



Mobile Media Platforms in Cultural Preservation: An Analysis of Shantytown Initiatives in South Africa

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Abstract

Mobile media platforms have emerged as significant tools for cultural preservation in various communities worldwide. In South Africa's urban shantytowns, these platforms are being harnessed to document and preserve local cultures and histories. The study employs a qualitative approach, focusing on interviews with community leaders and observations at selected shantytown sites where mobile media platforms are being used for cultural preservation. A key finding is that the integration of mobile media platforms has allowed for the documentation of cultural practices and oral histories in unprecedented detail. For instance, one initiative documented over 300 traditional songs and stories within a year. Mobile media platforms offer a promising avenue for preserving South African shantytowns' rich cultural heritage. They enable active participation by community members and provide accessible means of sharing cultural knowledge with wider audiences. Public policy should support the development and sustainability of mobile media projects in urban shantytowns, ensuring access to technology and resources that facilitate effective cultural preservation efforts.

Keywords: *African Geography, Mobile Media, Ethnography, Digital Culture, Heritage Studies, Community Engagement, Oral History*

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