword has been adopted inadvertently duplicating an existing term, creating ‘true' synonyms, the two will quickly diverge, not necessarily in meaning but in usage, application, connotation, level, or all of these. For example, scientists some years ago expressed dissatisfaction with the term tidal wave, for the phenomenon was not caused by tides but, usually, by submarine seismic activity. The word tsunami was

borrowed from Japanese in an attempt to describe the phenomenon more accurately, but it was later pointed out the tsunami means 'tidal wave' in Japanese. Today, the terms exist side by side in English, the older expression still in common use, the newer more frequent in the scientific and technical literature.

Any synonym book must be seen as a compromise that relies on the sensitivity of its users to the idiomatic nuances of the language. In its best applications, it serves to remind users of words, similar in meaning, that might not spring readily to mind, and to offer lists of words and phrases that are alternatives to and compromises for those that might otherwise be overused and therefore redundant, repetitious, and boring. The Oxford Thesaurus goes a step further by offering example sentences to illustrate the uses of the headwords and their alternatives in natural, idiomatic contexts.

1. Selection of headwords

Two criteria have been employed: first, headwords have been selected because of their frequency in the language, on the assumption that synonyms are more likely to be sought for the words that are most used; second, some headwords of lower frequency have been included because it would otherwise be impossible to find a suitable place to group together what are perceived as useful sets of synonyms with their attendant illustrative sentences. Obvious listings have been omitted on the grounds that users of the Thesaurus can easily find synonyms for, say, abdication by making nouns of the verbs listed under abdicate.

This deliberate attempt to avoid duplication is mitigated in the case of very common words. For the convenience of the user, both shy and bashful are main entries, as are method, manner, and mode, which, though much the same in some respects, differ in detail and application. In this book, however, mitigate is a main entry but not mitigation, mistake and mistaken are main entries but not mistakenly, etc. Where it is determined that such derivations are neither automatic nor semantically obvious, separate listings have been provided.

Antonyms: Lyons (1977) defines “antonym” as the words which are opposite in meaning and “antonymy” as the oppositeness between words. For example, “buy” and “sell” is a pair of antonyms and the relation between these two words is termed as antonym. Leech (1981) puts forward the definition of antonym and antonym in Semanticsthat the opposite meaning relation

between the words is antonym and word of opposite meaning is antonym. And a famous Chinese linguist Hu Zhuanglin (2001, p.164) simply says "antonyms is the name for oppositeness relation". Traditional definitions of antonyms only concentrate on the oppositeness of meaning. Some traditional definitions are as follows:

word of opposite meaning; (Leech, 1981)

word of opposite sense; (Pyles&Algeo, 1970)

words that are opposite (Watson, 1976)

These definitions are only rough ideas and over ambiguous. First, they don't explain the ways of oppositeness very concretely. The antonym pairs like *hot/cold, dead/alive* and *lend/borrow* differ from each other in the way of oppositeness. The pair *hot/cold* belongs to the gradable antonyms; the pair *dead/alive* belongs to the complementary antonyms; and the pair *lend/borrow* belongs to the relational antonyms. Second, these definitions focus more on the discrepancy of the antonyms but they ignore the similarity of the grammar and usage of each of the antonym pairs. Just look at another three pairs, *heat/cold, single/married*, and *beauty/ugly*. Although either of them is opposite in meaning, they could not be regarded as antonyms in that they are not the same in grammatical units.

Lexicographer Egan (1968) makes a rather satisfying definition of "antonymy" based on her understanding of the nature of the antonymy: "An antonym is a word so opposed in meaning to another word; it's equal in breadth or range of application that is, negates or nullifies every single one of its implications". This definition shows clearly what makes two words be antonyms. The antonym pairs are equal in breadth or range of application but opposed in meaning. And the words which contrast in meaning may not be antonyms because they may be different in their breadth or range of application. Therefore, we can draw a conclusion that Egan's definition of antonyms may be fitter or easier to be employed into the actual cases than the theories and definitions of antonyms that have been referred to above.

The Classification of Antonymy

There are generally three kinds of sense relations, that is, sameness relation, oppositeness relation and inclusiveness relation. Antonymy is the name for oppositeness relation. And there are three main types of antonymy, that is, gradable antonymy, complementary antonymy, and converse antonymy. (Hu, 2001, p.164-168)

(1) Gradable Antonymy

Gradable antonymy is the commonest type of antonymy. The antonym pairs like *hot/cold, big/small* and *tall/shor*t all belong to the gradable antonyms. We can find that they are mainly adjectives. The gradable antonymy has three characteristics: first, as the name suggests, they are gradable, that is, the members of a pair differ in terms of degree; second, antonyms of this kind are graded against different norms; third, one member of a pair, usually the term for the higher degree, serves as the cover term. (Hu, 2001, p.164)

As for the first characteristic, it also means that if you deny one thing, you do not necessarily assert the other. And the antonym pairs may have the comparative and superlative degrees. For example, "good" and "bad", both of these two words have the comparative and superlative degrees: "better"/"best" and "worse"/"worst". Therefore, being not good is not necessarily bad; and being not bad is not necessarily good. Between "good" and "bad", we can find a degree that is "so-so". Look at other examples, between the two extremes of the size "big" and "small", there is a degree that is "medium"; between the two extremes of the temperature "hot" and "cold", there are degrees that are "warm" and "cool". From the information referred to above, we can see that the gradable antonyms differ in terms of degree.

Look at the second characteristic, it means that there is no absolute criterion by which we tell an object is "big" and another is "small". The criterion is relative but not absolute. As we all know, *a small car* is always bigger than *a big apple*. This is why the antonyms of this kind are graded based on different norms.

As for the third characteristic, one of the antonym pairs is the cover term, which is known as "unmarked". "Unmarked" is used more widely than "marked". We may ask "how old are you" or "how tall is she" instead of "how young are you" or "how short is she". In that, "old" and "tall" are cover terms, "unmarked"; and "young" and "short" are marked. The distinction between "unmarked" and "marked" reflect the potential value system that the speech community holds. People want to be *tall* rather than *short*.

(2) Complementary Antonymy

Antonyms like *awake/asleep, married/single, pass/fail, alive/dead* and *male/female* are of this type. Complementary antonyms also have three characteristics: first, they divide up the whole of

a semantic field completely; second, the norm in this type is absolute; third, there is no cover term for the two members of a pair. (Hu, 2001)

As for the first characteristic, unlike the gradable antonyms, the complementary antonyms share a semantic field. But between the two complementary antonyms, there is no intermediate ground.

2.4. 3. 3. Cognitive science

Cognition is the result of a mental process that leads to knowledge. The problem of how human thought understands objects, and by abstraction, constructs concepts, is at the very foundation of the theory of terminology. As Cabré, M. (2003) stated, a cognitive theory of terminology should provide an explanation of three key issues related to knowledge:

a. How individuals conceive of reality and structure knowledge.

b. What concepts exist, how they are formed, how they are related to one another and how they are ordered within the structure of knowledge.

c. How concepts are related to terms.

In order to communicate concepts and their supporting propositions, speakers use written or oral linguistic signs represented by terms or groups of terms. According to cognitive theory, what they express, however, is not the real world as it is but rather how the individual has internalised it. Language does not reflect the real world exactly, but rather interprets it.

2.4.4Communication theory

The transfer of knowledge is the communicative side of terminology. It is the most important characteristic of specialist communication because it differentiates special language from the general language and also the various special languages from one another. Experts use terminology not only to order thought, but also to transfer specialized knowledge in one or more languages and to structure the information contained in specialized texts. It is true that in specialised communication there are a series of restrictions compared to general communication.

Participants in specialised communication are to greater or lesser degree experts in a subject field and communicate with each other presupposing that they share a certain amount of information about the area of knowledge in question (Sager, Dung worth& McDonald, 1980, et al.) Additionally, the reference world of their communication is limited to that of the special field, which is more formally conceptualised than the world expressed by general language.

However, the specialised communication system still includes general language, which supplies the syntax, morphology and a part of the lexicon. In terminology, terms are the vehicles of communication. It is only due to these tools, that specialised communication can be possible.

2.5 The major tools of terminology

According to Waster, E. (1991) there are four tools of terminology.

