



Afrofuturism as a Lens on African Futures in South Africa

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Abstract

Afrofuturism is a contemporary cultural movement that explores African futures through speculative and imaginative storytelling. The study employs both qualitative interviews with cultural producers and quantitative analysis of social media data related to Afrofuturist narratives. A thematic analysis revealed three predominant themes within Afrofuturist narratives: technological advancements, socio-economic equality, and environmental sustainability. Quantitative analysis showed a significant increase in the use of Afrofuturism as a discourse in urban development discussions over a year. Afrofuturism offers valuable insights into potential African futures but faces challenges related to representation and inclusivity within South African urban narratives. Policy makers should incorporate Afrofuturist perspectives into urban planning frameworks, while researchers encourage more diverse voices in Afrofuturist storytelling.

Keywords: *African, Afrofuturism, Futures Studies, Ethnography, Narrative Inquiry, Critical Race Theory, Speculative Reasoning*

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