FACULTY OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LANGUAGES

AN ANALYSIS OF THE ROLE PLAYED BY ZIM-DIGITALISATION IN THE DEVELOPMENT OF INDIGENOUS LANGUAGES: A CASE STUDY OF TONGA

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ABSTRACT

The research is an analysis of the role played by Zim-digitalization in the development of indigenous languages using Tonga as a case study. The study aims to establish how Zim-digitalization is currently attempting to develop indigenous languages and evade language loss or endangerment. This analysis has been stimulated by the statutory policies passed by the Zimbabwean government in trying to curb language endangerment. The main objective of the research was to assess how Zim-digitalization is promoting the use and development and development of Tonga. The research also aims to investigate if there is change in the usage and preservation of indigenous languages. The researcher uses qualitative research and data was collected using interviews and observations. The investigator decide to use Habermas’ Public Sphere theory to carry out the study as the media acts as public service broadcasting. This study highlights how the marginalization of ‘minority’ languages in broadcasting is leading to language loss. From the findings the researcher concluded that Tonga language is still marginalized and excluded at a certain degree in the electronic media. Tonga language is only used to broadcast news. This research recommends that ZBC as the country’s only media company providing both television and radio service needs to adopt policies that will ensure equitable use of local languages. Such policies as the company’s internal language policy would eliminate the dominance of English, Shona and Ndebele on ZBCTV and marginalized languages like Tonga will gain more status.