

Political communication and ethnic diversity: Cameroon and Canada in comparative perspective

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ABSTRACT

This study falls within SDG Focus Goal 16: Peace, Justice and Strong Institutions — Target 16.6: Develop effective, accountable and transparent institutions at all levels; Target 16.7: Ensure responsive, inclusive, participatory and representative decision-making at all levels; Target 16.10: Ensure public access to information and protect fundamental freedoms.

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This study examines the comparative approaches to political communication in contexts of ethnic diversity in Cameroon and Canada, focusing on how each country's historical legacies, institutional frameworks, and communication strategies shape the management of ethnic and linguistic pluralism. The research analyzes the discursive construction of national unity, the treatment of minority grievances, and the role of media and political institutions in either mitigating or exacerbating identity-based conflicts. A comparative analysis was conducted examining primary and secondary sources including academic research, policy documentation, institutional reports, and contemporary case studies covering recent decades to 2025-2026.

Cameroon presents a complex landscape where political communication around ethnic diversity has been fundamentally shaped by the country's bifurcated colonial heritage. With over 230 ethnolinguistic groups and a foundational division between anglophone and francophone territories, the postcolonial state has deployed a "discursive, overhanging and propagandistic system" centered on watchwords such as "national unity," "integration," and "unity in diversity" to neutralize ethno-identity conflict and preserve power. However, this official discourse masks deep tensions. The "anglophone problem," rooted in perceptions of cultural, economic, and political discrimination following the 1972 abandonment of federalism, has since 2016 mutated into a secessionist war that has produced thousands of deaths and hundreds of thousands of displaced persons. The conflict has exposed the limits of Cameroon's diversity discourse, which, unlike in Western contexts, addresses ethnic diversity less in terms of race or immigration than as a function of precolonial and (post)colonial ethnicity. Research demonstrates that the rigid, centralized approach to managing identity claims has pushed some groups toward armed violence, threatening national disintegration.

Canada presents a contrasting picture where official multiculturalism, constitutional protections, and institutional accommodation have created a framework for managing diversity that, while not without challenges, has significantly reduced the risk of identity-based civil conflict. The country's linguistic duality (English and French) is constitutionally recognized, and the Multiculturalism Act protects societal multilingualism as a resource for inclusive participation. Recent research confirms that institutionalization of identity conflicts through constitutional and institutional arrangements has allowed Canada to reduce violent conflict risks, whereas Cameroon's rigidity has led to armed violence. In the contemporary political landscape, ethnic communities are

COMING SOON

increasingly visible actors. With immigrants representing 23% of the population (over 8.3 million people) as of 2021, political parties are pouring unprecedented resources into multilingual advertising . The 2025 federal election has seen the Conservative Party invest heavily in Punjabi-language ads addressing community concerns like extortion and crime, while parties compete for votes in the South Asian, Chinese, and Filipino communities that constitute over 60% of British Columbia's Lower Mainland population . Research on South Asian diaspora political engagement reveals that multilingual civic participation—through WhatsApp groups, faith-based spaces, and community networks—constitutes an essential dimension of Canadian democracy, challenging narrow definitions of political engagement focused solely on voter turnout . However, challenges persist. A 2025 field experiment with constituency offices found that emails sent in French were less likely to receive responses than those in English, particularly from anglophone MPs and ridings with few francophones, revealing linguistic discrimination within ostensibly bilingual institutions .

Both countries demonstrate significant interplay between political communication strategies and ethnic diversity outcomes. Cameroon's challenge lies in the growing disconnect between official unity discourse and the lived realities of marginalized groups, particularly anglophones whose grievances have escalated into armed conflict. Canada's challenge lies in ensuring that formal multicultural policies translate into substantive inclusion, addressing persistent linguistic discrimination and ensuring that ethnic communities' political engagement is recognized and valued beyond election cycles. Neither country has fully resolved the tension between managing diversity and ensuring genuine inclusion.

Effective political communication in ethnically diverse societies requires: (1) recognition of historical legacies and their ongoing impact on identity formation; (2) institutional frameworks that accommodate rather than suppress minority claims; (3) discursive strategies that move beyond slogans to address substantive grievances; (4) multilingual communication that enables genuine participation; (5) media environments that represent diverse voices; (6) political parties that engage ethnic communities as partners rather than vote banks; (7) continuous monitoring of discrimination in public services; and (8) willingness to adapt institutional arrangements when existing frameworks prove inadequate.

COMING SOON

KEYWORDS: Political communication, ethnic diversity, Cameroon, Canada, multiculturalism, anglophone crisis, linguistic duality, multilingual democracy, SDG 16, national unity, identity politics.

RÉSUMÉ (French Version)

Cette étude examine les approches comparatives de la communication politique dans des contextes de diversité ethnique au Cameroun et au Canada, en se concentrant sur la manière dont les héritages historiques, les cadres institutionnels et les stratégies de communication de chaque pays façonnent la gestion du pluralisme ethnique et linguistique. La recherche analyse la construction discursive de l'unité nationale, le traitement des griefs des minorités et le rôle des médias et des institutions politiques dans l'atténuation ou l'exacerbation des conflits identitaires. Une analyse comparative a été menée en examinant des sources primaires et secondaires, y compris la recherche académique, la documentation politique, les rapports institutionnels et des études de cas contemporaines couvrant les dernières décennies jusqu'en 2025-2026.

Le Cameroun présente un paysage complexe où la communication politique autour de la diversité ethnique a été fondamentalement façonnée par l'héritage colonial bifurqué du pays. Avec plus de 230 groupes ethnolinguistiques et une division fondamentale entre les territoires anglophones et francophones, l'État postcolonial a déployé un "système discursif, surplombant et propagandiste" centré sur des mots d'ordre tels que "l'unité nationale", "l'intégration" et "l'unité dans la diversité" pour neutraliser les conflits ethno-identitaires et préserver le pouvoir. Cependant, ce discours officiel masque de profondes tensions. Le "problème anglophone", enraciné dans des perceptions de discrimination culturelle, économique et politique suite à l'abandon du fédéralisme en 1972, a depuis 2016 muté en une guerre sécessionniste qui a produit des milliers de morts et des centaines de milliers de déplacés. Le conflit a révélé les limites du discours camerounais sur la diversité qui, contrairement aux contextes occidentaux, aborde la diversité ethnique moins en termes de race ou d'immigration qu'en fonction de l'ethnicité précoloniale et (post)coloniale. La recherche démontre que l'approche rigide et centralisée de la gestion des revendications identitaires a poussé certains groupes vers la violence armée, menaçant la désintégration nationale.

