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Michael Rajnik



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Ekeanyanwu, 2021-12-30 Communication is changing rapidly around the world particularly in Africa where citizens are embracing digital technologies not only to improve not only interpersonal communication but also the state of their financial well being This book investigates these transformations in Nigeria s booming communication industry The book traces communications in Nigeria back to pre colonial indigenous communications through the development of telecommunication broadcasting networks the press the Nigerian film industry Nollywood and on to the digital era At a time when Western voices still dominate the academic literature on communication in Africa this book is noteworthy in drawing almost exclusively on the expertise of Nigerian based authors critiquing the discipline from their own lens and providing an important contribution to the decolonisation of communication studies The authors provide a holistic analysis of the sector encompassing print journalism broadcast journalism public relations advertising film development communication organisational communication and strategic communication Analysis of the role of digital technologies is woven throughout the book concluding with a final section theorising the future of communication studies in Nigeria in the light of the digital media revolution Robust in its theoretical and methodological underpinnings this book will be an important reference for researchers of media and communication studies and those working on Africa specifically **African Media and**

Communication viola c. milton, Winston Mano, 2025-01-17 This book provides an important set of critical reflections from a selection of foundational scholars of African media and communication studies through biographical method The book interrogates the center of mainstream academic scholarship by providing the foundational history and origins of an Africanist conceptual model while highlighting its significance globally The editors use biographical and life story interviews to critically review the respondents interpretations of their key works and arguments in relation to key moments in the field the continent and globally Though the book is focussed on recovering pioneering arguments by key thinkers in African media and communication efforts of individual academics are to be understood in the context of their work with others and within institutions that are networked locally and globally By bringing together many of the leading figures of African communication and media studies in a single volume this book provides a critical corrective to the dearth of knowledge and information about who the key thinkers are and what their key arguments theories and models for media and communication

in African contexts entail As such it will be of interest to scholars of media and communications in Africa and the global south
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