

1. Record Nr.	UNINA9910476948103321
Autore	Tella Oluwaseun
Titolo	Africa's Soft Power : Philosophies, Political Values, Foreign Policies and Cultural Exports / / Oluwaseun Tella
Pubbl/distr/stampa	Taylor & Francis, 2021 [s.l.] : , : Routledge, , 2021
ISBN	9781003176022 100317602X 9781000402179 1000402177
Edizione	[1 ed.]
Descrizione fisica	1 online resource (216 p.)
Collana	Global Africa
Disciplina	327.96 327.6
Soggetti	Social Science / Regional Studies Political Science / World / African Political science Africa Foreign relations Philosophy Nigeria Foreign relations South Africa Foreign relations Egypt Foreign relations Kenya Foreign relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	One Introduction: Soft Power in Africa -- De-Americanising and Africanising Soft Power -- Nigeria: Naija Swagger -- South Africa: Mzansi Symbolism -- Egypt: The Resilient Pharaoh -- Kenya: Harambee Attraction -- Conclusion - Africa as a Model.
Sommario/riassunto	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 Omoluwabi, 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.
