



# Visual Identities in Motion: A South African Youth Perspective on Visual Culture

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## Abstract

Visual culture plays a significant role in shaping identities among young people in South Africa, reflecting broader societal changes and cultural dynamics. The research employed a qualitative approach, examining visual artifacts such as street art murals, social media posts, and fashion trends among young people in urban areas of South Africa. Street art murals in Cape Town often depict themes related to social justice and environmental sustainability, indicating youth engagement with contemporary socio-political issues. Fashion trends show a blend of traditional African elements and global influences, reflecting cultural hybridity. Visual culture among young South Africans is multifaceted, encompassing both local and international influences, which reflects the complex interplay between tradition and modernity in their identities. Policy makers should encourage public spaces that celebrate diverse visual expressions while also addressing issues of safety and inclusivity for all communities. Educational initiatives could incorporate visual arts to promote cultural understanding and dialogue.

**Keywords:** *African diaspora, cultural studies, identity formation, postcolonial theory, visual anthropology*

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