



Visual Culture and Identity Formation Among Youth in South Africa: A Theoretical Framework

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Abstract

Visual culture plays a significant role in shaping identity among youth in South Africa, reflecting broader social and cultural dynamics. This study employs a qualitative approach to analyse existing literature and theoretical frameworks in the field of visual studies and cultural anthropology. This theoretical framework identifies key themes in visual culture that significantly impact youth identity, providing a foundation for future empirical research. Future studies should utilise mixed-methods approaches to validate these findings and explore the interplay between visual culture and other social factors like education and economic status.

Keywords: *African Studies, Visual Discourse, Cultural Studies, Ethnography, Symbolism, Postcolonial Theory, Representation Analysis*

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