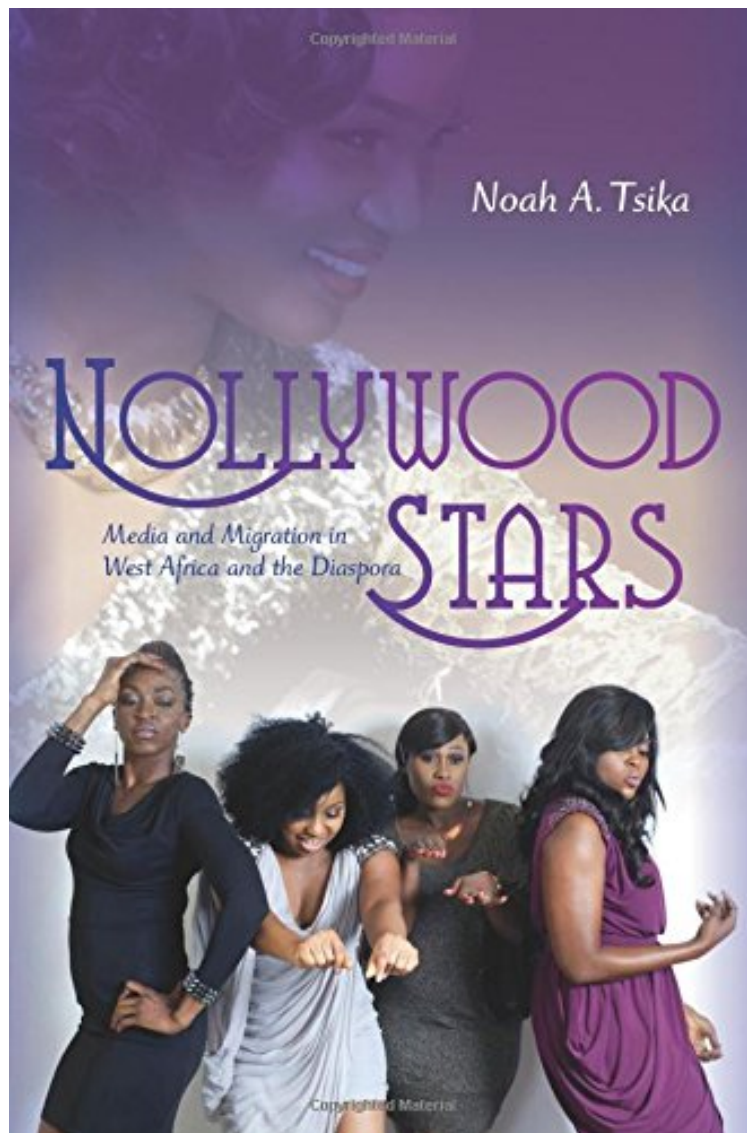


(Download) Nollywood Stars: Media and Migration in West Africa and the Diaspora (New Directions in National Cinemas)

Nollywood Stars: Media and Migration in West Africa and the Diaspora (New Directions in National Cinemas)

Noah A. Tsika

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Nollywood Stars: Media and Migration in West Africa and the Diaspora (New Directions in National Cinemas):

In this comprehensive study of Nollywood stardom around the world, Noah A. Tsika explores how the industry's top on-screen talents have helped Nollywood to expand beyond West Africa and into the diaspora to become one of the globe's most prolific and diverse media producers. Carrying VHS tapes and DVDs onto airplanes and publicizing new methods of film distribution, the stars are active agents in the global circulation of Nollywood film. From Omotola Jalade-Ekeinde's cameo role on VH1's popular series *Hit the Floor* to Oge Okoye's startling impersonation of Lady Gaga, this book follows Nollywood stars from Lagos to London, Ouagadougou, Cannes, Paris, Porto-Novo, Sekondi-Takoradi, Dakar, Accra, Atlanta, Houston, New York, and Los Angeles. Tsika tracks their efforts to integrate into various entertainment cultures, but never to the point of effacing their African roots.

There is no doubt that this is a pioneering book, one that raises important questions about the transnational and transmedial dimensions of an emergent, corporate culture of stardom and models an entirely new approach to the study of African movies and media. (African Studies)Nollywood Stars is a revelation. It will introduce readers to one of the most significant global centers of film production, Nigeria, and to a film culture that is significantly different from that of Hollywood . . . This is an important work. Essential. (Choice) Tsika makes a convincing case that one cannot fully understand Nollywood without a thorough and rigorous examination of its stars. He offers a complex, powerful, detailed, and engaging consideration of the actors' performances and films, addressing their many points of intersection with technology, advertising, music, the corporate realm, and various formations of cultural and economic imperialism. (Christina Lane University of Miami)About the AuthorNoah A. Tsika is Assistant Professor of Media Studies at Queens College, City University of New York.