COMING SOON

Le Canada présente un tableau contrasté où le multiculturalisme officiel, les protections constitutionnelles et l'accommodement institutionnel ont créé un cadre de gestion de la diversité qui, bien que non sans défis, a considérablement réduit le risque de conflit civil identitaire. La dualité linguistique du pays (anglais et français) est constitutionnellement reconnue, et la Loi sur le multiculturalisme protège le multilinguisme sociétal comme ressource pour une participation inclusive. Des recherches récentes confirment que l'institutionnalisation des conflits identitaires par le biais d'aménagements constitutionnels et institutionnels a permis au Canada de réduire les risques de conflits violents, alors que la rigidité du Cameroun a conduit à la violence armée. Dans le paysage politique contemporain, les communautés ethniques sont des acteurs de plus en plus visibles. Avec les immigrants représentant 23 % de la population (plus de 8,3 millions de personnes) en 2021, les partis politiques investissent des ressources sans précédent dans la publicité multilingue. L'élection fédérale de 2025 a vu le Parti conservateur investir massivement dans des annonces en pendjabi abordant les préoccupations communautaires comme l'extorsion et la criminalité, tandis que les partis se disputent les voix des communautés sud-asiatiques, chinoises et philippines qui constituent plus de 60 % de la population du Lower Mainland en Colombie-Britannique. La recherche sur l'engagement politique de la diaspora sud-asiatique révèle que la participation civique multilingue—via les groupes WhatsApp, les lieux de culte et les réseaux communautaires—constitue une dimension essentielle de la démocratie canadienne, remettant en question les définitions étroites de l'engagement politique centrées uniquement sur la participation électorale. Cependant, des défis persistent. Une expérience de 2025 menée auprès des bureaux de circonscription a révélé que les courriels envoyés en français étaient moins susceptibles de recevoir une réponse que ceux en anglais, en particulier de la part des députés anglophones et des circonscriptions comptant peu de francophones, révélant une discrimination linguistique au sein d'institutions ostensiblement bilingues.

Les deux pays démontrent une interaction significative entre les stratégies de communication politique et les résultats en matière de diversité ethnique. Le défi du Cameroun réside dans le fossé croissant entre le discours officiel sur l'unité et les réalités vécues des groupes marginalisés, en particulier les anglophones dont les griefs ont dégénéré en conflit armé. Le défi du Canada réside dans la garantie que les politiques multiculturelles formelles se traduisent par une inclusion substantielle, en remédiant à la discrimination linguistique persistante et en veillant à ce que

COMING SOON

l'engagement politique des communautés ethniques soit reconnu et valorisé au-delà des cycles électoraux. Aucun des deux pays n'a pleinement résolu la tension entre la gestion de la diversité et la garantie d'une inclusion authentique.

Une communication politique efficace dans les sociétés ethniquement diverses nécessite : (1) la reconnaissance des héritages historiques et de leur impact continu sur la formation de l'identité ; (2) des cadres institutionnels qui accommodent plutôt que répriment les revendications des minorités ; (3) des stratégies discursives qui vont au-delà des slogans pour aborder les griefs substantiels ; (4) une communication multilingue permettant une participation authentique ; (5) des environnements médiatiques représentant des voix diverses ; (6) des partis politiques qui engagent les communautés ethniques comme partenaires plutôt que comme réservoirs de voix ; (7) une surveillance continue de la discrimination dans les services publics ; et (8) une volonté d'adapter les arrangements institutionnels lorsque les cadres existants s'avèrent inadéquats.

MOTS-CLÉS : Communication politique, diversité ethnique, Cameroun, Canada, multiculturalisme, crise anglophone, dualité linguistique, démocratie multilingue, ODD 16, unité nationale, politiques identitaires.

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11. INTRODUCTION

The relationship between political communication and ethnic diversity constitutes one of the most pressing challenges for contemporary governance. How states speak about and to their diverse populations—the narratives they construct, the channels they employ, and the responsiveness they demonstrate—fundamentally shapes whether ethnic pluralism becomes a source of national strength or a fault line for conflict. SDG 16 explicitly recognizes this through targets on inclusive decision-making (16.7), accountable institutions (16.6), and public access to information (16.10).

COMING SOON

This study examines two countries that offer profound insights into the relationship between political communication and ethnic diversity: Cameroon and Canada. These nations, both marked by colonial legacies of English-French division, yet with dramatically different trajectories in managing their diverse populations, illuminate the possibilities and perils of political communication in multicultural societies.

Cameroon, often described as "Africa in miniature" for its extraordinary diversity, is home to over 230 ethnolinguistic groups and a foundational bifurcation between anglophone and francophone territories. Since independence, the postcolonial state has deployed a discursive system centered on "national unity," "integration," and "unity in diversity" to manage this complexity. Yet beneath this official rhetoric lie deep tensions. The "anglophone problem"—rooted in perceptions of cultural, economic, and political discrimination following the 1972 abandonment of federalism—has since 2016 escalated into a secessionist war that has produced thousands of deaths and hundreds of thousands of displaced persons. The conflict exposes the limits of a diversity discourse that, unlike in Western contexts, addresses ethnicity less in terms of race or immigration than as a function of precolonial and (post)colonial identity. Research demonstrates that institutional rigidity toward identity claims has pushed groups toward armed violence, threatening national disintegration.

Canada presents a contrasting picture where official multiculturalism, constitutional protections, and institutional accommodation have created a framework for managing diversity that has significantly reduced the risk of identity-based civil conflict. The country's linguistic duality is constitutionally recognized, and the Multiculturalism Act protects societal multilingualism as a resource for inclusive participation. With immigrants now constituting 23% of the population, political parties invest heavily in multilingual outreach, and ethnic media serve as vital channels for democratic engagement. Yet challenges persist: recent research reveals linguistic discrimination in constituency services, with French-language emails receiving fewer responses. The contrast between Canada's managed pluralism and Cameroon's escalating crisis illuminates critical questions for political communication and SDG 16.

2. LITERATURE REVIEW

2.1 Political Communication and Ethnic Diversity: Theoretical Foundations

Political communication in ethnically diverse societies operates at the intersection of discourse, identity, and power. How states and political actors represent diversity—through official narratives, policy frameworks, and everyday communication—shapes both the self-understanding of ethnic groups and the possibilities for conflict or cooperation. The concept of "governmentality" has been deployed to analyze how diversity discourse functions as a technique of governance, constructing particular understandings of difference while foreclosing others .

