Screening Diversity: Artificial Intelligence and Virtual Reality Strategies for Elevating Endangered African Languages in the Film and Television Industry

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Abstract : This study investigates the transformative role of Artificial Intelligence (AI) and Virtual Reality (VR) in the preservation of endangered African languages. The study is contextualized within the film and television industry, highlighting disparities in screen representation for certain languages in South Africa, underscoring the need for increased visibility and preservation efforts; with globalization and cultural shifts posing significant threats to linguistic diversity, this research explores approaches to language preservation. By leveraging AI technologies, such as speech recognition, translation, and adaptive learning applications, and integrating VR for immersive and interactive experiences, the study aims to create a framework for teaching and passing on endangered African languages. Through digital documentation, interactive language learning applications, storytelling, and community engagement, the research demonstrates how these technologies can empower communities to revitalize their linguistic heritage. This study employs a dual-method approach, combining a rigorous literature review to analyse existing research on the convergence of AI, VR, and language preservation with primary data collection through interviews and surveys with ten filmmakers. The literature review establishes a solid foundation for understanding the current landscape, while interviews with filmmakers provide crucial real-world insights, enriching the study's depth. This balanced methodology ensures a comprehensive exploration of the intersection between AI, VR, and language preservation, offering both theoretical insights and practical perspectives from industry professionals.
Keywords : language preservation, endangered languages, artificial intelligence, virtual reality, interactive learning
Conference Title : ICCFMS 2024 : International Conference on Cinema, Film and Media Studies
Conference Location : Cape Town, South Africa
Conference Dates : April 11-12, 2024