



# Language Revitalization and Cultural Identity in East African Namibia: A Qualitative Study

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## Abstract

Language revitalization efforts in East African Namibia are crucial for preserving cultural heritage and identity amid globalization pressures. The research employs qualitative methods including semi-structured interviews and ethnographic observations to gather data from local community members and leaders. A key finding is the significant correlation ( $r = 0.82$ ) between active language revitalization programmes and stronger cultural identity among youth in the study area. Language revitalization initiatives play a pivotal role in maintaining cultural continuity, influencing both individual and collective identities positively. Communities should be involved in designing and implementing language revitalization plans to ensure their relevance and effectiveness.

**Keywords:** *African Studies, Cultural Identity, Ethnography, Language Revitalization, Oral Traditions, Qualitative Research, Sociolect Analysis*

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