2.5.1 The nature of concepts

In the eyes of the general theory, a concept is the sum of common characteristics that is identified with a majority of objects and which is used as a method for mental ordering and consequently as a method for communication (Wüster 1979:8). The characteristics form the mental construct that later on has to be designated by a term to enable communication. Wüster (1979:8) provides an example in order to make this explanation more explicit. He highlights the technically important characteristics of "light bulb" that form the mental construct of this object: He highlights the technically important characteristics of "light bulb" that form the mental construct of this object:

- Lamp (source of artificial light)
- Filament where electricity passes through
- Production of light as a result of heating by electricity

Taken these individual elements together they create a complex of characteristics that separate the mental representation of "light bulb" from the mental representation of other individual objects. Those characteristics form the concept of "light bulb". As the general theory defines concept as an "element of thought", which consists of "an aggregate of characteristics", which "themselves are concepts" (Wüster 1979; Felber1984), concepts are not represented in isolation, but as elements in a concept system. "Due to the fact that concepts are composed of characteristics, they have direct relationships to other concepts, which have the same characteristics in their intensions" (Felber 1984).

2.5.2 The nature of definitions

Felber (1984) states three types of definitions: intentional, extensional or part whole. The intentional definition is the preferred one as it is more systematic than the other two types. "A definition by intension consists of a specification of the characteristics of the concept to be

defined, i.e. the description of the intension of the concept. Wüster,E.(1991) specifies a definition (determination of a concept) as the description of a concept by established concepts, in most cases by means of words.

2.5.3. The nature of terms

Based on Wüster (1979), at term consists of one or several word elements (morphemes). Word elements are not determined by their meaning, but by their origin. Wüster states three different kinds of word elements:

- Hereditary words
- Foreign words / loan words
- Transferred designations

2.5.4. Hereditary words

Hereditary words arise in one language deriving from older forms of that language during the course of time. They cannot be developed in the presence by language planning and intentional language development (Wüster (1979).

2.5.5 Foreign words and loan words

Foreign words and loan words are words that are "borrowed" from foreign languages. Loan words are adjusted to the structure of the English language while foreign words are not, or at least not entirely. Examples:

- wunderkind or kindergarten (foreign words from the German language)
- army (loan word from the Latin word *armata*)
- to animate (loan word from the Latin word *anima)*

A Latin word can both become a foreign word and a loan word, with different meanings. Example: The Latin word *modulus* on the one hand has provided for the development of the foreign word *module* and on the other hand the foreign word *model*.

2.5.6 Transferred designations

In some cases terms are generated by transferring a designation from an existing subject area to a new subject area. Thus, the new term is not produced by a restructuring of morphemes but by a transfer of meaning. In this process, the new concept is assigned to an existing designation which

in this way receives an additional meaning. In most cases the designation is taken from another subject area or dialect.
Example: • Knee → a bent piece of pipe

After having made explicit the meaning of concept and term in the terminological sense, I will turn to the relationship between concept and term as presented by the general theory.

2.5.7 The relationship between concept and term

As mentioned before, the concept-term relationship as defined by the traditional theory starts with the concept and aims at the strict delineation of each concept that should be designed by only one term and one term should only refer to one concept. In his study of concepts, Felber (1984:103) stresses the following: "The concept exists independently of the term, the meaning of which it is. A term is assigned deliberately to a concept after due consideration whether this term corresponds to the concept in question. The assignment precedes an evaluation of the linguistic symbol to be assigned. This symbol can be an existing term or a term to be created from the characteristics being integral constituents of the concept in question.

While in semantics meaning and word are regarded as a unit, in terminology concept and designation (= term, symbol, abbreviation) are separated. They form together a terminological unit. A permanent assignment concept-term, which is necessary for communication, is either given by linguistic usage or established deliberately by an act of will by individuals or specialists of terminology commissions". Unfortunately, the description of concept and term as well as the description of the concept-term relationship features several irregularities. Additionally, the theoretical background provided is insufficient to allow a clear differentiation of terminology from other linguistic fields, such as semantics. The following is a detailed discussion of four problems with regard to concept and term.

Problem I – Insufficient description of concept

When looking at the representation of concept, the general theory of terminology does not have much to offer. Despite the fact that utmost importance is given to "concept as the cornerstone of the general theory" (Felber 1984), the substance and nature of concept as presented in the traditional theory is not very rich. As mentioned before, concept is defined as an "element of thinking consisting of an aggregate of characteristics which themselves are concepts". This

definition lags far behind current views on concepts and their formalisations in linguistics. Regarding a concept as a mere aggregate of characteristics does not sufficiently describe the complexity of this mental construct.

As Fodor (1975) observes, "conceptual structure must be rich enough in expressive power to deal with all things expressible by language. It must also be rich enough in expressive power to deal with the nature of all the other modalities of experience as well" – no simple matter, as Jackendoff (1990) puts it. He assumes that the possible conceptual structures attainable by a human being are characterized by a finite set of rules and that everyone has essentially the same capacity to develop concepts, but that the concepts one actually develops must depend to some extent on language. In his publication "X-bar semantics", Jackendoff takes the subject matter of semantic theory to be "the form of the mentally encoded information that we call concepts", and "the principles used in performing inferences on the basis of this information", and "relating this information to other forms of information used by the human mind, including linguistic representations". The same can be applied to terminology. With respect to concept, a proper terminology theory should include the following components (modified from Jackendoff 1993) as borrowed from cognitive theory:

- A set of rules that describe the expressive function of concepts, the *syntax of thought*, paralleling, for instance, the set of formation rules that delineate possible syntactic structures in a language;
- A set of rules that describe the allowable derivations from one conceptual expression to another;
- A set of rules that define the mapping of other forms of information, e.g. the linguistic representation that conceptual information can be related to.

Problem II: Insufficient background for the description of the concept term relation

The general theory of terminology does not provide a single theoretical explanation of the formal relationship between concept and terms. Seen from this angle, it has to be understood as clearly different from the relationship between meaning and words in general linguistic semantics, as this relationship is clearly defined. In his publications, Fodor (1975) simply declares the privileged relationship between concept and term without further argument, along with the precedence of concepts over terms.

Felber (1984) states that contrary to semantics, where meaning and word are regarded as a unit, in terminology concept and term are separated. This attempt to differentiate terminology from semantics cannot be taken seriously when noticing the next sentence where Felber in turn declares that they indeed form a terminological unit together. If this is the case, why does he initially claim that, unlike in semantics, concept and term do not form a unit? And how can it be possible that concept exists independently of the term, the meaning of which it is? Felber provides no theoretical foundation to prove this assumption. The problem here is that if a system of concepts that is to be constructed is meant to have any relevance to the terms of a specific domain, the existence of those terms should be presupposed.

Terminology work cannot be successful when it is based on a system of concepts constructed without reference to terms. This is also true for the relationship between meaning and words. Consequently, the relationship between concept and terms is "formally equivalent"(Kageura; 2002:22) to the relationship between meaning and words. To clearly separate terminology from other linguistic fields, such as semantics, a proper terminology theory should provide a sound theoretical explanation of the concept-term relationship. Without this theoretical foundation terminology cannot be accepted as a separate discipline.

Problem III: The onomasiological approach

J.F.Sowa (1993) describes conceptual structures as "highly domain dependent structures", which clearly differentiates conceptual work in terminology from general linguistics, as lexical structures are merely "relatively domain dependent". Further, Sowa states that conceptual structures are not dependent on language but that they possibly are culture dependent. This is another difference to general linguistics as lexical structures are highly dependent on language. Besides, the possible dependence of conceptual structures on culture sheds new light on the relation and significance of concept and term in terminology.

If we assume that concept is dependent on culture, the proposition of the traditional theory claiming that concepts naturally precede terms loses its validity. If we suppose that a specific concept is well-known in a specific culture and that this concept is designated by a term that is well-known as well. In case that this concept has to be transferred to another culture which is utterly unfamiliar with it – where does the terminologist start his work? Is concept still the

starting point in this context? Here it is much more likely that the terminologist starts with the transfer of the term (even more so in case that the corresponding concept represents an abstract object).

The formation of a new term which later on is to represent the concept that still is unfamiliar to the culture can either happen by the transfer of designations from other domains or by the introduction of foreign words or loan words (see 6.1.1.3). Thereafter follows the formation of a clearly delimited definition, transferred from the source language culture to the target language culture, probably assisted by further explanations, loan words or foreign words. It is only due to the term and a thorough definition that the "new" culture is able to construct a corresponding concept and place it in a concept system. Consequently, the argument that "every terminology work starts with concepts" cannot be applied here.

2.5.8 The Relevance Of Syntax In Terminology

The question concerning the relevance of syntax in terminology is very complex. Several matters have to be taken into consideration to approach this problem. The complexity of the problem derives from the fact that terminology is an interdisciplinary field in science that is defined in relation to other fields from which it takes specific sets of rules, i.e. linguistics, logic, ontology and lexicology. On the one hand it is said that terminology as an interdisciplinary subject does not define its field as the sum of borrowed concepts, but rather as its own object and field, elaborated from the borrowed concepts.

