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## Revitalization of Imagery through Proverbs: The Case of Northern Sotho Language in South Africa

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ABSTRACT Proverbs, as part of folklore, include traditions, customs, beliefs, superstitions and legends of ancient people living today. They form a source in which the African people in general, including the Northern Sotho people in particular, can find the general rules which have full authority over human culture. This implies that they form part of human behaviour. Since they are used in different situations to match the particular needs, they must be understood in their context as they portray the actual life of the Northern Sotho people. The main aim of this paper is to ensure that people fit into the dictates of their own cultural environment, besides satisfying their needs as individuals. The principal observation is that since proverbs express the human monument, the basic human nature has not really changed. The individual's survival depends on the community.