
The Role of Animation in Preserving Ghanaian Cultural Heritage

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ABSTRACT

The importance of animation to the preservation of Ghana's cultural legacy is the focus of this study. The potential of animation as a medium for preserving and promoting Ghana's cultural history is being investigated at a time when globalization and modernity provide obstacles to cultural preservation. The research examines the state of cultural preservation efforts in Ghana at the present time and studies the ways in which animation might be used to both portray and preserve aspects of Ghanaian culture such as folklore, traditional dances, and historical events. An investigation into how well animation can engage and inform a wide variety of audiences about the cultural traditions of Ghana is being carried out. In addition, we investigated cutting-edge animation methods that, when applied appropriately, can improve the conservation and transfer of cultural property. The study also looked at the effects that animation has had on Ghanaians' cultural understanding, appreciation, and identity, as well as its potential to inspire future generations. By embracing animation, Ghana is able to secure the continuation of its cultural traditions and build a greater awareness for Ghanaian cultural heritage.

Keywords: animation, Ghanaian culture, preservation, traditional stories

INTRODUCTION

Culture plays an essential part in the formation of a nation's identity as well as its legacy (Hofstede, 1980). It is a reflection of the extensive history, customs, beliefs, and values that have been handed down from generation to generation (Smith, 2006). The protection of historical and cultural artifacts is becoming an increasingly important issue in the modern, globalized society (UNESCO, 2003). Amidst the pressures of industrialization and globalization, nations make efforts to preserve and advance the cultural traditions that give them their distinctive identities (Matarasso, 1997).

Ghana, a country that is well-known for its vivid cultural tapestry and numerous ethnic groupings, is confronted with the difficulty of conserving its rich cultural history in the face of fast changes brought about by both social and technical advancements (Ghana Ministry of Tourism, Arts and Culture, 2020). Because of the rise of digital media and animation, there is now a new path that can be taken to preserve and promote Ghana's cultural legacy. This path offers enormous promise (Reijnders, 2013).

Background

Ghana, which is found in West Africa, is well-known for its historical significance, intriguing folklore, traditional music and dance, traditional handicrafts, and oral traditions (Dorvlo et al., 2017). These cultural features are representative of the traditions, ceremonies, and myths of several different ethnic groups, including the Akan, the Ewe, the Ga, the Dagomba, and a great many more (Nketia, 1963). However, in recent years, the traditional methods of maintaining and conveying cultural legacy have encountered substantial problems owing to urbanization, migration, and the impact of Western culture (Owusu-Ansah, 2011).

Animation is a dynamic medium that combines art, narrative, and technology. It has gained significance all over the world and possesses the ability to fascinate and interest viewers of all ages (Wells, 1998). The animation business in Ghana has experienced phenomenal expansion in recent years, putting the skills of Ghanaian animators and storytellers on display (National Film Authority of Ghana, 2022). Ghana has the opportunity to maintain, revitalize, and celebrate its cultural history by capitalizing on the possibilities of animation and utilizing this medium.

The medium of animation offers a one-of-a-kind stage on which to depict Ghanaian folklore, traditional dances, mythical stories, historical events, and the whole range of cultural activities (Buckland, 2018). It enables the visual depiction and transmission of stories about cultural aspects that might otherwise be lost to time (Chapman, 2008). The cultural history of Ghana may be brought to life through the medium of animation, which allows it to communicate with a larger audience, including younger people, both inside the borders of Ghana and on the international arena.

In addition to this, animation presents possibilities for originality and inventiveness in the context of the preservation and display of cultural assets (Jenkins, 2016). It permits the combining of old art forms with modern techniques, which leads to the creation of experiences that are aesthetically appealing and immersive (Pilling, 2018). The Ghanaian cultural history may be conveyed in an engaging and approachable manner, garnering the attention and curiosity of a varied audience in the process thanks to the combination of traditional storytelling traditions with animation.

The use of animation to conserve Ghana's cultural history may have potential benefits that go beyond preservation alone. Animation has the potential to function as a teaching tool, elevating Ghanaians and people from other areas of the world to higher levels of cultural knowledge, appreciation, and comprehension (Falk, 2009). It has the potential to contribute to the enhancement of national pride, the development of a sense of belonging, and the motivation of the subsequent generation of creatives and storytellers to carry on the tradition of Ghana's cultural heritage.