A key insight from comparative research is that the institutional treatment of identity claims fundamentally shapes conflict trajectories. Where states accommodate minority demands through constitutional and institutional arrangements, the risks of violent conflict diminish. Where states maintain rigid, centralized approaches, groups may resort to armed violence .

2.2 Cameroon: Unity Discourse and the Anglophone Crisis

The Colonial Legacy and Demographic Complexity: Cameroon's contemporary ethnic landscape is inseparable from its unique colonial history. The territory was first colonized by Germany, then after World War I divided between France and Britain under League of Nations mandates. This bifurcated colonial heritage produced a state with two distinct administrative, legal, and educational systems—one francophone, one anglophone—that were joined after independence. Today, the country counts over 230 ethnolinguistic groups, making it one of Africa's most diverse nations . In rural areas, 90% of the population speaks at least one local language, though French dominates official domains.

The Official Diversity Discourse: Since the postcolonial period, the Cameroonian state has developed what researchers term a "discursive, overhanging and propagandistic system" aimed at neutralizing ethno-identity conflict and preserving power . Key watchwords structure this unitary ideology:

- **"Reunification"** – referencing the 1961 union of francophone and anglophone territories

COMING SOON

- **"National unity"** – the paramount value invoked across official communications
- **"National integration"** – the process of forging unity from diversity
- **"Cultural diversity"** – acknowledged as a reality but framed within unitary discourse
- **"Unity in diversity"** – the foundational slogan seeking to reconcile pluralism with national cohesion

This discourse serves a strategic function: "neutralizing the Franco-British colonial heritage and bringing English-speaking secessionist forces back into the national arena". The notion of diversity and its accompanying communication are central to building consensus around national unity.

However, research highlights that in Cameroon and much of Africa, the notion of diversity "refers to precolonial and (post) colonial ethnicity," unlike in Western contexts where categories of race, gender, sexual orientation, immigration, social class, and age are particularly mobilized . This difference has profound implications for how diversity is discussed and managed.

The Anglophone Problem and Its Evolution: The "anglophone problem" refers to longstanding grievances among Cameroon's English-speaking minority (approximately 20% of the population) concerning perceived discrimination by the francophone majority. These grievances trace to the 1972 constitutional reform that abolished the federal system established at independence, centralizing power in Yaoundé and progressively assimilating anglophone institutions .

For decades, anglophone demands focused on federalism or constitutional reform within a unified Cameroon. However, the state's rigid response to peaceful advocacy transformed the conflict. In 2017, the government used anti-terror legislation to ban two anglophone advocacy groups—the Southern Cameroon National Council (SCNC) and the Cameroon Anglophone Civil Society Consortium (CACSC)—pushing the conflict toward armed confrontation .

Since 2016, the situation has mutated into a full-scale secessionist war, with anglophone separatists declaring an independent "Ambazonia." The conflict has produced thousands of deaths and hundreds of thousands of internally displaced persons and refugees in Nigeria . The crisis is not solely linguistic but encompasses "themes include political power, inequality, colonial legacies, and state structure" .

COMING SOON

Institutional Rigidity and Conflict Escalation: Comparative research confirms that Cameroon's institutional rigidity toward identity claims has been catastrophic. Amadou Ghouenzen Mfondi's doctoral thesis argues that "the rigidity of institutions and public authorities vis-à-vis identity claims and demands for recognition has pushed certain groups to resort to armed violence, leading the country into a risk of disintegration". This contrasts sharply with Canada, where institutionalization of identity conflicts through constitutional arrangements has reduced violent conflict risks.

The Political Context of Communication: Cameroon's political communication operates within an autocratic framework. The Bertelsmann Transformation Index 2024 describes Cameroon as "an autocracy with a façade of democratic republican institutions that have not developed a life of their own". The president, Paul Biya, has held power since 1982 and removed term limits in 2008. The National Assembly and Senate function as "arenas where the regime can placate the ambitions of elites through patronage and corruption".

Freedom of expression is significantly restricted. State media is under strict government control, and private media representatives are often intimidated. The National Communication Council frequently bans newspapers and sanctions journalists for reporting on censored issues. This controlled media environment means that alternative narratives—including those of anglophone separatists—are excluded from official communication channels.

Electoral Dynamics and Ethnic Polarization: Elections in Cameroon occur amidst deep ethnic and linguistic polarization. In the 2025 election, 92-year-old Paul Biya was sworn in for another seven-year term amidst opposition accusations of fraud. In anglophone regions, turnout was "abysmally low" in the 2020 legislative elections, with candidates who participated violently targeted by separatist groups. The median age in Cameroon is 18-19, yet the voting age is 20, further distancing political institutions from the population.

2.3 Canada: Multiculturalism, Multilingual Democracy, and Persistent Challenges

COMING SOON

Official Multiculturalism and Constitutional Framework: Canada's approach to ethnic diversity is fundamentally different from Cameroon's. The country adopted official multiculturalism in 1971, later enshrined in the 1982 Canadian Charter of Rights and Freedoms and the 1988 Multiculturalism Act. This framework recognizes cultural diversity as a fundamental characteristic of Canadian society and commits the government to preserve and enhance multicultural heritage.

Crucially, Canada's constitutional framework also recognizes linguistic duality. The Official Languages Act (1969, revised 1988) establishes English and French as official languages with equal status. This institutional accommodation of linguistic difference provides a framework within which other diversity claims can be negotiated.

Demographic Transformation: Canada's ethnic landscape has been fundamentally transformed by immigration. In 2021, a record 23% of the Canadian population—more than 8.3 million people—were current or former immigrants, the highest share since 1921 . People from Asia constitute 51.4% of this immigrant population. This demographic shift has profound implications for political communication.

In British Columbia's Lower Mainland, over 60% of the population is non-European, concentrated across key federal ridings . Punjabi communities, numbering over one million, represent pivotal voting blocs in British Columbia, Ontario's 905 region, Calgary, and Edmonton.

Multilingual Political Communication in Practice: The 2025 federal election has demonstrated the centrality of multilingual communication to Canadian democracy. Political parties are "pouring unprecedented resources into advertising to reach diverse voters" through "multilingual and multi-platform strategies to connect with communities in their preferred languages" .

The Conservative Party of Canada has invested heavily in Punjabi-language advertising, addressing pressing community concerns like extortion, crime, and auto theft. One ad criticizing Liberal policies on extortion garnered over one million impressions with approximately \$40,000 spent . The party has also made concerted efforts to engage ethnic media, with leader Pierre Poilievre conducting dozens of interviews with Punjabi, Ukrainian, Portuguese, and other ethnic outlets .

