

Naija Music Latest Nigerian Music Video 2018

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Theorizing Music Videos of the Late 2010s - Leo Feisthauer
2022-03-30

The work formulates a status quo of the music video medium in the late 2010s and shows which trends, aesthetics and (new) standards have established themselves. Particularly the role of the prosumer amidst evolved technical conditions is highlighted in this context, which strongly influences the evolution of music video in this period. Moreover, the author understands music videos as socio-political actors and examines the resulting questions of their interaction with culture.

Digital Activism and Cyberconflicts in Nigeria - Shola A. Olabode
2018-10-24

This book offers fresh insights on digital activism and cyberconflicts through a comparison of sociopolitical and ethnoreligious movements in Nigeria. Occupy Nigeria, Boko Haram and The Movement for the Emancipation of the Niger Delta (MEND) highlight the digital and organizational aspects of conflict mobilization in contemporary Nigeria.

Indigenous African Popular Music, Volume 2 - Abiodun Salawu
2022-07-16

This volume examines how African indigenous popular music is

deployed in democracy, politics and for social crusades by African artists. Exploring the role of indigenous African popular music in environmental health communication and gender empowerment, it subsequently focuses on how the music portrays the African future, its use by African youths, and how it is affected by advanced broadcast technologies and the digital media. Indigenous African popular music has long been under-appreciated in communication scholarship. However, understanding the nature and philosophies of indigenous African popular music reveals an untapped diversity which can only be unraveled by the knowledge of myriad cultural backgrounds from which its genres originate. With a particular focus on scholarship from Nigeria, Zimbabwe and South Africa, this volume explores how, during the colonial period and post-independence dispensation, indigenous African music genres and their artists were mainstreamed in order to tackle emerging issues, to sensitise Africans about the affairs of their respective nations and to warn African leaders who have failed and are failing African citizenry about the plight of the people. At the same time, indigenous African popular music genres have served as a beacon to the teeming African youths to express their dreams,

frustrations about their environments and to represent themselves. This volume explores how, through the advent of new media technologies, indigenous African popular musicians have been working relentlessly for indigenous production, becoming champions of good governance, marginalised population, and repositories of indigenous cultural traditions and cosmologies.

Singing Yoruba Christianity - Vicki L. Brennan 2018-01-25
Singing the same song is a central part of the worship practice for members for the Cherubim and Seraphim Christian Church in Lagos, Nigeria. Vicki L. Brennan reveals that by singing together, church members create one spiritual mind and become unified around a shared set of values. She follows parishioners as they attend choir rehearsals, use musical media—hymn books and cassette tapes—and perform the music and rituals that connect them through religious experience. Brennan asserts that church members believe that singing together makes them part of a larger imagined social collective, one that allows them to achieve health, joy, happiness, wealth, and success in an ethical way. Brennan discovers how this particular Yoruba church articulates and embodies the moral attitudes necessary to be a good Christian in Nigeria today.

Youth-Led Social Movements and Peacebuilding in Africa - Ibrahim Bangura 2022-05-24

This book critically examines and analyses the active role played by youth-led social movements in pushing for change and promoting peacebuilding in Africa, and their long-term impacts on society. Africa's history is characterised by youth movements. The continent's youth populations played pivotal roles in the campaign against colonialism and, ever since independence, Africa's youth have been at the center of social mobilisation. Most recently, social media has contributed significantly to a further rise in youth-led social movements. However, the impact of youth voices is often marginalised by patriarchal and gerontocratic approaches to governance, denying them the place, voice, and

recognition that they deserve. Drawing on empirical evidence from across the continent, this book analyses the drivers and long-term impacts of youth-led social movements on politics in African societies, especially in the area of peacebuilding. The book draws attention to the innovative ways in which young people continue to seek to re-engineer social space and challenge contexts that deny them their voice, place, recognition and identity. This book will be of interest to researchers across the fields of social movement studies, youth studies, peace and conflict studies, history, political sciences, social justice, and African studies.

Global Leisure and the Struggle for a Better World - Anju Beniwal 2018-04-06

This edited collection highlights the diversity and reach of global leisure studies and global leisure theory. It explores the impact of globalization on leisure, and the sites of resistance and accommodation found in local, virtual and global leisure spaces. Unlike any other collection on leisure studies, *Global Leisure and the Struggle for a Better World* is truly representative of the diversity of the large and growing leisure scholarship across the globe. It demonstrates how researchers in leisure studies and sociology of leisure are applying complex theory to their work, and how a new theory of global leisure is emerging.

Handbook of Research on Consumption, Media, and Popular Culture in the Global Age - Ozgen, Ozlen 2019-05-15

The mass production and diversification of media have accelerated the development of popular culture. This has started a new trend in consumerism of desiring new consumption objects and devaluing those consumption objects once acquired, thus creating a constant demand for new items. Pop culture now canalizes consumerism both with advertising and the marketing of consumerist lifestyles, which are disseminated in the mass media. The *Handbook of Research on Consumption, Media, and Popular Culture in the Global Age* discusses interdisciplinary

perspectives on media influence and consumer impacts in a globalizing world due to modern communication technology. Featuring research on topics such as consumer culture, communication ethics, and social media, this book is ideally designed for managers, marketers, researchers, academicians, and students.

Hip Hop around the World: An Encyclopedia [2 volumes] - Melissa Ursula Dawn Goldsmith 2018-12-01

This set covers all aspects of international hip hop as expressed through music, art, fashion, dance, and political activity. • Includes contributors from a range of fields, including musicology, theater, and anthropology, giving readers a broad perspective on the genre • Covers hip hop in virtually every country, including countries with severely restricted hip hop activity • Contains comprehensive lists of record labels, films, editor-recommended videos, and more • Shows the influence hip hop has on many aspects of life, such as politics, fashion, dance, and art

The Business Year: Nigeria 2020 - Peter Howson

Research for this publication began in the wake of elections that saw the re-election of President Muhammadu Buhari, who was sworn in on May 2019. The result brought an end to a period of political uncertainty and added new vigor to Africa's largest economy. Nevertheless, despite this new-found stability, Nigeria is still struggling to overcome the impact of years of recession, not to mention the challenges of the low oil price environment and the effects of COVID-19 mitigation measures. This 188-page publication covers finance, gas and power, oil and exploration, industry, IT and telecoms, transport, construction, real estate, agriculture, health, entertainment, and tourism.

"This Is America" - Katie Rios 2021-06-10

In "This is America," Katie Rios considers current American artists who build encoded gestures of resistance into their works. These gestures recur across images, live performances, and

videos, becoming recognizable acts of resistance leveled at injustices based on a number of categories, including race, gender, class, religion, and politics.

The Routledge Companion to Music and Human Rights - Julian Fifer 2022-05-31

The Routledge Companion to Music and Human Rights is a collection of case studies spanning a wide range of concerns about music and human rights in response to intensifying challenges to the well-being of individuals, peoples, and the planet. It brings forward the expertise of academic researchers, lawyers, human rights practitioners, and performing musicians who offer critical reflection on how their work might identify, inform, or advance mutual interests in their respective fields. The book is comprised of 28 chapters, interspersed with 23 'voices' - portraits that focus on individuals' intimate experiences with music in the defence or advancement of human rights - and explores the following four themes: 1) Fundamentals on music and human rights; 2) Music in pursuit of human rights; 3) Music as a means of violating human rights; 4) Human rights and music: intrinsic resonances.

The YouTube - Akhilendra Sahu 2019-08-17

YouTube is an American video-sharing website headquartered in San Bruno, California. Three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—created the service in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.

Global Communication - Thomas L. McPhail 2019-12-24

Discusses the players, theories, and trends that affect how the world communicates and gets their information This book is a definitive text on multinational communication and media conglomerates, exploring how global media influences both audiences and policy makers around the world. Comprehensively updated to reflect the many fast moving developments associated

with this dynamic field, this new edition investigates who and where certain cultural products are coming from and why, and addresses issues and concerns about their impact all over the world. *Global Communication: Theories, Stakeholders, and Trends*, 5th Edition has been thoroughly updated with new content, trends, and conclusions, all based on the latest data. The book examines broadcasting, mass media, and news services ranging from MSNBC, MTV, and CNN to television sitcoms and Hollywood export markets. It investigates the roles of the major players, such as News Corp, Sony, the BBC, Disney, Bertelsmann, Viacom, and Time Warner, and probes the role of advertising and the Internet and their ability to transcend national boundaries and beliefs. New chapters look at the growing importance and significance of other major regions such as the media in the Middle East, Europe, and Asia. • Outlines the major institutions, individuals, corporations, technologies, and issues that are altering the international information, telecommunication, and broadcasting order • Focuses on a broad range of issues, including social media and new services like Netflix, as well as Arab and Asian media • Includes major updates on discussion of the Internet to incorporate global events over the last few years (such as Russian use thereof, Facebook, Google) • Looks at how streaming services such as Netflix, Amazon, Spotify, and more have emerged as dominant players in world entertainment • Offers an updated instructor's website with an instructor's manual, test banks, and student activities

Global Communication: Theories, Stakeholders, and Trends, 5th Edition is intended as an upper-level, undergraduate text for students in courses on International/Global Communication, Global Media/Journalism, and Media Systems in Journalism, Communications, or Media Studies Departments.

[Religion and Global Politics](#) - Olusola Ogunnubi 2022-06-21

This book examines the deployment of religious soft power in African states to influence international relations as well as the

role and perception of politics for African people. The book analyzes how religion has been used as an instrument of persuasion and influence in a cross-disciplinary study of political science and religious studies.

Re-centering Cultural Performance and Orange Economy in Post-colonial Africa - Taiwo Afolabi 2022-09-29

This book explores the role of national theatres, national cultural centres, cultural policy, festivals, and the film industry as creative and cultural performances hubs for exercising soft power and cultural diplomacy. It shows how can existing cultural and non-cultural infrastructures, sometimes referred to as the Orange Economy, open opportunities for diplomacy and soft power; ways by which cultural performance and creative practice can be re-centered in post-colonial Africa and in post-global pandemic era; and existing structures that cultural performers, diplomats, administrators, cultural entrepreneurs, and managers can leverage to re-enact cultural performance and creative practice on the continent. This volume is positioned within postcolonial discourse to amplify narratives, experiences and realities that are anti-oppressive especially within critical discourse.

Can Big Bird Fight Terrorism? - Naomi A. Moland 2019-11-19

Sesame Street has taught generations of Americans their letters and numbers, and also how to better understand and get along with people of different races, faiths, ethnicities, and temperaments. But the show has a global reach as well, with more than thirty co-productions of Sesame Street that are viewed in over 150 countries. In recent years, the United States Agency for International Development (USAID) has provided funding to the New York-based Sesame Workshop to create international versions of Sesame Street. Many of these programs teach children to respect diversity and tolerate others, which some hope will ultimately help to build peace in conflict-affected societies. In fact, the U.S. government has funded local versions of the show in several countries enmeshed in conflict, including

Afghanistan, Kosovo, Pakistan, Jordan, and Nigeria. Can Big Bird Fight Terrorism? takes an in-depth look at the Nigerian version, Sesame Square, which began airing in 2011. In addition to teaching preschool-level academic skills, Sesame Square seeks to promote peaceful coexistence—a daunting task in Nigeria, where escalating ethno-religious tensions and terrorism threaten to fracture the nation. After a year of interviewing Sesame creators, observing their production processes, conducting episode analysis, and talking to local educators who use the program in classrooms, Naomi Moland found that this child-focused use of soft power raised complex questions about how multicultural ideals translate into different settings. In Nigeria, where segregation, state fragility, and escalating conflict raise the stakes of peacebuilding efforts, multicultural education may be ineffective at best, and possibly even divisive. This book offers rare insights into the complexities, challenges, and dilemmas inherent in soft power attempts to teach the ideals of diversity and tolerance in countries suffering from internal conflicts.

Deconstructing Images of the Global South Through Media Representations and Communication - Endong, Floribert Patrick C. 2019-12-06

The human condition has continued to improve phenomenally in today's world with the development of technology and medicine. This includes developing countries in areas such as Africa, Asia, and South America. Despite the emergence of economy, education, and infrastructure in these regions, media outlets continue to forego their advancements in favor of the negativities that plague these states such as poverty, hunger, and corruption. There is a need to research international media portrayals of the less developed world to ascertain the myth that these areas are still struggling. Deconstructing Images of the Global South Through Media Representations and Communication provides emerging research exploring the theoretical and practical aspects of how global media analyzes developing countries. Featuring

coverage on a broad range of topics such as cultural affirmation, online platforms, and audience perception, this book is ideally designed for communications specialists, journalists, broadcasters, newscasters, conflict photographers, media practitioners, policymakers, international relation experts, column writers/editors, students, politicians, government officials, researchers, and academicians seeking current research on the world's perception of developing countries through media coverage.

Politics and Identity Formation in Southeastern Nigeria - Apollos O. Nwauwa 2019-05-20

Politics and Identity Formation in Southeastern Nigeria explores the social, cultural, economic, political and aesthetic traditions that distinguish the Igbo of southeastern Nigeria from their neighbors. It is both multi- and cross-disciplinary in scope, focusing on experiences and forces that shaped the Igbo society.

Literature, Integration and Harmony in Northern Nigeria - Abdulraheem, Hamzat I. 2018-03-19

This book explores from various perspectives how the literature of the northern region of Nigeria has promoted the ideology of integration and societal resurgence. Through the diverse cultural productions from this very heterogeneous socio-political region, researchers have dissected the portrayals and characterisations of ideologies which foster harmony among the people who speak a multitude of languages and have an array of cultural practices. These contributions bring to the fore the multiple roles that both indigenous literary productions and those adapted from foreign elements have played in realising social and cultural integration and advancing collective values of the people of Northern Nigeria. This collection of essays is the result of a selection of scholarly contributions to two national conferences on Literature on Northern Nigeria held at the Kwara State University, Malete in 2015 and 2016.

Graphic Showbiz - Nanabanyin Dadson 2014-03-13

Open Access to Knowledge in Nigeria - Kunle Ola 2018-10-17

This book provides an analysis of the legal and policy dimensions of open access to research, education and public sector information with a focus on Nigeria. Kunle shows how open access has evolved across the world and how such initiatives could be implemented in Nigeria and other countries in the developing world. The author argues for a platform where Nigerians are able to freely connect to the 'global library', through the open access dual platforms of self-archiving and open access publishing, thereby providing access to knowledge. The importance of connecting local works to the 'global library' to increase visibility and impact of such works is also underscored. This book furthers our understanding of open educational resources as alternative avenues to accessing education and seeks to foster citizenry participation, good governance, accountability, democratic values and spur creativity and innovation through open governance and access to public sector information. Providing a framework for open access in developing countries, *Open Access to Knowledge in Nigeria* is an important read for scholars interested in knowledge production in Africa, development of the knowledge economy and the open access and Access to Knowledge movements.

Yabbing and Wording - Izuu Nwankwo 2022-12-31

Yabbing and Wording: The artistry of Nigerian stand-up comedy is a long-overdue academic interrogation of the novel stand-up practice in Nigeria as performance. 'Yabbing' comes from the Nigerian Pidgin English verb, 'yab', which means a satirical jibe thrown at individuals, groups or institutions. Nigeria's Fela Anikulapo-Kuti used this effectively in his recorded and live music performances against successive military regimes. 'Wording' derives from the English term 'word' and refers to a game in which parties exchange insults. It is a modern-day coinage for traditional forms of joking that existed across Nigeria and elsewhere in precolonial times. In this book, Nwankwo identifies

'yabbing' and 'wording' as outstanding indigenous elements within contemporary stand-up practice in Nigeria. On the one hand, these local joking patterns inform how comedians fashion their narratives. On the other, they mitigate offence and how the audience responds to ridicule in joke performance venues. The book's strength is its academic perspective and the inclusion of as many examples of stand-up and comedians as possible, to give a panoramic view of the practice. It also traces the historical path of the development of professional stand-up comedy in Nigeria. Its closing chapters detail the global outreach of Nigerian stand-up while also anticipating its future developments.

Contemporary Dance - Yvette Hutchison 2018

African dance is discussed here in its global as well as local contexts as a powerful vehicle of aesthetic and cultural exchange and influence.

Marketing the Arts - Finola Kerrigan 2022-12-20

With contributions from international scholars of marketing and consumer studies, this renowned text engages directly with a range of contemporary themes, including: The importance of arts consumption and its socio-cultural, political, and economic dimensions The impact of new technologies, platforms, and alternative artforms on the art market The importance of the aesthetic experience itself and how to research it The value of arts-based methods The art versus commerce debate The artist as entrepreneur The role of the arts marketer as market-maker This fully updated new edition covers digital trends in the arts and emerging technologies, including virtual reality, streaming services, and branded entertainment. It also broadens the scope of investigation beyond the West looking to film in emerging markets such as China, music in Sub-Saharan Africa, and indigenous art in Australia. Alongside in-depth theoretical analysis, this edition of *Marketing the Arts* takes inspiration from the creativity inherent in current artistic practice to demonstrate a plurality of approaches and methodologies. *Marketing the Arts*:

Breaking Boundaries is core reading for advanced undergraduate and postgraduate students studying arts marketing and management. Online resources include chapter-by-chapter PowerPoint slides and questions for class discussion.

Fashioning the Afropolis - Kerstin Pinther 2022-07-14

With a focus on sub-Saharan Africa, *Fashioning the Afropolis* provides a range of innovative perspectives on global fashion, design, dress, photography, and the body in some of the major cities, with a focus on Lagos, Johannesburg, Dakar, and Douala. It contributes to the ongoing debates around the globalization of fashion and fashion theory by exploring fashion as a genuine urban phenomenon on the continent and among its diasporas. To date, "fashion" and "city" have not been systematically related to each other in the African context and, for too long, a western-centric gaze has dominated scholarship, resulting in the perception of Africa as provincial and its visual arts and textile cultures as static and folkloristic. This perspective is all the more distorted, given Africa's rich sartorial past. With a huge number of tailors ready to adapt and renew clothing, reshaping garments into contemporary styles, and many cities in Africa becoming hot-spots for a steadily growing and well-connected scene of fashion designers in the past 20 years, the time is ripe for a reevaluation and reconsideration of the fashionscapes of Africa. Leading scholars offer an updated empirical and theoretical foundation on which to base new and exciting research on sub-Saharan fashion, challenging perceptions and offering new insights.

Negotiating Patriarchy and Gender in Africa - Egodi Uchendu 2021-08-26

This book examines the entrenchment of patriarchy in Africa and its attendant socioeconomic and political consequences on gender relations. Using both historical and modern examples, contributors analyze the ways women have been systematically marginalized in African societies and call for improved policy implementation on gender issues in Africa.

Africa in Global History - Toyin Falola 2021-12-06

This handbook places emphasis on modern/contemporary times, and offers relevant sophisticated and comprehensive overviews. It aims to emphasize the religious, economic, political, cultural and social connections between Africa and the rest of the world and features comparisons as well as an interdisciplinary approach in order to examine the place of Africa in global history. "This book makes an important contribution to the discussion on the place of Africa in the world and of the world in Africa. An outstanding work of scholarship, it powerfully demonstrates that Africa is not marginal to global concerns. Its labor and resources have made our world, and the continent deserves our respect." - Mukhtar Umar Bunza, Professor of Social History, Usmanu Danfodiyo University, Sokoto, and Commissioner for Higher Education, Kebbi State, Nigeria "This is a deep plunge into the critical place of Africa in global history. The handbook blends a rich set of important tapestries and analysis of the conceptual framework of African diaspora histories, imperialism and globalization. By foregrounding the authentic voices of African interpreters of transnational interactions and exchanges, the Handbook demonstrates a genuine commitment to the promotion of decolonized and indigenous knowledge on African continent and its peoples." - Samuel Oloruntoba, Visiting Research Professor, Institute of African Studies, Carleton University

Hip-Hop in Africa - Msia Kibona Clark 2018-04-30

Throughout Africa, artists use hip-hop both to describe their lives and to create shared spaces for uncensored social commentary, feminist challenges to patriarchy, and resistance against state institutions, while at the same time engaging with the global hip-hop community. In *Hip-Hop in Africa*, Msia Kibona Clark examines some of Africa's biggest hip-hop scenes and shows how hip-hop helps us understand specifically African narratives of social, political, and economic realities. Clark looks at the use of hip-hop in protest, both as a means of articulating social problems

and as a tool for mobilizing listeners around those problems. She also details the spread of hip-hop culture in Africa following its emergence in the United States, assessing the impact of urbanization and demographics on the spread of hip-hop culture. *Hip-Hop in Africa* is a tribute to a genre and its artists as well as a timely examination that pushes the study of music and diaspora in critical new directions. Accessibly written by one of the foremost experts on African hip-hop, this book will easily find its place in the classroom.

Historical Dictionary of Nigeria - Toyin Falola 2018-06-21

This second edition of *Historical Dictionary of Nigeria: Second Edition* contains a chronology, an introduction, and an extensive bibliography. The dictionary section has over 1,000 cross-referenced entries on important personalities, politics, economy, foreign relations, religion, and culture.

Music and Messaging in the African Political Arena - Onyebadi, Uche T. 2019-01-15

Political campaigning affects numerous realms under the communication umbrella with each channel seeking to influence as many individuals as possible. In higher education, there is a growing scholarly interest in communication issues and subjects, especially on the role of music, in the political arena. *Music and Messaging in the African Political Arena* provides innovative insights into providing music and songs as an integral part of sending political messages to a broader spectrum of audiences, especially during political campaigns. The content within this publication covers such topics as framing theory, national identity, and ethnic politics, and is designed for politicians, campaign managers, political communication scholars, researchers, and students.

The Politics of Laughter in the Social Media Age - Shepherd Mpofu 2021-11-03

The Politics of Laughter in the Social Media Age: Perspectives from the Global South brings to critical and intellectual attention

the role of humour in the digital era in the Global South. Many citizens of the Global South live disempowered and precarious lives. Digital media and humour, as chapters in the volume demonstrate, have empowered these citizens through engagement with power and their peers, enabling a pursuit of a better future. Contributors to the volume, while alive to challenges associated with the digital divide, highlight the potentials of social media and humour to engage and seek redress on issues such as corruption, human rights violations, racism and sexism. Contributors expertly analyse memes, videos, cartoons and other social media texts to demonstrate how citizens mimic, disrupt, ridicule and challenge status quo. This book caters for academics and students in media and communication studies, political studies, sociology and Global South studies.

The Routledge Companion to Media Industries - Paul McDonald 2021-09-30

Bringing together 49 chapters from leading experts in media industries research, this major collection offers an authoritative overview of the current state of scholarship while setting out proposals for expanding, re-thinking and innovating the field. Media industries occupy a central place in modern societies, producing, circulating, and presenting the multitude of cultural forms and experiences we encounter in our daily lives. The chapters in this volume begin by outlining key conceptual and critical perspectives while also presenting original interventions to prompt new lines of inquiry. Other chapters then examine the impact of digitalization on the media industries, intersections formed between industries or across geographic territories, and the practices of doing media industries research and teaching. General ideas and arguments are illustrated through specific examples and case studies drawn from a range of media sectors, including advertising, publishing, comics, news, music, film, television, branded entertainment, live cinema experiences, social media, and music video. Making a vital and significant

contribution to media research, this volume is essential reading for students and academics seeking to understand and evaluate the work of the media industries.

Political Messaging in Music and Entertainment Spaces across the Globe. Volume 2. - Uche Onyebadi 2022-09-20

'Political Messaging in Music and Entertainment Spaces across the Globe' uniquely expands the frontiers of political communication by simultaneously focusing on content (political messaging) and platform (music and entertainment). As a compendium of valuable research work, it provides rich insights into the construction of political messages and their dissemination outside of the traditional and mainstream structural, process and behavioral research focus in the discipline. Researchers, teachers, students and other interested parties in political communication, political science, journalism and mass communication, sociology, music, languages, linguistics and the performing arts, communication studies, law and history, will find this book refreshingly handy in their inquiry. Furthermore, this book was conceptualized from a globalist purview and offers readers practical insights into how political messaging through music and entertainment spaces actually work across nation-states, regions and continents. Its authenticity is also further enhanced by the fact that most chapter contributors are scholars who are natives of their areas of study, and who painstakingly situate their work in appropriate historical contexts.

Africa's Soft Power - Oluwaseun Tella 2021-05-23

This book investigates the ways in which soft power is used by African countries to help drive global influence. Selecting four of the countries most associated with soft power across the continent, this book delves into the currencies of soft power across the region: from South Africa's progressive constitution and expanding multinational corporations, to Nigeria's Nollywood film industry and Technical Aid Corps (TAC) scheme, Kenya's

sport diplomacy, fashion and tourism industries, and finally Egypt's Pan-Arabism and its reputation as the cradle of civilisation. The book asks how soft power is wielded by these countries and what constraints and contradictions they encounter. Understandings of soft power have typically been driven by Western scholars, but throughout this book, Oluwaseun Tella aims to Africanise our understanding of soft power, drawing on prominent African philosophies, including Nigeria's Omolúwàbí, South Africa's Ubuntu, Kenya's Harambee, and Egypt's Pharaonism. This book will be of interest to researchers from across political science, international relations, cultural studies, foreign policy and African Studies. The Open Access version of this book, available at

<http://www.taylorfrancis.com/books/e/9781003176022>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license

JOURNAL OF INTEGRATIVE HUMANISM GHANA Vol 9. No 1. - Department of Classics and Philosophy University of Cape Coast, Ghana 2018-07-28

The Journal of Integrative Humanism is a multidisciplinary collection of research articles from researchers in African Countries.

The Bloomsbury Handbook of Popular Music Video Analysis - Lori A. Burns 2019-10-17

Music videos promote popular artists in cultural forms that circulate widely across social media networks. With the advent of YouTube in 2005 and the proliferation of handheld technologies and social networking sites, the music video has become available to millions worldwide, and continues to serve as a fertile platform for the debate of issues and themes in popular culture. This volume of essays serves as a foundational handbook for the study and interpretation of the popular music video, with the specific aim of examining the industry contexts, cultural concepts, and aesthetic materials that videos rely upon in order to be both

intelligible and meaningful. Easily accessible to viewers in everyday life, music videos offer profound cultural interventions and negotiations while traversing a range of media forms. From a variety of unique perspectives, the contributors to this volume undertake discussions that open up new avenues for exploring the creative changes and developments in music video production. With chapters that address music video authorship, distribution, cultural representations, mediations, aesthetics, and discourses, this study signals a major initiative to provide a deeper understanding of the intersecting and interdisciplinary approaches that are invoked in the analysis of this popular and influential musical form.

Spectacle and Diversity - Lee Burton Artz 2021-12-31

This book shows how transnational media operate in the contemporary world and what their impact is on film, television, and the larger global culture. Where a company is based geographically no longer determines its outreach or output. As media consolidate and partner across national and cultural boundaries, global culture evolves. The new transnational media industry is universal in its operation, function, and social impact. It reflects a shared transnational culture of consumerism, authoritarianism, cultural diversity, and spectacle. From *Wolf Warriors* and *Sanju* to *Valerian: City of 1000 Planets* and *Pokémon*, new media combinations challenge old assumptions about cultural imperialism and reflect cross-boundary collaboration as well as boundary-breaking cultural interpretation. Intended for students of global studies and international communication at all levels, the book will appeal to a wide range of readers interested in the way transnational media work and how that shapes our culture.

Big Brother Naija and Popular Culture in Nigeria - Christopher Isike 2023-02-28

This book is about Big Brother Naija (BBN), which is a Nigerian version of the Big Brother franchise featured in more than 50

countries of the world with its major concept drawn from George Orwell's novel, *Nineteen Eighty-Four*. It is organised and starred by Nigerians but viewed in many parts of the world. The book critically engages this relatively new phenomenon in Nigeria which apparently lacks scholarly attention. It proffers insights into the show's significance and implications for the nation with relation to mental health, morality, cultural di

Routledge Handbook of African Popular Culture - Grace A Musila 2022-05-16

This handbook brings together an international team of scholars from different disciplines to reflect on African popular cultural imaginaries. These imaginaries - in the sense of cultural productions, contexts, consumers, producers, platforms, and the material, affective and discursive resources they circulate - are influential in shaping African realities. Collectively, the chapters assembled in this handbook index the genres, methods, mediums, questions and encounters that preoccupy producers, consumers and scholars of African popular cultural forms across a range of geohistorical and temporal contexts. Drawing on forms such as newspaper columns, televised English Premier League football, speculative arts, romance fiction, comedy, cinema, music and digital genres, the contributors explore the possibilities and ambiguities unleashed by the production, circulation, consumption, remediation and critique of these forms. Among the questions explored across these essays are the freedoms and constraints of popular genres; the forms of self-making, pleasure and harm that these imaginaries enable; the negotiations of multiple moral regimes in everyday life; and, inevitably, the fecund terrain of contradictions definitive of many popular forms, which variously enable and undermine world-making. An authoritative scholarly resource on popular culture in Africa, this handbook is an essential read for students and scholars of African culture, society and media.

The Creative Industries and International Business Development

in Africa - Nnamdi O. Madichie 2022-01-21
The Creative Industries and International Business Development

in Africa takes an unorthodox approach to showcasing the trends and challenges of the contemporary creative economy with a view to positioning the sector for a global audience.