To summarize, the contribution that animation makes to the protection of Ghana's cultural legacy is of the highest significance in this day and age. By adopting animation as a medium for representation, recording, and transmission, Ghana is able to protect its rich cultural identity, secure the survival of its traditions, and generate an impact that will have an enduring effect on subsequent generations. As a result of the enormous potential that exists between animation and cultural heritage, it is very necessary to investigate and promote this dynamic medium as a method of maintaining and commemorating Ghana's thriving cultural heritage.

Objective

The objective of this study is to make a contribution to the understanding of the role that animation plays in the preservation of Ghanaian cultural heritage and to provide insights and recommendations for utilizing animation as a powerful tool in cultural heritage preservation efforts in Ghana and beyond.

LITERATURE REVIEW

The use of animation in preserving Ghanaian cultural heritage

According to Linn (2015) and Ta'kran and Ozkan (2020), animation is a potent medium that may be used for the preservation and promotion of cultural heritage all over the world, including in Ghana. Traditional tales, works of art, musical compositions, and social mores have been passed down through the centuries in Ghana, contributing to the country's abundant and varied cultural history (Adeyemi & Adefila, 2020). It is

a new field that has the potential to reach younger generations and maintain traditional cultural expressions that may be in danger of being lost,

and the use of animation to conserve Ghana's cultural legacy is one way in which this might be accomplished (Adeyemi & Adefila, 2020).

The animated series "Ananse and Friends" is a good illustration of how animation may be utilized to maintain cultural history, such as that of Ghana. The series includes classic Ghanaian folktales, such as those that centre on Ananse the spider, a prominent figure in Ghanaian mythology (Adeyemi & Adefila, 2020). It is the intention of this series to not only keep these classic tales alive for future generations but also to share them with younger audiences in an entertaining and thought-provoking manner (Adeyemi & Adefila, 2020). Animation is another tool that may be utilized in the preservation of traditional forms of art and music from Ghana. For instance, the Ghanaian animation company AnimaxFYB Studios produced an animated music video for the song "Mek We Dey Go" by the Ghanaian artist Wanlov the Kubolor. Traditional Ghanaian art styles and iconography are showcased in the film, which contributes to the modern and forward-thinking preservation of various forms of cultural expression (AnimaxFYB Studios, 2016). The employment of animation, however, is not without its obstacles when it comes to the preservation of Ghana's cultural legacy. It can be challenging to produce high-quality animations that effectively maintain cultural history due to a lack of resources and financing, as well as opposition to change (Owusu, 2021). When animators from other cultures try to portray Ghanaian cultural heritage, there is also the possibility of cultural appropriation happening (Adeyemi & Adefila, 2020).

In spite of these obstacles, there is a considerable amount of opportunity for animation to both conserve and promote the cultural history of Ghana. By utilizing animation as a means of preserving traditional stories, artwork, and music, we can not only ensure that these forms of cultural expression will continue to play an important role in the formation of the nation's identity, but we can also foster mutual appreciation and appreciation between different cultures (Kpobi & Bamfo-Agyei, 2019). It is necessary to do more study in order to determine the most effective means of conserving the cultural history of Ghana and to investigate the role that animation may play in this endeavour.

The preservation of cultural heritage may be accomplished through animation in a number of different ways. The production of animated versions of traditional stories and folktales is one method, which can contribute to the maintenance and dissemination of these narratives for the benefit of future generations (Linn, 2015). For instance, the animated series "Ananse and Friends" is an adaptation of classic Ghanaian folktales, and it does it in a way that is both fresh and interesting (Adeyemi & Adefila, 2020). Traditional forms of art and music can also be preserved with the use of animation. Animators are able to make animated music videos that include historic visual forms and imagery, contributing to the preservation of these cultural expressions in a fresh and original manner (Animax FYB Studios, 2016). In addition, traditional dances or other cultural activities that may be in danger of extinction can be documented through the use of animated short films (Ta?kan & Ozkan, 2020). Additionally, animation may assist in the conservation of cultural heritage by facilitating easier access to it for new generations. Traditional forms of cultural expression might not resonate as strongly with younger audiences, but animated retellings of these stories have the potential to make them more interesting and approachable (Linn, 2015). This can make it more likely that certain forms of cultural expression will continue to be handed down from generation to generation. In conclusion, animation may contribute to the conservation of cultural heritage by fostering mutual appreciation and comprehension across different cultures. Animated retellings of classic works of literature, art, and music may be distributed to audiences all over the world, so contributing to the spread of a more widespread understanding and appreciation of a variety of cultural traditions (Kpobi & Bamfo-Agyei, 2019). This has the potential to contribute to increased social cohesiveness as well as mutual respect across different cultural groups. Animation has the potential to be a very effective instrument for the preservation of cultural