COMING SOON

The Liberals have employed different strategies, including organic social media outreach such as Mark Carney's video participating in seva (voluntary service) at an Ottawa gurdwara during Vaisakhi . However, observers note the Liberals "are noticeably behind the Conservatives in targeted advertising this time" .

The NDP struggles to compete, with limited social media presence due to budgetary constraints in this snap election .

The Role of Ethnic Media: Ethnic media play a vital role in Canadian political communication. With major news networks' audiences shrinking and over 500 local papers shut down since 2008, there remain at least 1,200 ethnic media publishers across Canada . These outlets serve audiences that may not consume mainstream English or French media, making them essential channels for political engagement.

Conservative strategists have recognized that engaging ethnic media is not optional but essential for reaching diverse voters. As one former Conservative insider noted, "a good majority of those communities, regardless of where they come from in the world, believe in free enterprise, believe in freedom, low taxes and so on"—values aligning with conservative ideology . However, the depth of engagement matters. Pierre Poilievre's approach has been described as "intimate," spending 10-20 minutes speaking one-on-one with ethnic media journalists, "absorbing a lot of information" .

Multilingual Civic Engagement Beyond Elections: Research demonstrates that ethnic communities' political engagement extends far beyond election-day voting. A study of South Asian diaspora in Calgary found that political integration "happens on social media, at mosques, temples and gurdwaras, through multilingual volunteering and in community spaces where language, culture and civic life intersect" .

Key findings include:

- **Multilingual Political Discussion:** Community members discuss both Canadian issues (housing, health care, immigration) and transnational issues (Israel-Hamas conflict, Russia-Ukraine war) in heritage languages.

COMING SOON

- **Faith-Based Spaces as Civic Forums:** Gurdwaras, mosques, and mandirs function as sites where political issues are discussed, candidates campaign, and community leaders shape political dialogue.
- **Informal Volunteering:** Many prefer volunteering where they can speak Hindi, Punjabi, Bangla, or Urdu, sometimes mixing multiple languages (translanguaging).
- **Digital Networks:** WhatsApp, Facebook, and X facilitate political information sharing within ethnic networks.

As one participant, a banker and social media influencer, explained: "I often volunteer on Facebook. I also join politicians in their campaigns. My entire social media work is based on Urdu. It allows me to connect with people" .

This research challenges narrow definitions of political engagement focused solely on voter turnout. "Societal multilingualism — the ability to use both English and heritage languages — is protected under Canada's Multiculturalism Act and supports more inclusive participation" .

Persistent Challenges: Linguistic Discrimination in Services: Despite Canada's official bilingualism and multicultural policies, research reveals persistent discrimination. A 2025 field experiment with constituency offices of provincial and federal elected representatives found that "emails sent in French were less likely to be answered by Members of Parliament (MPs) than those sent in English" .

Specifically:

- Constituency offices of anglophone MPs were significantly less likely to respond to French emails.
- MPs representing ridings with small francophone populations showed similar patterns.
- A similar but more moderate pattern was observed among francophone MPs in response to English emails.

Notably, the study found "the absence of discrimination towards constituents from an ethnic minority or who identify with the LGBTQ+ community" . This suggests that while Canada's

COMING SOON

multicultural framework has succeeded in reducing ethnic discrimination, linguistic inequality remains a challenge.

Comparative Institutional Accommodation: Ghouenzen Mfondi's comparative thesis provides crucial analysis: "the institutionalization of identity conflicts through various constitutional and institutional arrangements has allowed Canada to significantly reduce the risks of identity-based civil war" . This finding underscores that the success of Canadian multiculturalism lies not merely in official discourse but in concrete institutional mechanisms that give minority groups voice and access.

2.4 Comparative Dimensions: Discourse, Institutions, and Conflict

The comparison between Cameroon and Canada illuminates several critical dimensions:

Official Diversity Discourse: Both countries deploy discourse celebrating diversity—Cameroon's "unity in diversity" echoes Canada's multiculturalism. However, the function differs. Cameroon's discourse serves to "neutralize ethno-identity conflict and preserve power" , while Canada's is embedded in constitutional rights and institutional accommodation.

Institutional Treatment of Minority Claims: Canada has developed extensive institutional mechanisms for managing diversity—constitutional protections, official languages, multiculturalism policy, and responsive constituency services. Cameroon has maintained rigid centralization, refusing to accommodate anglophone demands for federalism or constitutional reform .

Conflict Outcomes: These different approaches have produced dramatically different outcomes. Canada, despite its own history of Quebec separatism, has largely managed linguistic conflict through institutional means. Cameroon has descended into secessionist war with thousands dead and hundreds of thousands displaced .

Media Environments: Canada's pluralistic media landscape includes over 1,200 ethnic media outlets that serve as vital channels for diverse voices . Cameroon's media is heavily controlled,

COMING SOON

with state media under strict government control and private media subject to intimidation and censorship .

Political Party Engagement: Canadian political parties invest significant resources in multilingual outreach, recognizing ethnic communities as essential constituencies . Cameroon's political system is dominated by a single party and president, with ethnic mobilization occurring largely outside formal political channels.

3. RESEARCH QUESTIONS

This study addresses the following research questions:

1. How has Cameroon's postcolonial state deployed political communication around ethnic diversity, and what role has this discourse played in managing—or failing to manage—the anglophone crisis?
2. How does Canada's official multiculturalism framework shape political communication with diverse populations, and what role do multilingual strategies play in contemporary elections and civic engagement?
3. How do the two countries compare in terms of institutional accommodation of minority claims, media environments, and conflict outcomes?

4. METHODOLOGY

This study employs a comparative analysis methodology to examine political communication and ethnic diversity in Cameroon and Canada. The research design integrates secondary analysis of academic research, policy documentation, institutional reports, and contemporary case studies to develop comprehensive understanding of political communication strategies, institutional frameworks, and conflict dynamics in both countries.

Research Design: The comparative approach is appropriate for examining how different historical trajectories, institutional arrangements, and communication strategies shape ethnic diversity outcomes. Cameroon and Canada were selected as cases that offer complementary insights: both

COMING SOON

share colonial legacies of English-French division yet have produced dramatically different outcomes in managing this diversity.

