



## Visual Culture and Identity Formation among South African Youth,

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### Abstract

Visual culture plays a significant role in shaping identities among South African youth, reflecting broader social and cultural dynamics. Conducted semi-structured interviews with 35 participants aged between 18 and 25, focusing on their perceptions and experiences related to visual culture. Participants identified a strong influence of street art and hip-hop music in shaping personal identities. Street artists were particularly noted for their role in reclaiming public spaces as platforms for self-expression. Visual culture serves as a powerful medium through which South African youth articulate and negotiate their identity under the complex socio-political landscape of post-apartheid South Africa. Educational institutions should incorporate visual arts into curricula to foster critical engagement with cultural expressions among young people. visual culture, identity formation, street art, hip-hop music, post-apartheid youth

**Keywords:** *African diaspora, Postcolonial theory, Visual anthropology, Ethnography, Cultural studies, Identity politics, Multiculturalism*

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