



Exploring the Role Played By Media in the Representation of Xhosa Traditional Male Circumcision in South Africa

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ABSTRACT The role of media in shaping cultural identity in South Africa remains a challenge. This is on the background of the main problem associated with the portrayals of Xhosa cultural practices by media productions. Thus, they portray narratives that may result in cultural practices losing their sacredness, thereby creating a cultural identity dilemma. This paper postulated that inaccurate representations from media on Xhosa culture might cause the problem of cultural dilution, as certain cultural rituals and values end up losing their significance and as a consequence some members of the society may adopt distorted identity. The paper used qualitative methodology to evaluate the phenomenon under investigation. The authors interviewed six traditional leaders and four traditional surgeons and four young Xhosa men who had undergone male traditional circumcision. The paper found out that media has too many shortfalls when it comes to its representation of the Xhosa traditional male circumcision