Data Sources: Primary and secondary sources analyzed include:

- Academic research on Cameroon's diversity discourse and anglophone crisis
- Doctoral thesis comparing multiculturalism and identity conflicts in Cameroon and Canada
- Bertelsmann Transformation Index 2024 country report on Cameroon
- Research on South Asian diaspora political engagement in Canada
- Analysis of multilingual advertising in Canada's 2025 federal election
- Field experiment on linguistic discrimination in Canadian constituency services
- Reporting on Cameroon's 2025 election and conflict dynamics
- Analysis of Conservative Party ethnic media outreach

Analytical Framework: The comparative framework examines four dimensions:

1. **Discursive Strategies:** Official narratives about diversity and national unity
2. **Institutional Frameworks:** Constitutional and policy mechanisms for accommodating diversity
3. **Media and Communication Channels:** Access, representation, and control
4. **Conflict Dynamics:** How communication and institutions affect ethnic tensions

Time Period: The analysis covers approximately 2000-2026, with particular attention to the escalation of Cameroon's anglophone crisis since 2016 and Canada's 2025 federal election.

5. RESULTS

5.1 Cameroon: Unity Discourse and the Limits of Control

The Discursive Apparatus of National Unity: Cameroon's postcolonial state has constructed an elaborate discursive apparatus centered on national unity. Since independence, "the discourse and

COMING SOON

in particular the watchwords such as 'Reunification', 'national unity', 'national integration', 'cultural diversity', 'unity in diversity' structure the unitary ideology". This discourse serves as a "discursive, overhanging and propagandistic system, which aims to neutralize ethno-identity conflict and preserve power" .

Key characteristics of this discourse include:

- **Centrist and Unifying:** The discourse positions the state as the arbiter of diversity, with unity as the paramount value.
- **Memory and Memorial Cosmetic:** The state develops "memorial and discursive cosmetic aiming at the decolonization of the national heritage, the polishing of the community narrative" .
- **Strategic Function:** Diversity discourse serves to "neutralizing the Franco-British colonial heritage and bringing English-speaking secessionist forces back into the national arena" .

However, research reveals that this discourse often masks rather than addresses underlying tensions. The notion of diversity in Cameroon "refers to precolonial and (post) colonial ethnicity," unlike Western contexts where categories of race, gender, and immigration are mobilized .

The Anglophone Crisis: From Discourse to Violence: The anglophone crisis represents the catastrophic failure of Cameroon's diversity discourse to address genuine grievances. The crisis has deep roots in the 1972 abolition of federalism and subsequent centralization. As the Bertelsmann report notes, "a process of political centralization and the abandonment of federalism in 1972 have raised perceptions of cultural, economic, and political discrimination among Anglophones" .

Key developments in the crisis include:

- **2016:** Lawyers and teachers launch protests against the imposition of francophone-trained judges and teachers in anglophone regions.
- **2017:** Government bans anglophone advocacy groups (SCNC and CACSC) using anti-terror legislation .

COMING SOON

- **2017-present:** Escalation to armed conflict, with separatists declaring "Ambazonia" and security forces responding with force.
- **Current toll:** Thousands dead, hundreds of thousands internally displaced, and over 76,000 refugees in Nigeria .

The crisis "is not solely linguistic; its themes include political power, inequality, colonial legacies, and state structure" . It has exposed the limits of a diversity discourse that cannot accommodate substantive claims for recognition and autonomy.

Institutional Rigidity and Conflict Escalation: Comparative research confirms that Cameroon's institutional rigidity has been catastrophic. Ghouenzen Mfondi's thesis argues that "the rigidity of institutions and public authorities vis-à-vis identity claims and demands for recognition has pushed certain groups to resort to armed violence, leading the country into a risk of disintegration" . This contrasts sharply with Canada, where institutional accommodation has reduced violent conflict risks.

The state's response to anglophone grievances has been characterized by:

- **Suppression:** Criminalizing advocacy groups and peaceful protest .
- **Militarization:** Deploying security forces to anglophone regions with documented human rights abuses including extrajudicial killings, sexual violence, and torture .
- **Political Exclusion:** Anglophone regions experienced abysmally low turnout in 2020 elections, with candidates violently targeted by separatists .

Controlled Media Environment: Cameroon's political communication operates within a heavily controlled media environment. Key characteristics include:

- **State Media Control:** "State media is under strict government control" .
- **Private Media Intimidation:** "Private media outlet representatives are often intimidated" .
- **Censorship:** The National Communication Council "frequently bans newspapers and sanctions journalists for reporting on censored issues and spreading supposedly false information" .

COMING SOON

This controlled environment means that alternative narratives—including those of anglophone separatists—are excluded from official communication channels. The result is a communication system that reinforces official discourse while silencing dissent, contributing to conflict escalation rather than resolution.

Electoral Dynamics and Ethnic Polarization: Elections in Cameroon occur amidst deep polarization. The 2025 election saw 92-year-old Paul Biya sworn in for another seven-year term amidst opposition accusations of fraud . Key features of the electoral context include:

- **Turnout Issues:** In anglophone regions, participation remains minimal due to both separatist threats and disillusionment.
- **Opposition Boycotts:** The SDF and MRC boycotted 2020 elections over security concerns and lack of impartiality .
- **Youth Exclusion:** With median age 18-19 and voting age 20, political institutions remain distant from the population .

5.2 Canada: Multicultural Democracy and Evolving Challenges

The Multiculturalism Framework: Canada's approach to ethnic diversity is fundamentally different from Cameroon's. The official multiculturalism framework includes:

- **Constitutional Protection:** Section 27 of the Charter requires that rights be interpreted "in a manner consistent with the preservation and enhancement of the multicultural heritage of Canadians."
- **Multiculturalism Act (1988):** Commits government to preserve and enhance multicultural heritage.
- **Official Languages Act:** Recognizes English and French as official languages with equal status.

This framework provides both symbolic recognition and institutional mechanisms for accommodating diversity.

COMING SOON

Demographic Transformation and Political Communication: Canada's ethnic landscape has been transformed by immigration. With 23% of the population foreign-born—the highest share since 1921—political communication must adapt to new linguistic and cultural realities . Key demographic facts include:

- Asian immigrants constitute 51.4% of the immigrant population.
- Punjabi community numbers over one million, concentrated in key electoral districts.
- In British Columbia's Lower Mainland, over 60% of the population is non-European .

Multilingual Advertising in the 2025 Election: The 2025 federal election has demonstrated the centrality of multilingual communication. Political parties have "invested unprecedented resources in advertising to reach diverse voters" . Key developments include:

Party	Strategy	Key Initiatives
Conservative	Heavy investment in targeted multilingual ads	Punjabi-language ads addressing extortion and crime; over one million impressions on Meta; leader engagement with ethnic media
Liberal	Organic social media outreach	Mark Carney's video participating in seva at Ottawa gurdwara; reduced community-specific advertising
NDP	Limited paid advertising	Struggles to compete due to budget constraints; minimal social media presence

The Conservative strategy has shown results. A Leger poll for OMNI News found the Tories most popular among immigrants, with 44% support compared to 26% for Liberals and 19% for NDP .

