



**Jargon Junction**  
Let's Language!

N A R O  
G J

# ABOUT US

**M**arita Henning heads up Jargon Junction – a dynamic, vibrant and progressive language proficiency company. As a natural stickler and former secondary school principal of an English medium school for 23 years, Marita is well versed in high-quality language command in both teaching & learning and communication. In addition to her various academic education and language qualifications, she holds memberships at the South African Translators Institute and the Professional Editors' Guild.

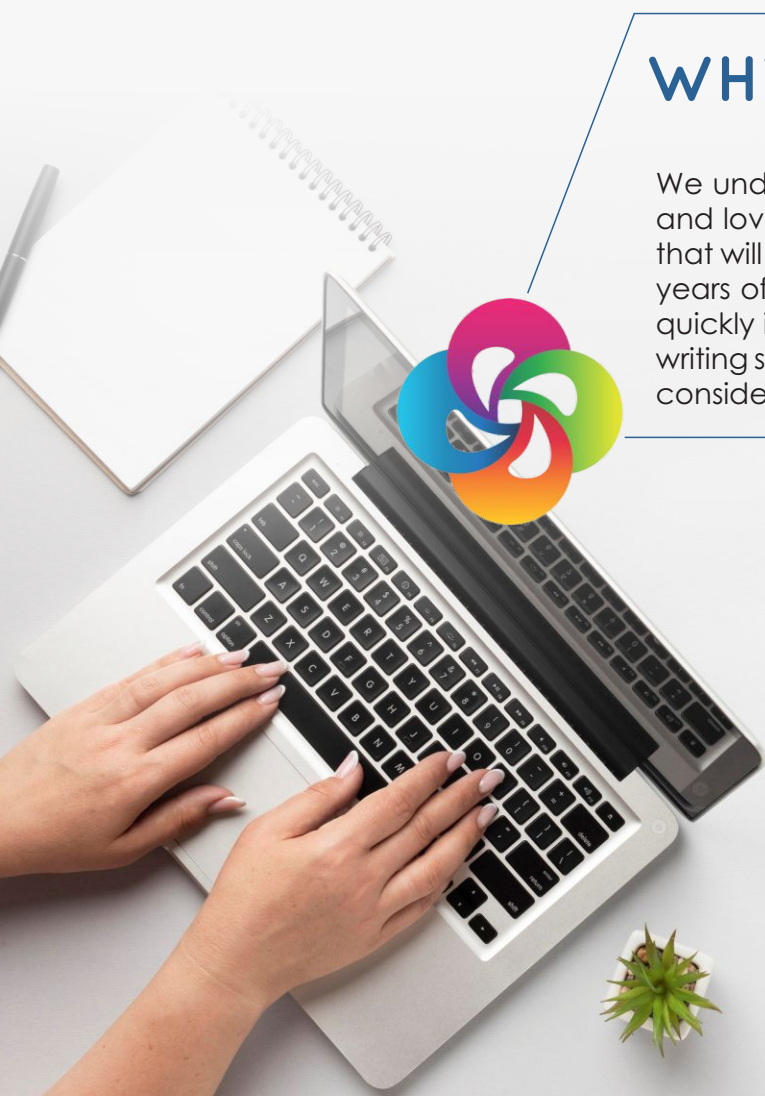
Because education and language go hand in hand and lie so close to Marita's heart, Jargon Junction is the language partner to turn to for help

with proofreading, editing, translating, and writing content. In a multilingual society such as ours, multiple acceptable lingos and jargon are used in informal everyday language. The challenge comes when one's credibility and authenticity hang in the balance in a more formal arena where English, only one of our official languages, is most commonly used for business and tertiary education.

With Jargon Junction, it is possible always to put your best foot forward and produce the highest standard of writing, free of grammatical and language errors, that will build trust in you or your business brand.

## WHY JARGON JUNCTION?

We understand language, and we love it. You know your story and love it, but you may not be able to write about it in a way that will always improve your credibility and professionalism. Our years of experience and honing our linguistic skills enable us to quickly identify mistakes and inconsistencies and create quality writing so that you don't have to concern yourself with it. You can consider Jargon Junction as your language insurance policy.



Professional  
**EDITORS**  
Guild

**SATI**  
SOUTH AFRICAN  
TRANSLATORS' INSTITUTE

*“ We sweat the small stuff, as attention to detail is as important as the content. A piece of writing riddled with mistakes unfortunately do more harm than good. ”*

