



# Language Revitalization and Cultural Identity in East Africa: A Moroccan Perspective

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## Abstract

Language revitalization efforts in East Africa have gained attention as a means to preserve cultural identity and heritage. In Morocco, where linguistic diversity is significant, language revitalization programmes are increasingly seen as crucial for maintaining indigenous languages amidst rapid urbanization and globalization. The qualitative research design employed ethnographic methods, including participant observation, interviews, and document analysis to gather data from various stakeholders involved in language revitalization efforts across different regions of Morocco. Findings indicate that while language revitalization programmes have led to a noticeable increase in the use of indigenous languages within households and community settings, there is still room for improvement in terms of formal education integration and broader societal acceptance. Language revitalization efforts are pivotal in mitigating linguistic erosion but require more concerted strategies to ensure sustainable cultural preservation across Morocco's diverse communities. Recommendations include the incorporation of language classes into primary school curricula, fostering intergenerational dialogue about indigenous languages, and promoting public awareness campaigns that highlight the importance of preserving Moroccan linguistic diversity.

**Keywords:** *Morocco, East Africa, Heritage Languages, Cultural Identity, Ethnography, Linguistic Diversity, Oral Traditions*

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