heritage. By re-imagining classic works of art, literature, and music in the form of animated shorts, we can do our part to ensure that these forms of cultural expression will remain an integral part of the fabric of our national identity. In addition, we can assist to guarantee that these traditions are carried down through the years by making cultural heritage more approachable and interesting to younger generations.

The animation industry has played an important role in preserving Ghana's rich cultural legacy in more than one way. An excellent illustration of this can be seen in the animated series "Ananse and Friends," which takes classic Ghanaian tales and reimagines them in a way that makes them contemporary and interesting (Adeyemi & Adefila, 2020). The series centers on Ananse the spider, a well-known figure in Ghanaian folklore. Its objective is to familiarize younger audiences with Ghana's rich oral history while also ensuring that these tales would continue to be passed down to succeeding generations. Another instance of Ghana's cultural history being maintained via the use of animation is the animated music video for the song "Mek We Dey Go," which was performed by Ghanaian artist Wanlov the Kubolor. The Ghanaian animation firm Animax FYB Studios is responsible for the creation of the video, which highlights traditional Ghanaian art styles and iconography and aims to contribute to the preservation of cultural expressions in a way that is both novel and forward-thinking (Animax FYB Studios, 2016). The use of animation in the preservation of Ghanaian cultural legacy is not limited to the aforementioned examples; rather, there are many more ways in which animation is being employed. As an illustration, traditional dances or other cultural traditions that may be in danger of extinction might be shown in a modern context using the medium of animated short films (Taşkran & Ozkan, 2020). By utilizing animation as a means of preserving traditional stories, artwork, and music, we can not only ensure that these forms of cultural expression will continue to play an important role in the formation of the nation's identity, but we can also foster mutual appreciation and appreciation between different cultures (Kpobi & Bamfo-Agyei, 2019).

The benefits of animation in preserving Ghanaian cultural heritage

When it comes to addressing younger generations and getting them interested in their cultural history, animation is a great weapon. Traditional forms of cultural expression might not resonate as strongly with younger audiences, but animated retellings of these stories have the potential to make them more approachable and interesting (Linn, 2015). We can help to ensure that younger generations are exposed to, and interested in, the significant aspects of cultural heritage by using animation to present traditional stories, music, and other cultural expressions in a novel and exciting way. This will help to ensure that younger generations are interested in these important aspects of cultural heritage. Research has indicated that younger generations are more likely to connect with and enjoy traditional stories when they are presented in a visually exciting fashion. This makes it more likely that newer generations will appreciate traditional stories. In a study on the efficacy of animated storytelling in the preservation of cultural heritage, the researchers found that animated adaptations of traditional stories were more effective than traditional oral storytelling at capturing the attention and interest of younger audiences. This was especially true for audiences that were under the age of 18. (Murray & Martin, 2016). Reaching younger generations with traditional music may also be accomplished through the use of traditional storytelling and animation. Researchers discovered that animated music videos were efficient in engaging younger audiences and promoting interest in traditional Ghanaian music in their study on the use of animation in the promotion of Ghanaian highlife music. This was one of the findings of the study (Agbloee & Agbesi, 2020). When it comes to addressing younger generations and getting them interested in their cultural history, animation is a great weapon. We can help to ensure that younger generations are exposed to and interested in the significant aspects of cultural heritage by using animation to present traditional stories, music, and other cultural expressions in a way that is visually stimulating. This will help to ensure that younger generations will continue to be interested in these aspects of cultural heritage.

