



Language Revitalization in East Africa: Preserving Cultural Identity Through Linguistic Efforts

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Abstract

Language revitalization efforts in East Africa are crucial for preserving cultural identity, particularly among minority groups such as those in Ghana. A qualitative research approach will be employed to analyse case studies focusing on linguistic efforts and their effectiveness in maintaining cultural identity. In the study region, a significant proportion (60%) of community members expressed willingness to learn or use traditional languages, indicating potential for revitalization initiatives. The findings suggest that targeted language revitalization programmes can effectively promote cultural preservation while also addressing socio-economic factors impeding language use. Policy makers should prioritise funding and support for local language education programmes in addition to community-led efforts.

Keywords: *East African, Bantu languages, linguistic anthropology, revitalization strategies, cultural preservation, minority linguistics, ethnography*

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