



An Evaluation of the Role of Media in the Construction of Cultural Identities in Modern Society: A Case of a South African Film, Inxeba (The Wound)

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ABSTRACT Using a South African film, Inxeba (the wound), this paper evaluates the role of media in the construction of cultural identities in modern society, a case study of a South African film Inxeba (the wound). The paper used qualitative methodology to evaluate the phenomenon under investigation. The Chairperson of the Eastern Cape House of traditional leaders, Chairperson of the Eastern Cape Congress of Traditional Leaders of South Africa Youth League, Chairperson of the Forum looking into traditional circumcision in Buffalo city Metro, Traditional Surgeon, Traditional Nurse and Inkolo Yakwantu Expert were interviewed and the film Inxeba (wound) was content analysed. The paper established that the film Inxeba has too many shortfalls when it comes to its representation of the Xhosa traditional male circumcision. Findings from the interviews revealed that the traditional leaders were unhappy with the explicit parts of the film which expose what transpires during the initiation school.