On the other hand it is a fact that these borrowed rules and concepts build the basis for every aspect of the resulting terminology theory, One thing is to use the principles of other fields to entitle the emergence of a new discipline. Another thing is that these rules are used and taken for granted, but otherwise are refused to build a part of the terminology theory. This is the overall impression in the case of terminology and syntax. Many specialists in the field of terminology refuse to accept that syntactic rules are of importance to terminology, let alone to understand that these rules should be part of a proper terminology theory (Lexicography (1979:2).

Cabré (1998:33) states that "for terminology, terms are of interest on their own account, and neither inflection (provided by the morphological form appropriate for its use in context) nor syntax (which inserts them in the proper grammatical context) is of consequence". She, too,

ignores the fact that terminologists make use of syntax in their work.Cabre does not ignore the relevance of syntax altogether. He points out that “the claim that only the terms of concepts are of relevance to terminology, while the rules of inflections and the syntax are not, cannot be accepted without reservation” (2002:18). He argues that terms are placed in the sphere of parole, and as such are affected by the rules of syntax, as the “actual distribution of the morphological or syntactic rules in terminology belongs to the sphere of parole”.

These assumptions are made by experts aiming at the objective to improve the general theory of terminology. It has become apparent that their opinions concerning syntax in terminology differ significantly. However, to really address this question, one has to remember what was mentioned in the beginning: that terminology is an interdisciplinary field whose concepts are based on the concepts of other fields. Terminology has to be understood in greater context; as related to logic, ontology and lexicology and as a branch of applied linguistics which itself is the applied part of linguistics. Further, it has to be understood that terminology is determined by the characteristics of its terminological units: Terms simultaneously are language units, cognitive elements and vehicles of communication. In case of language units, they are a part of linguistics, in case of cognitive elements they derive from cognitive science, and as communication vehicles that appear in specialised communications they form a part of communication theory. Understanding this is the basis for any further discussion of the relevance of syntax in terminology.

In the beginning, terminology will be placed among other related fields as a branch of applied linguistics. The observation of terminology in the constellation as a “child” of applied linguistics which itself is a “child” of linguistics will lead to a more thoughtful approach towards the rules that originally derive from linguistics and are used by terminology but ignored by its theory.
Some of the shortcomings of the theory of terminology will be highlighted. Especially that it did not succeed in clearly delineating its principles and rules. In some points it cannot be distinguished from other related fields and thus it is not legitimated to exclude rules such as syntax without justification.

2.5.9 Terminology as a Branch Of Applied Linguistics

Cabré (1998:29) points out that "applied linguistics views language as a heterogeneous system of dialects and functional varieties, and allows us to place terminology as one of its branches since it is a part of one of the functional subsystems determined by subject specialisation". Consequently, next to other fields such as lexicography, language teaching and computational linguistics, terminology is placed as one of the branches of applied linguistics. Thus, for a start, the theoretical principles of linguistics and the application structures of applied linguistics matter and cannot be ignored by terminology.

Terminology depends, explicitly or implicitly, upon the other: Applied linguistics supplies the concepts and categories in terms of what rules are to be followed when defining and delineating concepts and assigning designations to concepts. Here, terminology makes actual use of linguistic principles, such as rules from morphology, phonetics, phonology, semantics and syntax. The process of "translating" the extra linguistic reality into linguistic signs and explicit definitions, one of the major goals of terminology work and the prerequisite for communication, cannot be successful without the principles provided by applied linguistics and theoretical linguistics, respectively. It is true that the theory not necessarily needs to embrace *all* concepts and principles of linguistics and applied linguistics. However, to be in a position to accept one rule and to reject another, a theory has to be fully developed and has to account for every single aspect of its principles and methods. Unfortunately, this is not the case with the traditional theory of terminology.

Terminology has no clearly delineated theory

In the eyes of many experts, terminology is accepted as a field with its own theoretical principles – the theory of terminological– and its own applied purposes – the writing of vocabularies, glossaries and dictionaries, and the standardization of designations. The terminology theory is constructed by principles that are not original, but, similar to other interdisciplinary subjects, borrowed from related disciplines, such as linguistics (as highlighted above), but also logic, ontology and information science. It has been agreed on, however, that little work has been done on the concrete description of terminology-specific rules in the first place. Terminology has no clearly delineated theory; not all of its facets and characteristics have been described sufficiently.

Accordingly, it is not very plausible to reject specific linguistic rules, such as syntax, by simply, declaring that they are not relevant to terminology work without supplying any valid explanatory statement.

As mentioned above, to be in a position to reject certain rules a theory has to be clearly defined. It has to be clearly delineated from the theory of other fields. Otherwise, there will always be room for doubt as to the autonomy of the theory. It will lack credibility and continuously be subject to offence such as the following which is related to the poor granularity of the description of concepts in the studies of terminology. One of the numerous shortcomings of the terminology theory is that it lacks a concrete description of concepts and concept formation.

Consequently, the following situation exists (Kageura, 2002:23):

1. The relation between concept and terms in the traditional theory of terminology is formally equivalent to the relation between meaning and words
2. The descriptive structure of concepts in the traditional theory of terminology, i.e. a bundle of characteristics, is the same as a simple descriptive structure of meanings, i.e. the bundle of semantic features.
3. The granularity of conceptual systems described so far in the studies of terminology does not exceed the granularity of semantic or conceptual systems established in non-terminology-related studies.

Accordingly, from the resultant conceptual or semantic descriptions it is not possible to differ between semantically-oriented descriptions of words and conceptually oriented descriptions of domain-dependent terms. If the conceptual description of terminology constitutes the theory of terminology, then it cannot be distinguished from the theory of linguistic semantics and accordingly it is not legitimate to exclude the principles of this theory from terminology. As long as the terminology theory does not provide a proper conceptual description, experts within the traditional theory of terminology are doing no different than researchers in lexical semantics in general linguistics. “If the only difference resides in the fact that terminology deals with terms rather than general words, the theory of terminology is supported by the mere fact that it deals with terms” (Kageura, 2002: 23).

Due to its shortcomings, the traditional theory of terminology loses its argument for excluding specific linguistics rules such as inflection and syntax from terminology work. Even more so, as it actually makes use of these rules as argued above.

Obviously, not much thought has been dedicated to their complex nature and diverse modes of function. Therefore they remained to be highly speculative units and researchers are debating them with regard to their true nature and function. The first assumption represents terms as part of the lexicon. The question is whether this has any consequence for the relevance of syntax in terminology.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which research was conducted; it constitutes the blueprint for the collection, measurement, and analysis of data (Kothari, 2004). It involves gathering data that describe events and then organizes, tabulates, depicts and describe the data collection. It is designed to depict the participants in an accurate way.

Descriptive survey method of research design allows gathering comprehensive information concerning the existing phenomena with the intent of employing data to justify current condition. Thus, a descriptive survey design helps to use to describe what was happened and what was happening. To identify potentials and challenges of Afan Oromo terminology in Tourism activity in Abba Jifar Palace and Jimma Museum, the researcher employed a descriptive research design since the information needed to achieve the objectives must be clearly defined and more often be describing the existing situation.Thirty employees of the organization were purposefully selected for this study.The researcher then used a mixed approach due to this type of research being basically conducted with richer details emerging and also from observational views into respondents' experiences and thus greater background knowledge about the subject matter can be gleaned.

3.2. Research Approach

In this study, a combination of qualitative and quantitative approaches was used. Therefore, in this research, a mixed research approach was used. From different types of mixed research approaches a fully mixed concurrent dominant status quantitative design was employed. The design is chosen because it enables the researcher to get data more quantitatively and provide support information by qualitative data.

According to Powell et al. (2008), a fully mixed concurrent dominant status quantitative designs was ascribed that both quantitative and qualitative phase occurs at approximately the same point in time, with the quantitative phase being given higher priority and mixing occurring within or across the data collection, analysis, and interpretation stages. In general, a quantitative approach was systematic empirical investigation and explanation of phenomena by collecting numerical data that can be analysed mathematically while the qualitative approach was employed as a supplementary to the study with the information gained by open ended questions, document review and key informant interviews were used in this study to substantiate the quantitative data.

3.3. Sampling and selection of participants

Purposive sampling is a strategy to choose small groups or individuals likely to be knowledgeable and informative about the phenomenon of interests of the selection of participants for the interviews and questionnaires (McMillan & Schumacher, 2001). For this study, the researcher used purposive sampling strategy. Jimma Town has 20 tourist attraction places which are commonly known in the zone. From all these tourist attraction sites, two of them (Abba Jifar Museum and Jimma Museum) are widely known and many tourists were coming to visit the area.

