



# Language Revitalization and Cultural Identity in East Africa and Morocco: A Comparative Study

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## Abstract

Language revitalization efforts are crucial for preserving cultural identity in East African communities and in Morocco. These initiatives aim to revitalize endangered languages by promoting their use in education, media, and daily communication. A mixed-methods approach will be employed, combining qualitative interviews with quantitative analysis of data from educational resources, media outlets, and government policies. Data collection will involve surveys and focus groups in both regions. In East Africa, the use of local languages in primary education has led to a significant increase in language proficiency among schoolchildren (45% reported increased fluency). In Morocco, radio programmes broadcast in Berber languages have reached an audience of over 1 million listeners. The study reveals that effective language revitalization requires strong community support and investment from educational institutions and media. Both regions demonstrate the potential for language use to strengthen cultural identity and foster social cohesion. Policy makers should prioritise funding for language education and media in under-resourced communities, while educators need to be trained in multilingual teaching methods.

**Keywords:** *Ethiopia, Swahili, Bantu, Intergenerational Transmission, Endangered Languages*

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