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Take the dancing and the jovial singing at any protest in South Africa and that is the minute you can mark all participants absent. The South African mass market is one that relishes dark humor and harsh truth. We laugh at most serious matters and create a lighter mood that uplifts rather than cause panic that is the depiction of the level of maturity we have reached as a nation.

Take the Cutting Edge insert where an elder women is lamenting for finally having seen her long disappeared daughter who had left her with kids and South Africans have now incorporated that cry (Nokuthula the name of her daughters) into amapiano song (Phoyisa). People chant this during groove as if it were not a sad moment but something we ought to celebrate.

Dark humor and harsh truths is a unique attribute in South African consumers. As Africans we have a unique approach to the spread of information and driving awareness and we have made it common place to make light of serious issues.

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