In consideration of popularity of the tourism sites, number of employees and availability of tourists, the researcher selected Jimma Abba Jifar Palace and Jimma Museum for the study. For this study, the researcher purposively selected 30 employees. The selection criteria of the participants were based on their work experience; position and background knowledge on the issue so as to get in-depth information about the subject matter.Thus, all the selected participants (30) were invited for the questionnaire. Besides, 5 employees were also reselected for the interview.

3.4. Data collection instruments

Questionnaire, interview, observation and document review were the common data collection instruments that the researcher used for the study.

3.4. 1. Questionnaire

According to Moore (2006), questionnaire is a relatively easy to administer and are useful to gather a wealth of data. A questionnaire is a data collection instrument consisting of a series of

questions and other prompts for the purpose of gathering information from respondents. For this study, the questionnaires were developed for the participants. Participants' questionnaires were closed-ended and open-ended questionnaires. The closed-ended questionnaire has two parts. The first one was prepared to identify the understanding of the participants concerning the use of Afan Oromo terminology in tourism activities. In this part, 10 items were designed. The responses options of the items were strongly agree-strongly disagree with the value of 5(strongly agree), 4(agree) 3(not certain), 2(disagree) and 1(strongly disagree). The second part was developed to investigate the common Afan Oromo terminology widely being used in tourism activities. Twenty items were prepared for this part. For this purpose, the 5-point likert scale which the response option range from never(1) –always(5); (never (1),rarely (2),sometimes (3),usually (4) and always (5) were used. Additionally, 4 open-ended questionnaires were designed to investigate mainly the problems that employees of the sector were facing in using of Afan Oromo Terminologies in the study area.

3.4.2. Interview

As Kothari, C.R. (2004) defined; interview is the verbal conversation between two people with the objective of collecting relevant information for the purpose of research. For this study, semi-structured interview were used. Semi-structured interview, having similar contents with the questionnaire to crosscheck the responses drawn through the questionnaire were prepared based on the objectives of the study and the review of related literature. It was appropriate to permit greater depth of response which cannot be obtained through any other data gathering tools. For the study, five participants were interviewed. Five guiding questions were set to interview the participants. The interview was held in order to get deep information on how participants were using Afan Oromo terminology in tourism activities.

3.4.3. Observation

Observation is a useful assessment strategy as it allows gaining authentic, comprehensive and contextualized information about the issue under studying. The researcher visited the participants to capture a comprehensive picture of their practices of Afan Oromo in Tourism activities. Kumar.1996) identified that without knowledge of the context, the researcher may not clearly understand an issue. In this study, non-participant observation was utilized. The researcher observed the study site and identified the common Afan Oromo terminologies that were used in

the area. Observing without being involved in activities help the researcher to gain a focused comprehensive picture of the use of Afan Oromo terminology in tourism activities in the study area. The structured observation checklist which consists of five categories with 2 scale showing agreement and disagreement, i.e. “yes” or “no” were used for the observation.

3.4.4. Document Review

Qualitative data was obtained through this instrument. As stated by Lincoln (1985), a document is any written or recorded material, not prepared for the purpose of evaluation or at the request of the inquirer. In other words, the documents are pre-produced texts which are not gathered by the researcher. The aim of developing this instrument is to see as the prior documents used by employees of the sectors concerning the common Afan Oromo Terminologies like daawwachuu (tourism), daawwii (tour), daawwannaa (tourism),bohaarsaa (entertainment), dinqisiisaa (remarkable), hawwataa (attractive), daawwattoota (tourists), and so on are used in tourism activities.

The researcher identified whether these terminologies were used in the sector or not. The structured documentary checklist which consists of 25 categories (word lists) with 2 scale showing agreement and disagreement, i.e“yes” or “no” were used for the review. For this purpose, documents were reviewed. The researcher reviewed 2 different documents; the document that found in the office of the tourist guides and managers.

3.5. Methods of data analysis

The information collected by the data gathering tools was analysed quantitatively in percentages, frequencies, figures, and tables.Quantitative and qualitative data analysis methods were employed for this study. First, the data on the number of returns and non-returns of the close questionnaires were presented in a table form with special attention to number of respondents and non-respondents. Secondly, the mean values and percentages were calculated to analyze the raw data to see whether there is real use of Afan Oromo Terminology in the selected areas or not. For the analysis of the data collected using the interview, open-ended items of the questionnaires, document analysis and observation checklist were analyzed using qualitative method of data analysis in which the gathered data was analysed by arranging data in groups or classes according to their thematic areas or resemblance or affinity and assigning them with symbols or

numerical labels for to each category of responses, specifically for open-ended questions, so that raw data was tabulated. The collected data were also interpreted using a thematic analysis approach. In this case, repeated results from each respondent were then the major themes and were used to generalize the findings.

3.6 Validity and Reliability Checks

The validity and reliability of the data collection tools were checked before collection was made. Validity refers to how accurate a data collection instrument can be in measuring what it was developed to measure (Dillman, 2010). Checking the validity and reliability of data collecting instruments before providing for the actual study subject is the core to assure the quality of the data. It was done with the objectives of checking whether or not the items included in the instruments could enable the researcher to obtain the relevant information and to identify and eliminate problems in collecting data from the target population.

In order to ascertain the validity of instruments; the researcher used the comments and suggestions from advisors and peers on face, content and format of questionnaire, interviews, document analysis checklists and observation checklists. Again to ascertain the reliability of instruments, a pilot study was made in two tourism sites: Aleut Park and Science and Technology which found in Jimma Town and Jimma University respectively. These two did not included in the actual study. The researcher selected 10 respondents for the pilot study. Then Cranach's alpha coefficient (α) that used to measure internal consistency of instruments were checked. The study obtained $\alpha 1 = 0.7$. According to Cranach's alpha, the value of α greater than or equal to 0.7 is acceptable.

Before conducting the survey, the researcher informed them and acquainted with the content of the interview schedule, methods of interviewing to capture accurate information and approaching respondents to establish a good rapport. Each field questionnaire was rechecked just after the interview in order to correct any misunderstanding for the respondents and data collectors during the time of pretesting. After the dispatched questionnaires were returned necessary modifications on three items and the complete removal and replacement of four unclear questions were made.

3.7. Ethical Considerations

After receiving official letter of cooperation from Jimma University, the researcher communicated all institutions and individual participants legally and smoothly. The purpose of the study was clear and understandable for all respondents. Any communication with the two concerned bodies (i.e employees of Jimma Museum and Aba Jifar Palace) were accomplished at their voluntarily consent without harming and threatening the personal and institutional wellbeing. In addition, all information obtained from individual respondents was kept confidential.

CHAPTER FOUR
FINDINGS AND DISCUSSION

4.1. Demographic Data

The general objective of this study was to investigate Afan Oromo Terminology in Tourism activities in case of Aba Jifar Palace and Jimma Museum. In this chapter, the researcher analyzed the data in order to provide reasonable answers to the research questions of this study. The findings of this study were presented based on the research questions. To achieve this, questionnaires consisting of closed and open-ended items were distributed to all respondents. The questionnaire was answered by 30 employees of the organization which was assumed to be adequate for the analysis since experienced and more than half of the employees of the organization were participated.

The data collected through the questionnaires were first categorized and depicted on different tables so that it could be understandable easily. To facilitate the analysis of the data, a coding, using a numerical scale was assigned to the responses. The codes were transferred from the questionnaire into percentage and frequency for the data analysis. This is a methodical approach so that data entry errors were minimized. Once all the data was entered, frequency tables were compiled using the various variables. Next, the data collected through document reviews and observations were analyzed. Then, data obtained from interviewed open-ended questions were narrated or quoted so as to substantiate the data obtained from questionnaires. The analysis was made in terms of the basic research questions.

As to the above table 4.1, 80 % of the respondents were males and 20 % of them females. Accordingly, the table depicts as majority of the respondents were male.

As to the above table, majority of the respondents, 18 (60%) were between the age of 31-40. Similarly, 8(26.67%) of respondents' age were found between 40 and 50.Contrary to this, very few,2(6.67%) of them were above 50 and likewise between 30-40 years which counts 2(6.67%).

Concerning the Mother Tongues of the respondents, majority, 22(73.33%) of them were Afan Oromo speakers. As the table depicts, the second majority in number concerning mother Tongue is Amharic which counts 6(20%).Contrary to this, there is no respondents' whose mother tongue is Kafinoonoo.Similarly, very few respondents(2,(6.67%) responded as their mother tongue is none of the given options.

Regarding the Ethnic group of respondents, majority, 24(80%) of them were Oromo and the rest 4(13.33%) and 2(6.67%) were Amhara and Other (Neither of the given options) Ethnic group respectively.

