

The Loss of Cultural and Language Identity by Black South Africans Due To Industrialisation/Urbanisation.

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ABSTRACT

Over the past century, there has been a dramatic increase in establishing a powerful link between language and sociocultural identity, as language also gives individuals and groups their identity. Certain concepts, which has been developed in a specific language, tell us about the culture in which a language is used. Language can be perceived to be more social in nature as it has a deep-rooted connection with its users and creators, thus making it difficult to separate the two. In view of the preceding contention, the study is aimed at, identifying the implications of industrialisation on urban black families and their language usage in South Africa. Specifically perusing, the extend industrialisation has disadvantaged/ diluted black languages, cultures and identities. And discover ways to re-energise black languages, cultures and identities in South Africa. The investigation was conducted within the framework of ethnography underpinned by qualitative research method used to collect data. Interviews and fieldwork (observations) as well as supporting documents from literature material were also used to collect and analyse data. The population comprised of three (3) members from the eight (Sesotho, IsiXhosa, IsiZulu, IsiNdebele, Setswana, Sepedi, Xitsonga, Tshivenda) black cultural groups in South Africa, native speakers in the Gauteng province and Free State province of South Africa. Findings revealed that language and culture has lost its value in black urban families, as there is no space for it in their current urban setting. Suggesting that a new lifestyle has been created that has limited usage of their own cultural values, norms and believe systems and that the youth is not interested in their cultural language.

Keywords: language, culture, identity, industrialisation, families.