

Scamto Episode #2

Tuesday, 02 June 2009

For all of us 'lanies', keen to know what darkies (black people) 'skinner' about- check out this episode as siringa (chat) to two time Loerie Award winner Lebo Motshegoa, the brains behind Township Talk – a dictionary that truly captures township lingo and promotes the recognition of kasi taal (township slang) as an advertising medium.

An English ad eMzantsi vandag is no longer feasible- convert it to kasi slang and Hola!, you connect with the black market. Lebo Motshegoa, Founder of Township Talk, noticed this gap and gave birth to a dictionary to authenticate the kasi language to assist the advertising industry in capturing young black consumers, using their day-to-day language.

Township Talk is a guide to Scamto, {Mzansi's township slang} born years ago when Bra'Lebza decided to compile a dictionary for his personal use while studying copywriting and marketing at the AAA School of Advertising. The hip pocket dictionary, now also available on CD bagged the 2003 and 2004 Loerie Awards for creativity...

True to his philosophy, of "Stay proud, stay black, however you define black, be that", Bra'Lebza went on to establish Foshizi (for real) from his bedroom in Orlando West, Soweto, in 2003- a black consumer insight agency that developed an online, lifestyle magazine that focuses on activities in and around Soweto (sowetorocks.com)...

The creative Sowetan, chats to us on this episode about all this and franchising the dictionary's fourth edition, which he plans to ship to as far afield as Nigeria this year... Yizo Bra'Lebza!

Full audio{audio}http://www.discussit.co.za/_media/_audio/itsp/ScamtoIT_Ep_2.mp3{/audio}

Download audio files Part 1

Part 1 {audio}http://www.discussit.co.za/_media/_audio/itsp/ScamtoIT_Episode_2_1.mp3{/audio}

Part 2 {audio}http://www.discussit.co.za/_media/_audio/itsp/ScamtoIT_Episode_2_2.mp3{/audio}

Part 3 {audio}http://www.discussit.co.za/_media/_audio/itsp/ScamtoIT_Episode_2_3.mp3{/audio}

Part 4 {audio}http://www.discussit.co.za/_media/_audio/itsp/ScamtoIT_Episode_2_4.mp3{/audio}