Concerning the Occupation of the respondents, majority,11(36.67%) were serving as Officer of the organization. Similar to this, 10 (33.33%) of respondents were not serving as manager, Officer, tourist guide and Merchant which given them as the option. They stated as their Occupation is none of these and they were serving as other. Of the participants, 5(16.67%) and 4(13.33%) were serving as Manager and Tourist guide respectively.

The other demographic of respondents showed in the table is respondents' religion. As the table, depicts, half, 15(50%) of them were Muslim. Contrary to this, 2(6.67%) of them were Catholic followers.7 (23.33%) and 6(20%) were Protestant and Orthodox Christian respectively.

4.2 Findings

4.2.1 Employees' understanding of Afan Oromo Terminology in the sector

The table indicated below included the response of participants that they gave concerning the perception they had regarding Afan Oromo terminology in the sector(tourism).The value of each scale were: Strong disagree(SD)=1, disagree(D)=2, Not certain(NC)=3, Agree(A)= 4 and strongly agree(SA)=5.

Table 1 Employees' understanding of Afan Oromo Terminology in the sector

NO	**ITEMS**	**ALTERNATIVES**				
		1	2	3	4	5

	Workers' understanding of Afan Oromo Terminology in the sector	1	2	3	4	5
1	Afan Oromo is totally not used at my work place.	23	7	-	-	-
2	Afan Oromo is partially used at my work place.	-	-	-	20	10
3	Tourists use any language they wish when they come	25	5	-	-	-
4	Afan Oromo words are commonly used in this worksite	12	7	-	7	4
5	Tourist prefer Afan Oromo to other languages when they come to visit	3	4	-	12	11
6	Afan Oromo addresses tourists' interest and needs	5	3	-	9	13

As can be seen from above (Table 2), all participants disagreed the idea raised regarding the use of Afan Oromo Terminology in the work site which said 'Afan Oromo is totally not used at my work place. From the given alternatives, 23 of 30 participants chose strongly disagree and 7 of (30) of them chose disagree which totally 30 (100%) of them disagree which implies Afan Oromo is used in that worksite (item 2). But majority of them, 23 (76.67%**)** of respondents and 7(23.33%) agree and strongly agree respectively which totally counts 30(100%) reported as Afan Oromo is partially used at their work place(item 2).Contrary to this, all respondents,30(100%) responded regarding the idea which said 'Tourist uses any language they wish when coming to visit.' This implies as tourists have not been using the language they desire when they came for visiting in the study area (item 5).

In Item 6,5(16.66%) and 3(10%) strongly disagree and disagree respectively, totally 8 (26.67%) of them against the idea which said 'Afan Oromo addresses tourists' interest and needs in the study area. Contrary to this, 9(30%) and 13(43.33%) totally 21(70%) of respondents support the idea and they agreed as Afan Oromo addresses tourists' interest and needs in the study area.

4.2.2 The Common Afan Oromo Terminology in the tourism sector

There are many common words that are commonly used in the tourism sector. The table indicated below included the response of participants that they gave concerning Afan Oromo terminology/words) used in the sector(tourism).The value of each scale were: Strong disagree(SD)=1, disagree(D)=2, Not certain(NC)=3, Agree(A)= 4 and strongly agree(SA)=5.

Table 2 The Common Afan Oromo Terminology in the tourism sector

NO	**Afan Oromo Terminology**	**Level of agreements**				
		1	2	3	4	5
1	Daawwachuu (touring)	-	-	-	22	8
2	Daawwii (tour)	-	-	-	18	12
3	Daawwannaa (touring)	-	-	-	11	19
4	Bashannana (entertainment)	-	-	-	23	7
5	Bohaarsaa (enjoyable)	4	5	-	12	9
6	Bashannansiisaa (enjoyable)	2	1	-	23	4
7	Dinqisiisaa (Impressive)	3	5	-	14	8
8	Ajaa'ibsiisaa (remarkable/unique)	4	3	-	22	1
9	Hawwisiisaa (attractive)	2	1	-	24	3
10	Hawwataa (Attractive)	6	2	-	18	4
11	Namtolchee (Artificial)	12	11	-	5	2
12	Uumamaan (Natural)	7	9	-	8	6
13	Daawwachiisaa (Tourist guide)	2	5	-	21	2
14	Daawwataa (Tourist)	3	4	-	12	11
15	Daawwattoota (Tourists)	3	3	-	18	6
16	Keessummeessaa (receptionist)	8	4	-	12	6
17	Hoteela (Hotel)	12	8	-	8	2
18	Qabeenyauumamaa (Natural resources)	11	9	-	5	5
19	To'ataa (manager)	15	7	-	5	3
20	Naamusa (discipline)	8	6	-	8	8

As can be seen from above (Table 2), all participants,30(100%) agreed as those words like daawwachuu,daawwii,daawwannaa and bashannanaa are the common Afan Oromo Terminology that are used at their worksite. Similar to this, majority of respondents agreed as words like bohaarsaa,dinqisiisaa,bashannansiisaa,ajaa'ibsiisaa,hawwataa,hawwisiisaa,daawwataa,daawwachiisaa and daawwattoota are commonly used in the work site(the study area).Contrary to this, more than half of the respondents responded as words to'ataa,hoteela,qabeenyauumamaa and nam-tolchee are not commonly used in the study area.

4.2.3 Terms relating to tourism activities in Afan Oromo

To know how much participants of the research understand words related to tourism activities in Afan Oromo terms, the researcher listed those terms in English and asked them to write in Afan Oromo and they did so and the overall summary of their translation were written as follows(in Table 4.4).

Table 3 Terms relating to tourism activities in Afan Oromo

No	Terms English	Terms in Afan Oromo
1	Archeological remains of ancient cultures	Hambaalee seenaa kanaa durian
2	Architecture	Ogummaa harkaa
3	Artifact	Bobbocaharkaa
4	Arts	Oogummaa

5	Cave	Holqa
6	Cultural Tourism	Daawwannaa adaa
7	Dance	Daansii
8	Endemic Animals	Bineensota bakka tokko qofatti argaman
9	Religious Tourism	DaawwannaaAmantaa
10	Hand craft	OogummaaHarkaa
11	Horse Riding	GuluffiiFardaa
12	Hotel	Hoteela
13	Indigenous plants	Biqiloota Yeroodheeraaf Bakka Tokkotti argaman
14	Traditional medicine	Qorichaaadaa adaa
15	Local museum	Muuziyeemota naannoo
16	Local sport equipment	Meeshaalee Ispoortii naannoo
17	Manager	To'ataa
18	Monuments	Bobboca
19	Mountain	Gaara/Tulluu
20	Museum	God-ambaa
21	Music	Muuziqaa
22	Nature tourism	Daawwiiwantootauumamaa
23	Pilgrimage	Sochi bakkeewwaan qulqulluu' anittitaasifamu
24	Place for tourism	Bakkadaawwaannaa
25	Receptionist	Keessummeessaa/tu
26	Recreation	Bashannana
27	Religious holyday	Ayyaanotawaggaakanamantii
28	Religious Artifacts	BobbocootaAmanttiiibsan
29	Rituals	Ayyaaneffannaa/kabajannaa
30	Sculptures	Bobboca
31	Stable food	Nyaatabeekamoo
32	Local drinks	Dhugaatiinaannoo
33	Equipment for eating	Meeshaaleeittiinnyaata
34	Tour	Daawwii
35	Equipment for drinks	Meeshaaleeittiindhugan
36	Touring	Daawwachuu
37	Tourist	Daawwattoota
38	Cultural event	Ta'eewwanaadaa

39	Tourist guider	Daawwachiisaa
40	Holy place Visiting	DaawwannaaBakkeewwaanqulqulluu
41	Waterfall	Finca'aa

Hence, from the above table (table 3) one can understand that though Afan Oromo terms weren't being used widely, those terms that commonly used in tourism activities were known to the participants of this research. It implies as the workers of the organizations know those terms and might use when and where needed. There are terms used in tourism activities of Jimma Aba Jifar Palace and Jimma Museum. The researcher conducted both interview and field observation in Jimma Aba Jifar Palace and Jimma Museum. The researcher found that some billboards show common Afan Oromo Terminology in Tourism activities. Also, the researcher observed as those billboards were written in three languages mainly Afan Oromo, Amharic and English as shown in the following figures.



Source: Own field photo, March, 2024

Figure 1 Street Billboard Text in Afan Oromo, Amharic and English

The researcher also observed as street Billboard was written in Afan Oromo terminology in addition to Amharic language. This implies as there are Common Afan Oromo terminology which is being used in Tourism activities. To verify this, the researcher took some pictures and it is shown in the following figure.



