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The art of apologizing is rated on a scale of sincerity and subjectivity and can become a daunting task as not everyone takes an apology if they do not deem it as sincere. The word "ke" represents one being tired or losing hope in what they are saying a Nguni word that will bother the person at the receiving end.

Many that want to settle an argument but maintain their positions use the phrase 'Sorry ke' to indicate that they want the argument over with as they are notwithstanding their positions. This phrase has entered many corporate informal meeting discussions where people are aware of the implications of what they are saying and in the same breath they do not want to back away from their opinion.

The Insight? Kasi phrases are slowly making their way into every sphere of South African life and if you want to stay ahead of the curve be sure to be the ones who use these phrases in settings that normally would frown upon these phrases.

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