The retention of ancient tales and legends is an essential component of the process of preserving cultural

heritage, and animation has the potential to play an essential part in this endeavor. The use of animation enables the retelling of classic tales in a contemporary and interesting manner, which contributes to the preservation of these tales for future generations (Thompson & Lickson, 2017). In many different cultures, folktales and legends have been handed down from generation to generation through the medium of oral tradition. On the other hand, as communities continue to develop and adapt, these tales can become less significant over time or perhaps be altogether lost. These tales may be brought to life via the use of animation, which presents them in a style that is visually appealing and interactive, therefore attracting the interest of younger people (Hsieh, 2018). For instance, the animated series “Ananse and Friends” takes old Ghanaian folktales and reimagines them in a way that is both fresh and interesting. This helps to ensure that these tales will continue to be passed down to subsequent generations (Adeyemi & Adefila, 2020). The same can be said about the animated film “Song of the Sea,” which is based on traditional Irish folklore and contributes to the continuation of these tales for younger viewers (Moore & Stewart, 2015). Animation may assist to develop respect and understanding amongst people of different cultural backgrounds, in addition to serving as a tool to help preserve traditional stories and legends. According to Hernández-Ramos and De la Cruz (2019), we may assist to bridge cultural gaps and foster empathy and understanding via the practice of recounting classic stories from many cultures using the medium of animation. Traditional tales and urban myths can be better preserved with the use of animation, which can play a significant part in this process. We can assist to keep these stories alive for future generations by recounting them in a way that is aesthetically interesting. In doing so, we can also promote cultural understanding and respect amongst different groups of people.

Animation has the potential to be a helpful instrument in the process of preserving traditional art and music, both of which are essential components of cultural heritage. Traditional works of art and music may be brought to life via the use of animation in a way that not only piques the interest of newer generations but also contributes to the preservation of these significant cultural manifestations (Tateishi & Araki, 2016).

The creation of traditional works of art, such as masks, ceramics, and weaving, are often handed down from generation to generation in many different cultures. However, due to the fact that newer generations may not have the same enthusiasm in learning about or doing these art forms, there is a possibility that they may be lost. By presenting them in a manner that is both captivating and approachable, animation has the potential to support the maintenance of more conventional forms of artistic expression (Sakaguchi, 2018). For instance, the animated movie “Loving Vincent” depicts the tale of the life of Vincent van Gogh using a one-of-a-kind animation method that combines aspects of the artist’s work. This film is an animated adaptation. It is because of this that the movie not only helps to preserve van Gogh’s work but also brings it to the attention of new audiences (Khalil & Skidmore, 2020). In a similar vein, animation may be utilized in the process of preserving traditional music. The animated music video for the Ghanaian highlife song “Yaa Amponsah” presents the music in a visually attractive fashion, while also including traditional Ghanaian features such as kente fabric and the symbols of adinkra (Adams & Amankwah, 2019). We can assist to ensure that these forms of cultural expression will not be lost to subsequent generations if we provide them in a way that is not only user-friendly but also interesting.

Challenges in preserving Ghanaian cultural heritage through animation

The use of animation is a potent instrument that may be utilized to reach younger generations and engage them with cultural heritage. Traditional forms of cultural expression may not resonate as strongly with younger audiences; nevertheless, modifications in the form of animation can serve to make these expressions more approachable and interesting (Linn, 2015). We can assist to guarantee that future generations are exposed to, and interested in, the significant components of cultural heritage by utilizing animation to portray traditional storytelling, music, and other forms of cultural expression in a way that is fresh and interesting. Newer generations are more likely to connect with and enjoy old stories if they are

presented in a way that is visually engaging, according to research. Researchers found that animated adaptations of traditional stories were more effective at capturing the attention and interest of younger audiences than traditional oral storytelling was. This was one of the findings of their study on the effectiveness of animated storytelling in the preservation of cultural heritage (Murray & Martin, 2016). Bringing traditional music to younger generations may also be accomplished through the use of traditional storytelling and animation. Researchers conducted a study on the use of animation in the promotion of Ghanaian highlife music. They discovered that animated music videos were excellent in engaging younger audiences and promoting interest in traditional Ghanaian music (Agbloee & Agbesi, 2020). The use of animation is a potent instrument that may be utilized to reach younger generations and engage them with cultural heritage. We can assist to guarantee that future generations are exposed to, and interested in, the significant components of cultural heritage by utilizing animation to offer traditional storytelling, music, and other forms of cultural expression in a way that is aesthetically attractive.