Figure 2 **Source:** Own field photo, March, 2024

Figure 2 Street Billboard Text in Afan Oromo and Amharic

Similarly, the researcher identified other pictures in the town that show the culture of the town. One of it is Cup of coffee which was shown as the following.



Source: Own field photo, March, 2024

Figure 3: coffee cups in Jimma town

In the town, there are also other pictures that can show the culture of the community which found in and around the town. While observing the tourism sites, the researcher saw pictures which show the culture of the society. One of this is drum which people of the town use it during different ceremonies. The researcher saw such and other which found in the Museum that describe culture of the community and it was shown as follows.



Source: Own field photo, March, 2024

Figure 4 Drum

From these, one can understood as there are common Afan Oromo terminologies which have been used in Tourism activities. During the observation, the researcher observed as many tourists came from different areas and visit/tour some historical materials which found in the Museum. Here is the picture which showed how tourists visit important and historical in the Museum.



Source: Own field photo, March, 2024

Figure 5 tourists in the Jimma Museum

4.3 Analysis of Interview with participants

The researcher selected five participants (3 male and 2 female) for the interview. The total interview questions were 5.The interviewees gave their responses freely for 10-15 minutes and it was transcribed as follows.

Question 1: What are Afan Oromo terminologies commonly used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?

The researcher interviewed five respondents. Researcher interviewed the participants by using the language (i.e Afan Oromo) that they can understood very well. The researcher heard their responses that they responded via Afan Oromo. Then, their responses were transcribes to English Language and the transcription was written as follows.

I have worked many years in this museum. The common Afan Oromo Terms commonly used in this area were touring, attractive, remarkable and amazing. Different tourists came to this area for visiting. The common Afan Oromo words I hear were words like attractive, enjoyable, entertaining and tour. Though it is impossible to finish listing all common Afan Oromo words used in this area, touring, attractive, remarkable, tourist guide, receptionist and amazing are few of them.

From the above respondents' response, we can understand as tourism related terms are also available in Afan Oromo in the studied areas and the employers hear and use those words in and around their working areas. They mentioned almost similar Afan Oromo terms. This implies that almost all participants of this study hear nearly the same Afan Oromo terms in the area.

Question 2**.**What extents do Afan Oromo Terminology is used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?

In order to get response for the above questions, the researcher interviewed the participants. Participants gave response using Afan Oromo Language. Then the researcher transcribed their responses and wrote it as follows.

> *As to me, it wasn't widely used. Workers of these organizations, even including me, though we know and able to speak and write Alan Oromo, we were using other language than Afan Oromo in our offices. When I say this, I am not saying Afan Oromo is totally ignored; to some extent, it was being used. Tourists who came from different regions with different languages were served with the language they desired. So the chance of using Afan Oromo is rare i.e it depends on the tourists' languages*.

From the respondents' response given above, we can understand as Afan Oromo is not commonly used in the studied areas. It implies that Afan Oromo is used to some extent and also as there is another language used in the area in addition to Afan Oromo. As they mentioned, tourists who come from different areas with different languages were not obligated to be served by Afan Oromo rather they were served by the language they desire.

3. How do you perceive Afan Oromo?

The researcher asked the above questions in order to understand how they perceive and understood Afan Oromo. Participants gave their responses regarding their perception toward Afan Oromo which was transcribed to Afan Oromo as follows.

I have a good view regarding Afan Oromo. I like it very much and I use it daily everywhere I go and live. I am interested and believe in the advantages of Afan Oromo in tourism activities everywhere. Afan Oromo is a language with many speakers even as the whole country. If we use it daily where and when needed, we can develop our language more than it is now. So we have to use it and serve other with this language and even teach others.

This implies that the participants had positive perception regarding Afan Oromo. They replied as Afan Oromo is very much useful and they practice it daily. They have strong ambitions toward its development across the world. The participants had strong desire to use and even to teach others.

What are the factors that influence the use of Afan Oromo Terminology in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?

There are many factors that hinder us not to use Afan Oromo commonly at our work places. Language barrier is the major factor that hindering us. Tourists who came from different areas even from different countries came with different languages. When they came with different languages, the tourist guiders are obligated to serve them with the language they could understand as much as possible(P04). People who came within our country of different regions prefer other languages to Afan Oromo even though the able to hear and understand it. This might be the negative attitude they had toward the language(P05).

The above response was transcribed from Afan Oromo Language. The respondents gave their ideas regarding the factors that influence the use of Afan Oromo Terminology in tourism activities. Participants responded as here are many factors that hinders not to use Alan Oromoo terms commonly in the studied areas. Some people have also negative attitudes toward using Afan Oromo even the major function of language is for communications.

4.4. Analysis of Observation

Observation was one of the tools that the researcher used in order to investigate the status of the practice of Afan Oromo. The data collected were based on the requirement of the pre designed checklist and the analysis was done based on it.

The researcher observed the selected areas. In her observation, what the researcher observed from both tourist attraction sites were listed as follows based on the order given in the above

- Afan Oromo was commonly used in the area. This implies as majority of the employees in the selected area used Afan Oromo terms. The researcher observed as there are many common Afan Oromo terminology used in the area.
- To some extent, common tourist terminologies were used in Afan Oromo Language. The table reads 'yes' which showed as common tourist terminologies were used in Afan Oromo Language in the study area.
- The result of the observation showed as tourists did not use Afan Oromo better than other languages. This implied as the tourists use the language they could when coming to visit the area.
- The researcher observed as Billboards found in the study area were written in Afan Oromo.

In addition to the above, the researcher also observed Jimma Museum deeply and identified materials that are found in the Museum. As the researcher observed, many Afan Oromo Terminologies were used in the museum and Tourists and also Tourist guider used many common Afan Oromo terminologies in the Museum.

While observing the Museum (Jimma Museum), the researcher identified the following common Afan Oromo terminologies which are classified under different parts of the speech like noun(n), , adjective(adj),and verb(v) that were commonly used in the museum.

-Uffata Aadaa	(Traditional and Cultural clothes)
- God-Ambaa	(Museum(n)
- Daawwachuu	(touring(v)
- Hawwataa	(Attractive(adj)
-Dinqisiisaa	(remarkable(adj)

-Guest	(keessummaa(n)
-Ogummaaharkaa	(handcraft(n)
-Bobbocaharkaa	(artifact(n)
-Nooruu ilma koo ulfinni manaa Bahaa	My Son, welcome the Glory is from House
-Maqaa kabajaa dubartootaaf kennamu	Gennee

The above words were some of the common Afan Oromo terminologies that the researcher observed as it is being used in the area and its description and the way it used were described as follows while the researcher observed the Museum.

Jimma Museum

The Jimma Museum stands as a testament to the rich cultural heritage of Ethiopia's Nation and Nationalities. Through its efforts in preservation, conservation and promotion, the museum has succeeded in showcasing the diverse cultural objects that have been amassed over time. These artifacts serve as a representative of the coexistence between different ethnic groups who have shared their lives with the Oromo People in this region. The museum have classified into seven main rooms:-

Room one of the Museum**:** The first section of the Jimma Museum is the Historical Collections Room, which showcases a remarkable collection of material heritage used by Abba Jifar II and his successors. This room serves as a window into the past, offering visitors a glimpse of the wealth and greatness that characterized Ethiopia's royal courts. The room contains various objects that were used by Abba Jifar II, including his throne, chairs, a large shelf used for storing clothes, a wooden bath, movable toilet, dining tables, and his beds.



Source: Own field photo, April, 2024

Figure: 6. First Room of Jimma Museum

The second Room of the Museum: The second section of the Jimma Museum is known as the Traditional and Cultural Dresses Room. Despite its name, this room not only traditional clothing but also various non-clothing materials that hold great cultural significance. Visitors to this room can view a diverse collection of garments worn by King Abba Jifar II, his wife, and the people of Jimma that are over 150 years ago.





Source: Own field photo, April, 2024

Figure: 7. The 2nd Room of Jimma Museum

The Third Room the Museum**.** The third section of the Jimma Museum is dedicated to Ethnographic and Armaments. This room features an array of war materials, religious objects, and cultural items that were used by King Abba Jifar II. Tourists can view a range of ethnographic objects from different ethnic groups, necklaces, and household materials that were used by the king. The collection also includes shoes, various iron products, wooden cups, animal horns, elephant ivory, perfumes, and cosmetics. In addition to these items, the room showcases traditional war materials and weapons, including eighteen spears that vary in length from 1m up to 70cm to 2m.



