



# Language Revitalization and Cultural Identity in East African Zambian Communities

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## Abstract

Language revitalization efforts in East African Zambian communities are crucial for preserving cultural identity and linguistic heritage amid increasing globalization pressures. A mixed-methods survey approach was employed, combining quantitative data from structured questionnaires and qualitative insights through semi-structured interviews. The sample included participants from four major ethnic groups within the surveyed region. The survey revealed a statistically significant positive correlation ( $p < .05$ ) between active engagement in revitalization programmes and respondents' perceived cultural identity strength, with over 75% of participants reporting increased self-identification with their native language and culture after participation in such initiatives. Language revitalization efforts are recognised as effective tools for bolstering cultural identity among Zambians, particularly when integrated into broader community development strategies. Communities should prioritise culturally sensitive language education programmes and foster collaborative partnerships between government agencies, educational institutions, and local communities to sustain these initiatives.

**Keywords:** *African, Ethnography, Linguistics, Heritage, Community Engagement, Cultural Studies, Multimethodology*

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