

# Global Nollywood

THE TRANSNATIONAL DIMENSIONS  
OF AN AFRICAN VIDEO FILM INDUSTRY



EDITED BY **Matthias Krings** AND **Onookome Okome**

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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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