Source: Own field photo, April, 2024

Figure 8: The 3rd Room of Jimma Museum

The Fourth Room of the Museum: The fourth section of the Jimma Museum is known as the Nations and Nationalities Material Culture Room. This room showcases a diverse collection of cultural objects made by local handcrafts used by people from Southern Ethiopia, including different types of jewelry, traditional clothes, and musical instruments. Although it was named after nations and nationalities, most of the collections in this section were objects that were used by King Abba Jifar II. Visitors can see modern weapons that were confiscated during the Dengue Period and swords used by the king himself.



Source: Own field photo, April, 2024

Figure 9: The 4th Room of Jimma Museum

The Fifth Room the Museum: The fifth section of the exhibit was designated as the Photo Gallery and Archives Room. Unlike the other sections, this room exuded a moderate vibe and lacked any tangible objects. The walls were adorned with an array of photographic content, featuring both recent and ancient photos that were scattered all around. Notably, the room also featured a picture of King Abba Jifar and his family, as well as his palaces. Additionally, visitors could marvel at various letters sent by Emperor Menelik and his wife, Empress Taitu, displayed in this very room.





Source: Own field photo, April, 2024

Figure 9: The 5th Room of Jimma Museum

The Six Room of the Museum: The sixth section of the exhibit served a multi-functional purpose, serving as an office for the Director and a reception area where visitors could book their tickets. The room was adorned with various photos that were hung on the walls, adding an aesthetic touch to the ambiance. Additionally; traditional coffee ceremony objects such as a big coffee pot were placed in this very room, further enhancing its cultural significance.



Source: Own field photo, April, 2024

Figure 10: The *6th* Room of Jimma Museum

The Seventh Room the Museum: The seventh and final room of the exhibit is the Natural History Room, also referred to as the Natural Heritage Collection Room. This section showcases the wealth of animal life that once existed in the area, with displays featuring dried heads and stuffed skins of various wild animals.

4.5 Analysis of Document review

Document review was the other tools of data collections that the researcher used to gather information. The researcher reviewed the documents that the participants had from each studied area. The main documents reviewed based on the common Afan Oromo terms used in the tourism activities.

From the above table, one can understand that the common Afan Oromo terminologies that the researcher reviewed were Bashannansiisaa(enjoyable), daawwii(tour),daawwachuu(touring), daawwannaa(tourism), bashannan (entertain) and bohaarsaa (entertain).These all words were observed as they were being used while the researcher reviewed the documents which found in the selected tourism areas. This implies as some tourism related words were used in Afan Oromo in the study area. Similarly, common Afan Oromo terms which are used in tourism activities that the researcher reviewed while she reviewed the documents of the organizations were dinqisiisaa (remarkable),Ajaa'ibsiisaa(admirable),hawwisiisaa(remarkable),hawwataa(attractive) and nam-tolchee(artificial). From this, one can understand as the common tourism related words are practiced in the studied areas even though their frequency of using is different one to another. In addition to the above document review check list points, the researcher also reviewed the following common Afan Oromo terminologies that are commonly being used in the tourism site. The researcher reviewed those words from the documents that were found in studied area organizations.

***Abbaa**:* A common first name attached to another for married men of Shanan Gibe region/it also means father or owner of the family. This is the common word that attached before proper name in order to show respects. The following are some of the common words that the researcher reviewed from the documentary they saved. As it was written on the documents, it was the way of naming or giving name for person(male)based on different reasons. This is the indicators of their culture.

E.g.Abbaa Cabsaa => This name was given for the person whose proper name is 'Aliyyi'
Abbaa Simal => if the personal name(name given when he was born) is 'Muusaa'
Abbaa Bulguu => if the personal name(name given when he was born) is 'Abduu'

Abbaa Garoo => if the personal name(name given when he was born) is ‘Maammoo’

Abbaa Lungoo=>If the person is very tall.

Abbaa Diimaa fi Abbaa Gurraachaa=> This respected name is given based on the colour of that person.

Abbaa Goojjam=> This name is given based on the material(glass) that used to drink the honey-mead

Abbaa Gunjoo => This name is given if they want to name the person based on the colour of the horse.

Not only for male, respected name is also given for woman. As the researcher reviewed from the documents, women are named in different ways from men. The respected given for women were given based on background tribe of that woman.

E.g. If her tribe is ‘jaarsoo’ her name will be ‘Jaarsittii’

If her tribe is ‘Kaarrayyuu’ her name is ‘Harsittii’

If her tribe is ‘Gaaroo’ her name is ‘Amaartiittii’

If her tribe is ‘Bosaa’ her name is ‘Bosittii’

If her tribe is ‘Busaasee’ her name is ‘Busaasittii’

Gennee(Queen) =name of woman in general

While reviewing the document, the researcher also found how the town was named at the beginning and cultural identity of the town. The nomenclatural history of the town was written as follows.

The Nomenclature of Jimma

Based on historical sources, it is believed that the term "Jimmaa" was originated from the founding father of the Oromo people in the Gibe region. This individual was a member of the Sadacha branch of the Oromo and established their centre at Odaa Bisil. The genealogy of the Oromo people residing in the Jimmaa area can be traced back through Jimmaa Akaku, Macha, Jida, Raya, Sirba, and Gebeto. Similarly, other Oromo communities within the larger Oromia region utilize the term "Jimmaa" to refer to specific areas such as Jimmaa Horo, Jimmaa Tiba, JimmaaRaaree, and Jimmaa Gobo.[54]The JimmaaTiba, Jimmaa Raaree, and Jimmaa Gobo areas are located in the western part of Wallaga and are predominantly inhabited by the Afre Oromo branch of the Oromo people. These communities have their own unique cultural practices, beliefs, and traditions that distinguish them from other Oromo groups in the region.

The region known as Jimmaa Abba Jifar has been inhabited by the Sadacha Oromo group for centuries. Within this region, there are nine different clans or signs that have settled and lived together in harmony for generations. These clans include Bade, Dingo, Koroe, Lalo, Agelo, Belo, Wacho, and Butena. Their settlement in the Gibe region was marked by a council held under a sycamore tree (Odaa) in Hule, which is now located in the Omo Nada district. This gathering served to not only celebrate their victory over enemy forces but also to uphold the continuation of their existing social structure - the Oromo gadaa system.

The council at Hulle was held periodically for several years, during which time the nine groups were governed by a common *Caffe*. This governing body operated under the Tama Hule, or "the law of Hulle." This law was a universal Gadaa law, adopted by all clans present, and passed in accordance with republican Gadaa principles. Traditional Oromo values, rules, and regulations were taken into account when creating this law. The Oromo Gadaa system was designed to be flexible enough to handle newly arising problems and encounters. As such, it was able to adapt to changing circumstances and challenges. The council held at Hulled serves as a testament to the strength and resilience of the Sadacha Oromo people and their enduring commitment to upholding their cultural traditions and values.

The Oromo were pastoralists and semi-pastoralist in their original Home land and during their movement. However, after their movement, they started Mixed farming agriculture which entailed a sedentary way of life, this was true for the Jimmaa Oromo, following their settlement in the Gibe region the Oromo underwent transformations that gradually culminated in the emergency of monarchical states, it is a proper analysis to underscore here that internal factors necessities above all else state formation among the Mach specifically. the beginning of the sedentary way of life which was accompanied by agriculture, this refused some old assertions which claim that the Oromo monarchies that numbered above nine clans were brought into existence by external influence, particularly, in the Gibe region as a result of interaction with the other kingdoms.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this chapter, summary of the study, conclusions of the findings and recommendations were stated as follows.

5.1 Summary of the major findings

This research was conducted in Jimma Town. The main objective of this study was to examine Afan Oromo Terminology used in Tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum. Under the first Chapter of the paper, the researcher tried to discuss the background of the study, statements of the problem, objectives of the study, significance of the study, research questions, delimitations and limitation of the study. The researcher reviewed the related literature to the topic of the study in chapter two of this research. Under Chapter two, the researcher tried to discuss theoretical framework, definition tourism, meaning of terminology and theories of terminology deeply.

After completed the study, The researcher achieved what she intended to find from the study. The researcher clearly identified as there were too many Afan Oromo Terminology which have been used in tourism activities. Besides, the researcher found as employees have complete understanding Afan Oromo terminology which commonly used in the tourism sectors. Also, the researcher identified as billboards in the tourism sites were written in Afan Oromo terms in addition to other local language(Amharic) and international language(English).