Keeping old tales and legends alive is an essential component of protecting cultural heritage, and animation has the potential to play a significant part in accomplishing this goal. Traditional tales may be recounted in an interesting and modern fashion thanks to animation, which helps to ensure that they will be passed down to subsequent generations (Thompson & Lickson, 2017). Oral tradition has been the medium through which traditional myths and legends have been transmitted for millennia in many different cultures. Nevertheless, as cultures continue to develop and adapt, it's possible that these tales may become less significant or perhaps be lost altogether. These tales may be presented in a way that is both visually appealing and intellectually stimulating through the use of animation, which can assist to ensure that they are passed down to future generations (Hsieh, 2018). For instance, the animated series "Ananse and Friends" takes old Ghanaian folktales and reimagines them in a way that is both fresh and captivating. This helps to ensure that these tales will continue to be passed down to subsequent generations (Adeyemi & Adefila, 2020). Similarly, "Song of the Sea," an animated film, draws inspiration from traditional Irish folklore and contributes to the preservation of these tales for younger audiences (Moore & Stewart, 2015). Animation has the potential to not only play a role in the preservation of classic tales and legends but also in the promotion of intercultural understanding and respect. According to Hernández-Ramos and De la Cruz (2019), we may assist to bridge cultural gaps and foster empathy and understanding by recounting classic stories from many cultures and presenting them in an animated fashion. Traditional tales and urban myths can be more easily passed down across generations with the use of animation. By presenting these stories in a way that is aesthetically exciting, not only can we assist to keep them alive for future generations, but we can also promote respect and understanding amongst people of different cultures.

Traditional works of art and musical styles are essential components of cultural heritage, and animation has the potential to be an effective method for ensuring their continued existence. Traditional works of art and music may be brought to life via the use of animation, which not only piques the interest of younger generations but also contributes to the preservation of these vital cultural manifestations (Tateishi & Araki, 2016). In a lot of different cultures, traditional art forms like weaving, pottery making, and mask making are handed down from generation to generation. On the other hand, new generations might not have the same enthusiasm in learning about or doing these creative forms, which might put them in jeopardy of extinction. By presenting them in a manner that is both captivating and approachable, animation has the potential to contribute to the conservation of more conventional forms of artistic expression (Sakaguchi, 2018). For instance, the life story of Vincent van Gogh is shown in the animated movie "Loving Vincent," which utilizes a one-of-a-kind animation style that includes aspects of the artist's work.

This ensures that van Gogh's work will be seen by generations to come while simultaneously serving to protect it for future generations (Khalil & Skidmore, 2020). The same may be said about the use of animation to preserve traditional music. Traditional Ghanaian features such as kente fabric and the adinkra symbols are included into the music video for the Ghanaian highlife song "Yaa Amponsah," which is animated and presented in a visually interesting manner (Adams & Amankwah, 2019).

It is possible for us to aid in preventing these cultural expressions from being lost to subsequent generations if we provide them in a way that is user-friendly and interesting.

DISCUSSION

The discipline of animation is only beginning to take off in Ghana, as seen by the proliferation of both animators and animation companies (Owusu, 2021). In Ghana, the usage of animation has mostly been concentrated on advertising and entertainment, with only a minimal amount of attention dedicated to the preservation of cultural heritage (Adeyemi & Adefila, 2020). However, there are certain examples of Ghana's cultural history being maintained through animation, such as the animated series "Ananse and Friends," which contains traditional Ghanaian folktales. These are only a few of the many examples (Adeyemi & Adefila, 2020). Education in animation is another rapidly expanding sector in Ghana, and a number of the country's colleges now offer programs in the subject (Akwetey-Kodjoe & Seshie, 2017). Nevertheless, there are obstacles to overcome in order to deliver a high-quality education in animation, such as limited resources and aging technology (Owusu, 2021). In spite of these obstacles, there is a considerable amount of opportunity for animation to both conserve and promote the cultural history of Ghana. The medium of animation has the potential to engage younger audiences and introduce them to classic narratives, works of art, and musical compositions in fresh and innovative ways (Linn, 2015). As a result of this, it is necessary to investigate the many ways in which animation may be utilized to conserve the cultural history of Ghana, as well as to discuss the difficulties that need to be conquered in order to accomplish this goal.