– Marita Henning



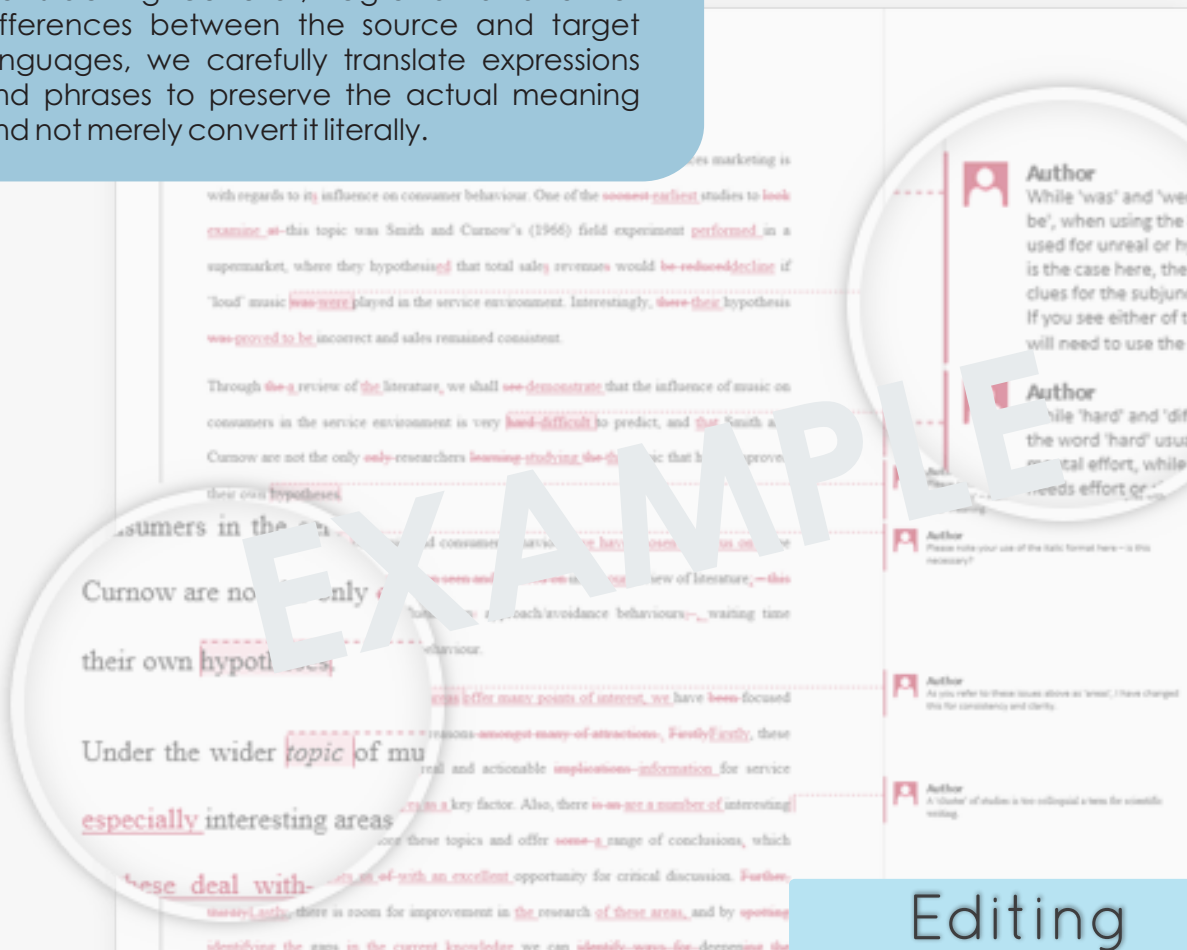
## Translation

Our translators specialise in translating from Afrikaans to English, and vice versa.

We make an effort not to rely solely on translating tools but to read and understand the text to accurately reflect the communication's original message, tone, intent, and content. Considering cultural, regional and other differences between the source and target languages, we carefully translate expressions and phrases to preserve the actual meaning and not merely convert it literally.

*Translation is that which transforms everything so nothing changes.*

- Gunther Grass



## Editing

### Content- and Copy-Editing

Editing can be an all-encompassing process of checking the overall quality of the document's content, but it can also be performed as two separate specialist functions focusing on either the content or the copy. Content editing aims to eliminate inconsistencies, factual errors and contradictions and improve story development, while copy-editing corrects simple mistakes like spelling, punctuation, capitalisation, grammar and tenses.

At Jargon Junction, we set out to do both types of editing on all work unless our clients specify that they require either content- or copy-editing.

Our editors ensure that the structure of your documents continues to flow logically and coherently through the use of sentences, paragraphs, chapters, and chronology. The editing step of your writing ensures that your work is free of grammatical mistakes, punctuation and other language errors and clearly presents ideas and information to the reader. As editors, we can rewrite whole lines, sentences or paragraphs if we deem it necessary to improve the overall flow and quality of the text.

When your writing leaves our desks, you can use it for its intended purpose with confidence and pride.

## Proofreading

As the final step in editing written work, proofreading is the safety net to catch any typographical errors and mistakes in grammar, style, spelling and punctuation that the writer or editor have missed.

Even when documents do not pass through an editing step, it is still essential to have a pair of fresh eyes carefully examine the written piece in its entirety. This ensures that our clients have peace of mind that their documents are ready to be utilised with no uncertainties about the quality of the content.

Proofreading is not limited to large documents and fiction but is vital in finalising business documents, marketing collateral, academic submissions, and more. Anything that can be written should be proofread.



*I was working on the proof of one of my poems all the morning and took out a comma. In the afternoon I put it back again.*

**- Oscar Wilde**

## Copywriting

We have found that the average person, and not only corporate businesses, need a copywriter's help from time to time to express their thoughts and ideas coherently. Our speciality is the writing of speeches for informal or personal occasions, and there is a demand for slightly more formal speeches and speech ideas. Examples of such events include birthday parties, weddings and church gatherings. We aim to help our clients leave a lasting impression by giving their audience inspirational thoughts to take home.

Writing is a skill and a pleasure, so our offering does not stop at speeches. We create various short pieces such as business documents, CVs, presentations and essays to your specifications. All we need is a solid guideline and clear expectations of the intended message, and we can get creative.

## Let's Language! for students

This is an all-in-one linguistic service aimed at students on all levels who need their assignments edited, proofread and made ready for submission. When studying in a language other than your home language and you don't have the necessary competence or language proficiency, this service is for you to ensure that you don't lose unnecessary marks on language use.

Teachers and lecturers also make use of this service to ensure that their lesson preparations and instructions, tests and examination papers comply with the necessary language requirements.



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060 578 5087



[info@jargonjunction.co.za](mailto:info@jargonjunction.co.za) / [marita@jargonjunction.co.za](mailto:marita@jargonjunction.co.za)



4 Wildebees Street, Greenhills (1759) Randfontein Gauteng SA

[www.jargonjunction.co.za](http://www.jargonjunction.co.za)