



Visual Culture and Identity Formation Among Youth in South Africa: A Policy Analysis

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Abstract

Visual culture plays a significant role in shaping youth identity formation in South Africa. A qualitative approach was employed, involving semi-structured interviews with 30 participants from various urban and rural areas of South Africa. Participants reported a strong association between the media they consumed and their self-image, particularly regarding race and gender roles. The integration of diverse visual content into curricula can promote more inclusive and reflective identity formation among youth. Educational policies should mandate the inclusion of multicultural and anti-discrimination materials in all levels of schooling.

Keywords: *African Studies, Identity Formation, Visual Culture, Postcolonial Theory, Cultural Studies, Qualitative Research, Youth Studies*

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