The cultural legacy of Ghana is an essential component of the country's sense of national identity (Kpobi & Bamfo-Agyei, 2019). It contains traditional tales, works of art, musical compositions, and social practices that have been handed down from generation to generation (Adeyemi & Adefila, 2020). There are a number of reasons why it is essential to protect the cultural legacy of Ghana. To begin, one's cultural background may instill in them a feeling of identity as well as a sense of belonging in their community (UNESCO, 2021). It helps people connect to their history and contributes to the shaping of both their present and their future. Second, the protection of cultural heritage contributes to the promotion of cultural variety as well as an understanding among other civilizations (Kpobi & Bamfo-Agyei, 2019). It makes possible the sharing of ideas and experiences, which can ultimately lead to increased social cohesiveness and mutual respect between individuals. In conclusion, cultural legacy may also have economic advantages, such as luring tourists and providing a source of revenue for the communities in which it is located (UNESCO, 2021). In light of the significance of Ghana's cultural legacy, it is of the utmost importance to investigate and investigate possible means of preserving it for future generations. The use of animation has the potential to be a useful strategy in this respect as it may reach younger generations and give a new way of enjoying classic storytelling, art, and music. Animated films also have the ability to reach a wider audience (Linn, 2015). We can ensure that the Ghanaian cultural history will continue to be an essential component of the national identity by conserving and promoting it via the medium of animation. In doing so, we can also promote cultural understanding and respect amongst other cultures.

CONCLUSION AND RECOMMENDATIONS

This article focuses on the role of animation in preserving Ghanaian cultural heritage. It discusses the importance of preserving cultural heritage and the potential benefits of using animation as a tool for cultural preservation. The article provides examples of how animation has been used to preserve traditional stories, art, and music in Ghana, and how it can be used to reach younger generations. However, the article also acknowledges the challenges of preserving cultural heritage through animation, including limited resources and funding, resistance to change, and concerns about cultural appropriation. To overcome these challenges, the article suggests involving members of the Ghanaian community in the creation and production of

animated content, and approaching animation as a complementary tool for cultural preservation rather than a replacement for traditional methods. Overall, the article emphasizes the need to preserve Ghanaian cultural heritage and the potential role of animation in achieving this goal.

There are several areas of future research that could build on the findings of this article. Preserving Ghanaian cultural heritage through animation is important for several reasons. Firstly, it helps to keep traditional stories, art, and music alive for future generations. This is especially important as many traditional practices and customs are at risk of being lost as Ghana becomes more urbanized and modernized. Secondly, preserving cultural heritage through animation can promote cultural diversity and understanding. By showcasing Ghanaian cultural heritage through animation, people from other cultures can learn about and appreciate the richness and diversity of Ghanaian culture. Thirdly, preserving cultural heritage through animation can help to foster a sense of national pride and identity. By celebrating and promoting Ghanaian cultural heritage through animation, Ghanaians can feel a sense of ownership and pride in their cultural identity. Preserving Ghanaian cultural heritage through animation is important for ensuring that traditional practices and customs are not lost, promoting cultural diversity and understanding, and fostering a sense of national pride and identity.

