



Visual Culture and Youth Identity in South Africa: A Discourse Analysis

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Published: 17 January 2010 | **Received:** 08 November 2009 | **Accepted:** 02 January 2010

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DOI: [10.5281/zenodo.18910583](https://doi.org/10.5281/zenodo.18910583)

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Abstract

Visual culture plays a significant role in shaping youth identity in South Africa, reflecting the country's diverse cultural landscape and post-apartheid social changes. The study employs qualitative content analysis on contemporary South African media, focusing on themes related to identity, representation, and cultural exchange within the digital age. The analysis reveals how visual culture serves as a powerful tool for identity negotiation among South African youth, navigating heritage, innovation, and inclusivity within their communities. Future research should consider longitudinal studies to track changes in these trends over time and the impact of global cultural influences on local youth identities.

Keywords: *African diaspora, Pan-Africanism, postcolonial theory, visual anthropology, identity politics, critical race studies, cultural studies*

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