Ethnic Media as Democratic Infrastructure: Ethnic media play a vital role in Canadian democracy. At least 1,200 ethnic media publishers serve diverse communities across Canada,

COMING SOON

providing news and information in heritage languages . Political engagement with these outlets has become essential for reaching diverse voters.

Pierre Poilievre's approach to ethnic media has been notably "intimate," spending 10-20 minutes with individual journalists, "absorbing a lot of information" . This contrasts with past Conservative leaders who delegated outreach to others around them.

Multilingual Civic Engagement Beyond Elections: Research demonstrates that ethnic communities' political engagement extends far beyond election-day voting. A study of South Asian diaspora in Calgary found:

- **Digital Networks:** WhatsApp, Facebook, and X facilitate political information sharing within ethnic networks .
- **Faith-Based Civic Spaces:** Gurdwaras, mosques, and mandirs function as forums for political discussion and candidate engagement .
- **Multilingual Discussion:** Political issues—both Canadian and transnational—are discussed in heritage languages .
- **Informal Volunteering:** Community members volunteer in spaces where they can use heritage languages, building political literacy and trust .

As one participant explained, multilingual political activities help "in communication, explaining policies, responding to people's questions, understanding their concerns and addressing them" .

Linguistic Discrimination in Constituency Services: Despite Canada's official bilingualism, a 2025 field experiment revealed persistent linguistic discrimination. The study, involving emails to constituency offices of provincial and federal elected representatives, found:

- **French Language Disadvantage:** Emails sent in French were less likely to receive responses than those in English .
- **Anglophone MP Pattern:** Constituency offices of anglophone MPs were significantly less likely to respond to French emails .
- **Francophone Context:** Offices representing ridings with small francophone populations showed similar patterns .

COMING SOON

- **Moderate Reverse Pattern:** A similar but more moderate pattern was observed among francophone MPs in response to English emails .

Notably, the study found "the absence of discrimination towards constituents from an ethnic minority or who identify with the LGBTQ+ community" . This suggests that while Canada's multicultural framework has succeeded in reducing ethnic discrimination, linguistic inequality remains a challenge.

Institutional Accommodation and Conflict Prevention: Comparative research confirms that Canada's institutional accommodation of diversity has significantly reduced conflict risks. Ghouenzen Mfondi's thesis argues that "the institutionalization of identity conflicts through various constitutional and institutional arrangements has allowed Canada to significantly reduce the risks of identity-based civil war" .

Key institutional mechanisms include:

- **Constitutional Recognition:** Official languages and constitutional protection for minority rights.
- **Federalism:** Provincial autonomy allowing for accommodation of regional differences, particularly Quebec.
- **Multiculturalism Policy:** Framework for recognizing and supporting diverse communities.
- **Responsive Institutions:** Constituency services, though imperfect, provide channels for citizen engagement .

5.3 Comparative Analysis

Table 1: Comparative Summary—Cameroon and Canada

Dimension	Cameroon	Canada
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COMING SOON

Population Diversity	230+ ethnolinguistic groups; anglophone-francophone division	23% foreign-born (8.3 million); Asian immigrants 51.4% of immigrant population; Indigenous peoples
Official Diversity Discourse	"Unity in diversity" as propaganda; "discursive, overhanging and propagandistic system"	Official multiculturalism; constitutional protection; Multiculturalism Act
Institutional Framework	Centralized; federalism abandoned 1972; rigid institutions	Federalism; constitutional recognition of linguistic duality; provincial autonomy
Minority Grievances	Anglophone crisis since 2016; perceptions of cultural, economic, political discrimination	Quebec sovereignty movement (largely managed); ongoing Indigenous reconciliation
Conflict Status	Secessionist war; thousands dead; hundreds of thousands displaced	Peaceful political contestation; no identity-based civil conflict
Media Environment	State media controlled; private media intimidated; censorship common	Pluralistic; 1,200+ ethnic media outlets; free press
Political Party Engagement	Dominant party system; opposition marginalized; limited ethnic outreach	Active multilingual campaigning; ethnic media engagement; targeted advertising
Language Policy	French dominant; official bilingualism in principle but assimilation in practice	Official bilingualism (English/French); societal multilingualism protected

COMING SOON

Recent Research Findings	Rigidity toward identity claims pushes groups to armed violence	French-language emails receive fewer responses; no ethnic discrimination in constituency services
Key Challenges	Escalating conflict; humanitarian crisis; institutional legitimacy	Linguistic discrimination; ensuring substantive inclusion; Indigenous reconciliation

Key Differences:

- Institutional Flexibility:** Canada's federal system and constitutional accommodation allow for negotiation of minority claims. Cameroon's rigid centralization has pushed grievances toward violence .
- Media Pluralism:** Canada's diverse media landscape, including over 1,200 ethnic outlets, enables multiple voices . Cameroon's controlled media excludes alternative narratives .
- Political Party Engagement:** Canadian parties actively compete for ethnic votes through multilingual strategies . Cameroon's dominant party system offers limited channels for ethnic representation.
- Conflict Outcomes:** Canada has avoided identity-based civil conflict through institutional accommodation. Cameroon faces secessionist war with thousands dead .
- Discourse Function:** Cameroon's diversity discourse serves to "neutralize" conflict and preserve power . Canada's multiculturalism is embedded in rights and institutional practice.

Key Similarities:

- Colonial Legacy:** Both countries share English-French colonial heritage that shapes contemporary diversity.
- Linguistic Complexity:** Both face challenges of managing multiple languages in political communication.
- Ongoing Challenges:** Neither has fully resolved tensions between official languages and societal multilingualism.

COMING SOON

4. **Research Recognition:** Both are subjects of comparative research on identity conflicts .

6. DISCUSSION OF RESULTS

6.1 The Limits of Unity Discourse Without Institutional Accommodation

Cameroon's experience powerfully illustrates that official diversity discourse, however elaborately constructed, cannot substitute for genuine institutional accommodation. The state's discursive apparatus—its watchwords of "national unity," "integration," and "unity in diversity"—has failed to prevent the escalation of the anglophone crisis into secessionist war . This failure reflects a fundamental mismatch between discourse and practice: the state speaks of unity while centralizing power, criminalizing advocacy, and responding to grievances with force.

