New Book Alert: **Digital Media and the Preservation of Indigenous Languages in Africa: *Toward a Digitalized and Sustainable Society*** by Fulufhelo Oscar Makananise, Shumani Eric Madima (Lexington Books- Rowman & Littlefield)

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Digital Media and the Preservation of Indigenous Languages in Africa: Toward a Digitalized and Sustainable Society presents cutting-edge epistemological debates, academic case studies, and empirical research from African scholars on the intersection of digital media technologies, artificial intelligence, and the preservation of Indigenous languages in the continent. This edited collection provides a methodology for African researchers, practitioners, and marginalized communities to integrate digital technologies into their lives to foster innovation, advance the documentation and preservation of underrepresented languages, and promote African-centered epistemologies. Contributors to this edited volume argue that African societies should acknowledge and embrace digital media platforms. Despite these platforms’ potential as sites of epistemic colonialism, they are essential for promoting ways of life that reflect the diversity and importance of Indigenous cultures. For Indigenous languages and local epistemologies to flourish in this rapidly evolving technological era, African communities must employ a variety of contemporary practices and strategies to document, protect, and preserve ways of being that have formerly been relegated to the periphery.

This book will appeal to both undergraduate and graduate students, scholars, and academics in communication, media studies, languages, linguistics, cultural studies, and indigenous knowledge systems in higher education institutions. The book will also be a valuable resource for students and scholars interested in participatory knowledge, indigenous language legacies, indigenous artificial intelligence, digital media, indigenous language preservation for sustainable digital African society in the Fourth Industrial Revolution, and artificial intelligence.

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