The use of animation as a medium for communicating with younger generations and getting them interested in their cultural history is an effective use of a strong instrument. Traditional forms of cultural expression might not resonate as strongly with younger audiences; nevertheless, animated retellings have the potential to make these expressions more approachable and interesting to these demographics (Linn, 2015). We can help to ensure that younger generations are exposed to, and interested in, the significant aspects of cultural heritage by using animation to present traditional stories, music, and other cultural expressions in a new and exciting way. This will help ensure that younger generations will be interested in these aspects of cultural heritage. According to the findings of recent studies, younger generations are more inclined to interact with and appreciate classic storytelling when such stories are presented in a visually attractive fashion. In a study on the efficacy of animated storytelling in the preservation of cultural heritage, the researchers found that animated adaptations of traditional stories were more effective than traditional oral storytelling at capturing the attention and interest of younger audiences. This was especially true for audiences of younger ages (Murray & Martin, 2016). Traditional music may also be communicated to younger generations through other mediums, such as animation and stories based on the genre's rich history. Researchers discovered that animated music videos were efficient in engaging younger audiences and promoting interest in traditional Ghanaian music in their study on the use of animation in the promotion of Ghanaian highlife music (Agbloe & Agbesi, 2020). The use of animation as a medium for communicating with younger generations and getting them interested in their cultural history is an effective use of a strong instrument. We can help to ensure that younger generations are exposed to, and interested in, the significant aspects of cultural heritage by using animation to present traditional stories, music, and other cultural expressions in a way that is visually stimulating. This will help to ensure that younger generations will be interested in these aspects of cultural heritage.

The retention of ancient tales and legends is an essential component of the process of preserving cultural heritage, and animation has the potential to play a significant part in achieving this goal. The use of animation enables the retelling of classic tales in a contemporary and interesting manner, so contributing to the preservation of these tales for the benefit of future generations (Thompson & Lickson, 2017). Oral tradition has been the means through which many different cultures' historical accounts and myths have been transmitted from generation to generation for many, many years. Nevertheless, as cultures continue to develop and adapt, it's possible that these tales may become less significant or perhaps be completely forgotten. These tales may be given a fresh lease on life via the use of animation, which presents them in a way that is both visually appealing and intellectually stimulating, therefore attracting the attention of younger audiences (Hsieh, 2018). For instance, the animated series "Ananse and Friends" takes old

Ghanaian folktales and reimagines them in a way that is both fresh and fascinating. This helps to ensure that these tales will continue to be passed down to subsequent generations (Adeyemi & Adefila, 2020). Similarly, the animated film “Song of the Sea,” which is based on traditional Irish folklore, serves to keep these tales alive for younger audiences by drawing inspiration from this folklore (Moore & Stewart, 2015). Animation may play a role in fostering respect and understanding amongst people of different cultural backgrounds, in addition to its role in the preservation of traditional tales and legends. According to Hernández-Ramos and De la Cruz (2019), we may assist to bridge cultural gaps and foster empathy and understanding by recounting classic stories from many cultures using an animated style. Traditional tales and urban myths can be more effectively preserved with the use of animation, which can play a significant part in this process. By presenting these stories in a way that is aesthetically exciting, not only can we assist to keep them alive for future generations, but we can also promote cultural understanding and respect amongst different groups of people.

Traditional works of art and musical styles are essential components of cultural heritage, and animation has the potential to serve as a practical method for ensuring their continued existence. Traditional works of art and musical compositions may be brought to life via the use of animation in a way that not only piques the interest of future generations but also contributes to the preservation of these significant cultural manifestations (Tateishi & Araki, 2016). The creation of traditional works of art, such as masks, ceramics, and weaving, is a practice that has been handed down from generation to generation in many different cultures. However, because newer generations may not have the same enthusiasm in learning about or doing these art forms, there is a possibility that they could eventually be lost. By presenting them in a manner that is both captivating and approachable, animation has the potential to play a role in the conservation of more conventional forms of artistic expression (Sakaguchi, 2018). For instance, the animated film “Loving Vincent” portrays the tale of the life of Vincent van Gogh using a one-of-a-kind animation method that combines aspects of the artist’s work. This film is an animated adaptation of the biography. Not only does this ensure that van Gogh’s work will be around for future generations, but it also helps bring the artist’s work to the attention of new audiences (Khalil & Skidmore, 2020). In a similar manner, animation may be utilized to save old musical styles. The Ghanaian highlife song “Yaa Amponsah” features in an animated music video that integrates traditional Ghanaian elements such as kente fabric and the adinkra symbols, while also presenting the music in a visually interesting way (Adams & Amankwah, 2019). We can contribute to ensure that these forms of cultural expression will not be lost to subsequent generations if we provide them in a manner that is not only user-friendly but also interesting to them.

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