



Language Revitalization and Cultural Identity in East African Societies: A Policy Perspective

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Abstract

Language revitalization efforts in East Africa, particularly in South African contexts, are crucial for maintaining cultural identities amidst global linguistic homogenization. A qualitative approach was employed to review existing policies, interviews were conducted with stakeholders including educators, linguists, and community leaders, and case studies from South Africa were analysed for insights into successful language preservation practices. Language revitalization efforts in selected East African societies show a significant increase in the number of children learning ancestral languages at home, indicating a shift towards more integrated cultural identities through language education initiatives. Effective policies that combine community engagement with educational programmes have demonstrated success in fostering linguistic and cultural preservation among youth and adults. Promoting intergenerational knowledge transfer, integrating language into daily life contexts such as media and technology, and leveraging global partnerships for resources are recommended to enhance language revitalization efforts.

Keywords: *African, Bantu, Ethnography, Linguistic, Multilingualism, Preservation, Sub-Saharan*

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