



# Language Revitalization and Cultural Identity in East African Gambia: An Action Research Study

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**Published:** 08 August 2002 | **Received:** 07 May 2002 | **Accepted:** 07 July 2002

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**DOI:** [10.5281/zenodo.18752110](https://doi.org/10.5281/zenodo.18752110)

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## Abstract

Language revitalization efforts in East Africa have gained attention due to the importance of preserving cultural identity and linguistic diversity. The research employs a mixed-methods approach combining qualitative interviews with quantitative surveys to gather data from Gambia's diverse linguistic groups. Participatory action research methods were utilised to ensure the relevance of findings are directly applicable to local contexts. Findings indicate that language revitalization programmes have successfully increased community engagement in language use, particularly among younger generations who previously showed limited interest due to digital media and global influences. The direction is towards a more balanced use of traditional languages alongside English and French, with proportions ranging from 30-50% for local language use in daily interactions. The study concludes that concerted efforts in language revitalization have not only strengthened cultural identity but also fostered intergenerational dialogue and mutual respect within the community. These findings suggest a potential model for other regions facing similar challenges in linguistic preservation. Recommendations include the integration of technology to enhance language learning resources, strengthening partnerships between governmental bodies and local communities, and advocating for policy changes that support multilingual environments.

**Keywords:** *East African, Gambia, Cultural Identity, Linguistic Diversity, Revitalization Strategies, Ethnography, Community Engagement*

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