



Visual Culture and Identity Formation Among South African Youth in the Post-Apartheid Era

Mpho Kgosiya^{1,2}, Nthabiseng Motlhalo¹

¹ University of Fort Hare

² University of Zululand

Published: 12 April 2004 | **Received:** 20 January 2004 | **Accepted:** 01 March 2004

Correspondence: mkgosiya@gmail.com

DOI: [10.5281/zenodo.18793907](https://doi.org/10.5281/zenodo.18793907)

Author notes

*Mpho Kgosiya is affiliated with University of Fort Hare and focuses on Arts & Humanities research in Africa.
Nthabiseng Motlhalo is affiliated with University of Fort Hare and focuses on Arts & Humanities research in Africa.*

Abstract

South African youth have been at the forefront of cultural reclamation following the end of apartheid, leading to a rich visual culture that reflects their identity formation. Qualitative ethnographic research was conducted, involving participant observation, interviews, and artifact analysis over a period of six months among urban youth in Cape Town. Visual arts such as murals and street art played a significant role in identity formation, with approximately 70% of participants citing these forms as central to their cultural expression. The findings suggest that visual culture is not only an important aspect of South African youth's self-expression but also serves as a critical tool for social commentary and community building. Educational institutions should incorporate more opportunities for students to engage with local visual arts communities, fostering deeper connections between academic study and cultural practice.

Keywords: *African diaspora, Ethnography, Identity politics, Pan-Africanism, Visual discourses, Cultural resistance, Postcolonial studies*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge