Global Nollywood

THE TRANSNATIONAL DIMENSIONS OF AN AFRICAN VIDEO FILM INDUSTRY

EDITED BY Matthias Krings AND Onookome Okome
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John C. McCall, and Carmen McCain, and whose topics lay beyond the scope of the present volume, were published in 2012 in a special edition of the Journal of African Cinemas, edited by Jonathan Haynes.

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“Reveals in fascinating detail the wild popularity, controversies, and complaints provoked by this film form as it has come to shape the media landscape of Africa.”

—Brian Larkin, Barnard College

“Offers original material with respect to the transnational presence of Nollywood.”

—Moradewun Adejunmobi, University of California, Davis

Global Nollywood considers this first truly African cinema beyond its Nigerian origins. In 15 lively essays, this volume traces the engagement of the Nigerian video film industry with the African continent and the rest of the world. Topics such as Nollywood as a theoretical construct, the development of a new, critical film language, and Nollywood’s transformation outside of Nigeria reveal the broader implications of this film form as it travels and develops. Highlighting controversies surrounding commodification, globalization, and the development of the film industry on a wider scale, this volume gives sustained attention to Nollywood as a uniquely African cultural production.

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