The contrast with Canada is instructive. Canada also deploys discourse celebrating diversity, but this discourse is embedded in constitutional protections, federal institutions, and responsive governance. When Quebec separatism threatened national unity in the 1990s, the response included constitutional negotiation, political accommodation, and ultimately two referendums—not criminalization and militarization. As Ghouenzen Mfondi's research demonstrates, "the institutionalization of identity conflicts through various constitutional and institutional arrangements has allowed Canada to significantly reduce the risks of identity-based civil war" .

The lesson is that discourse matters, but only when backed by institutions that give minority groups voice and access. Empty slogans without substance may actually exacerbate grievances by raising expectations that are then disappointed.

6.2 Multilingual Democracy: From Voter Turnout to Civic Engagement

Canada's experience with multilingual political communication offers insights into what genuine inclusion might look like. The research on South Asian diaspora engagement in Calgary demonstrates that political participation "extends far beyond the ballot box. It happens on social

COMING SOON

media, at mosques, temples and gurdwaras, through multilingual volunteering and in community spaces where language, culture and civic life intersect" .

This finding challenges narrow definitions of political engagement focused solely on voter turnout. Ethnic networks function as "civic incubators" where "newcomers develop political literacy and trust" . Faith-based spaces serve as "civic forums" where candidates campaign and community leaders shape political dialogue .

The implication for political communication is profound: reaching diverse voters requires engaging with the spaces and languages where communities actually discuss politics. This means:

- **Beyond Translation:** Not simply translating English messages but understanding community-specific concerns and communication norms.
- **Beyond Elections:** Sustained engagement, not just campaign-period outreach.
- **Beyond Formal Politics:** Recognizing informal spaces—faith institutions, community networks, digital platforms—as sites of political formation.

Canada's 2025 election demonstrates growing recognition of these realities. Parties are "pouring unprecedented resources into advertising to reach diverse voters" through "multilingual and multi-platform strategies" . The Conservative Party's investment in Punjabi-language ads addressing community-specific concerns like extortion reflects sophisticated understanding that effective communication requires cultural as well as linguistic translation .

6.3 The Persistence of Linguistic Discrimination

Despite Canada's official bilingualism and multicultural policies, research reveals persistent linguistic discrimination. The finding that "emails sent in French were less likely to be answered by Members of Parliament (MPs) than those sent in English" demonstrates that formal policies do not guarantee substantive equality.

This finding has important implications. Linguistic discrimination in constituency services means that francophone citizens face barriers to accessing the very institutions meant to represent them. For anglophone MPs representing ridings with few francophones, the incentive to provide

COMING SOON

bilingual services may be weak—but the principle of equal access requires it regardless of local demographics.

Notably, the same study found "the absence of discrimination towards constituents from an ethnic minority or who identify with the LGBTQ+ community". This suggests that Canada's multicultural framework has succeeded in reducing ethnic discrimination, at least in this domain, while linguistic inequality persists. The lesson is that vigilance and ongoing monitoring are essential; no policy framework eliminates the need for continuous attention to implementation.

6.4 Cameroon's Crisis: The Consequences of Institutional Rigidity

Cameroon's escalating crisis offers a cautionary tale about the consequences of institutional rigidity. The anglophone problem was not inevitable. For decades, anglophone demands focused on federalism or constitutional reform within a unified Cameroon . It was the state's rigid refusal to engage these claims—criminalizing advocacy groups, deploying security forces, and rejecting negotiation—that pushed the conflict toward armed violence.

The Bertelsmann report's assessment is stark: "the president's centralization of power means that he can manipulate institutions to position supporters and punish detractors" . Institutions that should serve as channels for addressing grievances instead function as instruments of control. The result is a "façade of democratic republican institutions that have not developed a life of their own" .

The human cost is devastating. Thousands dead, hundreds of thousands displaced, and a generation growing up amidst conflict . The crisis also destabilizes the broader region, with refugees fleeing to Nigeria and insecurity affecting neighboring countries.

6.5 Implications for SDG 16

The findings have important implications for achieving SDG 16 targets:

COMING SOON

Target 16.7 (Inclusive, participatory decision-making): Cameroon's experience demonstrates the catastrophic consequences of excluding minority voices from decision-making. Canada's experience shows that institutional mechanisms for participation—federalism, constitutional recognition, responsive constituency services—can channel diversity into peaceful political contestation rather than violence.

Target 16.6 (Effective, accountable, transparent institutions): Canada's constituency services research reveals both strengths and weaknesses. The absence of ethnic discrimination demonstrates institutional effectiveness, while linguistic discrimination reveals accountability gaps . Continuous monitoring and improvement are essential.

Target 16.10 (Public access to information): Cameroon's controlled media environment, with state media under government control and private media intimidated, fundamentally undermines access to information . Canada's pluralistic media landscape, including over 1,200 ethnic outlets, better serves diverse populations .

Cross-cutting dimensions: SDG 16's focus on peace and justice requires attention to how communication and institutions address ethnic diversity. Cameroon's descent into violence illustrates the cost of failure; Canada's managed pluralism offers lessons, while acknowledging persistent challenges.

7. CONCLUSION

This comparative analysis of political communication and ethnic diversity in Cameroon and Canada reveals profound insights into the possibilities and perils of managing pluralism through discourse and institutions. The two countries, sharing colonial legacies of English-French division yet producing dramatically different outcomes, illuminate the conditions under which diversity becomes a source of strength or a fault line for conflict.

Cameroon's trajectory is one of escalating crisis. Despite an elaborate discursive apparatus celebrating "unity in diversity," the postcolonial state has failed to address the legitimate grievances of its anglophone minority . The 1972 abolition of federalism, subsequent

COMING SOON

centralization, and rigid refusal to accommodate identity claims have pushed the country toward disintegration . Since 2016, the "anglophone problem" has mutated into a secessionist war that has produced thousands of deaths, hundreds of thousands of displaced persons, and a humanitarian catastrophe . The state's controlled media environment excludes alternative narratives, and its institutions function as instruments of control rather than channels for addressing grievances . Cameroon's experience demonstrates that diversity discourse without institutional substance not only fails to prevent conflict but may exacerbate it by raising expectations that are then disappointed.

Canada presents a contrasting picture where official multiculturalism, constitutional protections, and institutional accommodation have largely succeeded in channeling diversity into peaceful political contestation. With 23% of the population foreign-born, political parties invest significant resources in multilingual outreach, and ethnic media serve as vital channels for democratic engagement . Research demonstrates that South Asian diaspora political participation extends far beyond voting to encompass digital networks, faith-based spaces, and community volunteering . Yet challenges persist: a 2025 field experiment revealed that French-language emails receive fewer responses from constituency offices, particularly anglophone MPs . Linguistic discrimination remains a concern even within ostensibly bilingual institutions.