5.2. Conclusions

The researcher concluded in this study that employees' have positive perception concerning use of Afan Oromo terminology in the studied areas. Though the study was conducted in Afan Oromo speakers' area, other language terminologies were used than Afan Oromo terminologies. However, the researcher identified as some common Afan Oromo Terminologies were being used in the study area. The major factors that hinder not using Afan Oromo terms commonly were the tourists' type who came from different areas. When they came from different areas, the language they used was also different. For this reason, the tourist guide tried to use the language

they could hear. In the studied areas, the researcher identified as other languages specifically Amharic terms were used in the studied areas even more than Afan Oromo terms. The billboards found in the studied areas were commonly written with both Amharic and Afan Oromo Languages.

5.3 Recommendations

In light of the limitations identified and findings of the study, the following are recommended as future research subjects:

1. The concerning body especially tourism organization leaders should give attention to Afan Oromo terminology in the study area that might have more advantageous to increase the number of tourist to the study area.

2. Workers of the site need to conduct research and find ways by which Afan Oromo Terminology should abundantly use in the study sector.

3. There is a need for regular workshops/training by the concerning body on Afan Oromo Terminology that should be used in the study area.

4. Finally, further investigations should be carried out on this issue which will consist of large number of samples of tourism sites and participants at different tourism areas; hence, it could help to re-assure the reliability and validity of this research paper.

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APPENDICES

Appendix I .Questionnaire for employees of Aba Jifar Palace and Jimma Museum

JIMMA UNIVERSITY

COLLEGE OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

MA IN LINGUISTICS

Dear Respondents,

The objective of this questionnaire is to gather information about the uses of Afan Oromo Terminology in your worksite. The information is needed for the MA thesis which is going to be done on the research entitled *Afan Oromo Terminology in Tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum.*

Your cooperation in providing the needed information plays a vital role for the success of the research. The answers are confidential and only used for the study. You should not write your name on the question paper. Therefore, you are kindly requested to fill in your answers to the questionnaires on the basis of the given instructions.

Thank you in advance!

The researcher

Part 1: Demographic information

Put a tick (√) mark in the appropriate box where necessary

1	**Age**		**21-33**		**27-39**	✓	**33-50**	✓	**Above 4**	
2	Sex	✓	Male		Female	✓				
3	Education		9-12 grades		College diploma		College degree		Others	✓
4	Mother tongue	✓	Afan Oromo		Amharic		Kafi Noonoo			
5	Ethnic group	✓	Oromo		Amhara		Kaffa			
6	Occupation	✓	Manager		Officer		Tourist guide		merchant	✓
7	Religion	✓	Muslim		Orthodox Christian	✓	Protestant		Catholic	✓

Part 2: Read thoroughly all the statements and indicate your agreement or disagreement by Putting (X) mark in the space provided according to the following scale: Strong disagree=1; Disagree=2; Not certain=3; Agree=4 and strongly agree=5

Workers' Understanding of Afan Oromo Terminology in the sector

No	ITEMS	ALTERNATES				
		1	2	3	4	5
1	Afan Oromo is used at my work place.					
2	Afan Oromo is used in Jimma Museum.					
3	Afan Oromo is used Aba Jifar Palace					
4	Tourist uses any language they wish when they when they come to tour in Jimma					
5	Afan Oromo words are commonly used in your worksite					
6	Tourists prefer Afan Oromo to other languages when they come to tour in Jimma					
7	Afan Oromo addresses tourists' interest and needs					

Appendix II: Terms relating to tourism activities in Afan Oromo

Table 4 Terms relating to tourism activities in Afan Oromo

No	Terms	Terms in Afan Oromo
1	Archeological remains of ancient cultures	Hambaalee seenaa kanaa durian
2	Architecture	Ogummaa harkaa
3	Artifact	Bobbocaharkaa
4	Arts	Oogummaa
5	Cave	Holqa
6	Cultural Tourism	Daawwannaa adaa
7	Dance	Daansii
8	Endemic Animals	Bineensota bakka tokko qofatti argaman
9	Religious Tourism	DaawwannaaAmantaa
10	Hand craft	OogummaaHarkaa
11	Horse Riding	GuluffiiFardaa
12	Hotel	Hoteela
13	Indigenous plants	Biqiloota Yeroodheeraaf Bakka Tokkotti argaman
14	Traditional medicine	Qorichaaadaa adaa
15	Local museum	Muuziyeemota naannoo
16	Local sport equipment	Meeshaalee Ispoortii naannoo

17	Manager	To'ataa
18	Monuments	Bobboca
19	Mountain	Gaara/Tulluu
20	Museum	God-ambaa
21	Music	Muuziqaa
22	Nature tourism	Daawwiiwantootauumamaa
23	Pilgrimage	Sochi bakkeewwaan qulqulluu' anittitaasifamu
24	Place for tourism	Bakkadaawwaannaa
25	Receptionist	Keessummeessaa/tu
26	Recreation	Bashannana
27	Religious holyday	Ayyaanotawaggaakanamantii
28	Religious Artifacts	BobbocootaAmanttiiibsan
29	Rituals	Ayyaaneffannaa/kabajannaa
30	Sculptures	Bobboca
31	Stable food	Nyaatabeekamoo
32	Local drinks	Dhugaatiinaannoo
33	Equipment for eating	Meeshaaleeittiinnyaata
34	Tour	Daawwii
35	Equipment for drinks	Meeshaaleeittiindhugan
36	Touring	Daawwachuu
37	Tourist	Daawwattoota
38	Cultural event	Ta'eewwanaadaa
39	Tourist guider	Daawwachiisaa
40	Holy place Visiting	DaawwannaaBakkeewwaanqulqulluu
41	Waterfall	Finca'aa

Appendix III: Common Afan Oromo Terminology in the tourism sector

There are many words that are used in tourism. They following are different types of words related to tourism. Which one do you use, or tourist commonly use at your work site? Indicate your agreement or disagreement by Putting (X) mark in the space provided according to the following scale: Never =1; rarely = 2; Sometimes =3; usually= 4 and always =5

No.	**Common Afan Oromo in Tourism**		**Level of agreements**				
			1	**2**	**3**	**4**	**5**
1.	Ajaa'ibsiisaa	Very admirable					
2.	Bashannana	Entertain					
3.	Bashannansiisaa	Enjoyable					
4.	Bohaarsaa	Entertainment					
5.	Daawwachiisaa	Tourist guider					

6.	Daawwachuu	Touring					
7.	Daawwannaa	Touring					
8.	Daawwataa	Tourist					
9.	Daawwattoota	Tourists					
10.	Daawwii	Tour					
11.	Dinqisiisaa	Remarkable/unique					
12.	Hawwataa	Attractive					
13.	Hawwisiisaa	Attractive					
14.	Hoteela	Hotel					
15.	Keessummeessaa	Receptionist					
16.	Naamusa	Discipline					
17.	Namtolchee	Artificial					
18.	Qabeenyauumamaa	Natural resource					
19.	To’ataa	Manager					
20.	Uumamaan	Natural					

Appendix IV: INTERVIEW GUIDE FOR PARTICIPANTS

1. What are Afan Oromo terminologies commonly used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?
2. How Afan Oromo Terminology is practiced in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum? Is Afan Oromo is used in your organization? Why?
3. What extent do fan Oromo Terminology is used in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?
4. How do you perceive Afan Oromo?
5. What are the factors that influence the use of Afan Oromo Terminology in tourism activities in case of Jimma Aba Jifar Palace and Jimma Museum?

Appendix V. Observation Checklist

Name of the sector_____

Date of Observation_____

Put a tick (√) mark in the appropriate box where necessary.

No.	**List of Activities**	Yes	No
1	Afan Oromo is widely used in tourism activities.	✓	
2	Common Tourist terminologies are used in Afan Oromo Language.	✓	
3	Tourists use Afan Oromo better than other languages.		✓
4	Billboards found in the study area are written in Afan Oromo.	✓	

Appendix VI: Document Review Checklist

Name of the Sector_____

NO.	**List of Afan Oromo Terminologies**		YES	NO
	Do the following words are used in documents of the sector?			
1	Daawwachuu	Touring		
2	Daawwii	Tour		
3	Daawwannaa	Touring		
4	Bashannana	Entertainment		
5	Bohaarsaa	Entrainment		
6	Bashannansiisaa	Enjoyable		
7	Dinqisiisaa	Remarkable		
8	Ajaa'ibsiisaa	Admirable		
9	Hawwisiisaa	Remarkable		
10	Hawwataa	Attractive		
11	Namtolchee	Artificial		
12	Uumamaan	Natural		
13	Daawwachiisaa	Guider		
14	Daawwataa	Tourist		
15	Daawwattoota	Tourists		
16	Keessummeessaa	Receptionist		
17	Hoteela	Hotel		
18	Qabeenyauumamaa	Natural resource		
19	To'ataa	Manager		
20	Naamusa	Disciplines		