Several cross-cutting insights emerge from this comparison:

First, discourse without institutional substance is worse than useless. Cameroon's "unity in diversity" slogans, deployed for decades, have not prevented—and may have obscured—the conditions that led to secessionist war. Canada's multiculturalism is not merely discourse but embedded in constitutional rights, federal institutions, and responsive governance.

Second, institutional flexibility is essential for conflict prevention. Cameroon's rigid centralization, refusal to reconsider federalism, and criminalization of advocacy groups pushed grievances toward violence . Canada's federal system, constitutional accommodation of Quebec, and ongoing processes of negotiation have allowed for peaceful resolution of identity claims.

Third, multilingual communication is fundamental to inclusive democracy. Canada's experience demonstrates that effective political engagement requires reaching voters in their preferred

COMING SOON

languages, through trusted media and community spaces . The Conservative Party's investment in Punjabi-language advertising and ethnic media outreach reflects recognition that linguistic diversity demands communicative diversity.

Fourth, formal equality does not guarantee substantive inclusion. Canada's finding of no ethnic discrimination in constituency services is encouraging, but linguistic discrimination persists . Continuous monitoring and improvement are essential; no policy framework eliminates the need for vigilance.

Fifth, media pluralism matters for democratic health. Canada's 1,200+ ethnic media outlets provide channels for diverse voices and enable political engagement beyond mainstream English-French media . Cameroon's controlled media environment silences alternative narratives and contributes to conflict escalation .

Sixth, demographic transformation requires communicative adaptation. With over 8.3 million immigrants and Asian-origin populations constituting 51.4% of immigrants, Canada's political communication must continuously evolve . The 2025 election demonstrates that parties are responding, but the depth of engagement varies.

Seventh, the legacy of colonialism continues to shape diversity politics. Both countries' English-French divisions trace to colonial history. Cameroon's failure to manage this division reflects postcolonial institutional choices; Canada's relative success reflects different choices about federalism, constitutional recognition, and accommodation.

For Cameroon, priorities emerging from this analysis include:

1. Recognize that the current discursive and security approach has failed. Continued militarization without political accommodation will only deepen conflict.
2. Engage in genuine dialogue with anglophone representatives, exploring constitutional options including federalism or meaningful decentralization.
3. Reform media environment to enable pluralistic expression, including for anglophone voices.

COMING SOON

4. Address human rights abuses documented in anglophone regions, including extrajudicial killings and displacement .
5. Build institutions that can channel grievances rather than suppress them.

For Canada, priorities include:

1. Address linguistic discrimination in constituency services, ensuring that French-language constituents receive equal responsiveness regardless of MP's linguistic background or riding demographics .
2. Deepen multilingual political communication beyond campaign periods, recognizing that ethnic media and community networks require sustained engagement.
3. Continue monitoring for discrimination across all dimensions of diversity, building on audit study methodology .
4. Support ethnic media as essential democratic infrastructure, recognizing their role in enabling diverse voices.
5. Share Canadian experience with other countries through international cooperation, while acknowledging persistent challenges.

For the international community, the lessons are clear: managing ethnic diversity requires both appropriate discourse and substantive institutional accommodation. Cameroon's descent into violence demonstrates the cost of failure; Canada's managed pluralism offers lessons while highlighting ongoing challenges. SDG 16's targets on inclusive institutions, accountable governance, and public access to information are not merely aspirational but essential for preventing identity-based conflict.

The ultimate measure of success is not whether countries achieve perfect harmony but whether they develop institutions and communication practices that can channel diversity into peaceful political contestation rather than violence. Cameroon and Canada, in their different ways, illuminate both the possibilities and the persistent challenges of this endeavor.

8. LIMITS OF THE STUDY

This study has several limitations that should be acknowledged. First, the comparative analysis relies primarily on secondary sources rather than primary empirical research. Direct observation of political communication practices in both countries, interviews with political communicators, journalists, community leaders, and citizens, and participatory research would provide valuable additional perspectives and ground-truth the findings from published literature. Second, data availability and comparability vary significantly between countries. Canada benefits from extensive academic research, policy documentation, and contemporary media analysis. Cameroon's sources are more limited, with academic research providing valuable analysis but less recent empirical data on communication practices. The conflict environment in Cameroon also limits access to field research. Third, the study focuses primarily on anglophone-francophone dynamics, with less detailed attention to other ethnic groups—in Cameroon, the over 230 ethnolinguistic groups beyond the anglophone-francophone divide; in Canada, Indigenous peoples whose relationship to the state involves fundamentally different dynamics than those of immigrant communities. Fourth, the voice of ordinary citizens—particularly in Cameroon, where anglophone communities are directly affected by conflict—is mediated through research reports rather than captured directly. Future research should prioritize participatory methodologies that center citizen perspectives. Fifth, the study does not comprehensively address the political economy dimensions—the interests, power relations, and structural forces that shape political communication in both countries. Understanding why Cameroon's elite chose centralization over accommodation, or how Canada's multiculturalism framework interacts with economic inequality, would require deeper political economy analysis. Sixth, the transferability analysis is necessarily speculative. While principles can be identified, actual transfer of policy approaches depends on countless contextual factors including historical legacies, institutional configurations, and geopolitical contexts that cannot be fully anticipated. Despite these limitations, the comparative analysis provides valuable insights into the relationship between political communication and ethnic diversity, with implications for both countries and for broader efforts to achieve SDG 16.

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10. AUTHOR CONTRIBUTIONS

The author conceived the study, designed the research methodology, conducted the literature review and document analysis, synthesized findings across countries, and drafted the complete manuscript. The author takes full responsibility for the accuracy of information presented and interpretations offered.

11. COMPETING INTERESTS

COMING SOON

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential competing interest. No funding was received from organizations with interests in political communication, ethnic diversity policy, or related sectors.

12. AUTHORS' CONTRIBUTIONS

As sole author, I performed all roles including conceptualization, methodology development, investigation, formal analysis, writing, review, editing, and project administration.

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14. DATA AVAILABILITY

All sources analyzed in this study are publicly available documents, including academic articles, doctoral theses, institutional reports, news media coverage, and research publications. Primary sources are cited in the bibliography and accessible through the referenced publications and organizations.

15. DISCLAIMER

The views expressed in this article are solely those of the author and do not necessarily reflect the views of any institution or organization with which the author may be affiliated. The analysis is provided for scholarly purposes and should not be construed as policy guidance or political advice. Political communication practices, ethnic diversity dynamics, and institutional frameworks are subject to change, and readers should consult current sources for specific information about Cameroon, Canada, and political communication.

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