

1. Record Nr.	UNINA9910674356303321
Titolo	Big brother Naija and popular culture in Nigeria : a critique of the country's cultural and economic diplomacy // Christopher Isike, Olusola Ogunnubi, Ogochukwu Ukwueze
Pubbl/distr/stampa	Singapore : , : Palgrave Macmillan, , [2023] ©2023
ISBN	981-19-8110-8
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (314 pages)
Disciplina	327.101
Soggetti	Cultural diplomacy International economic relations Nigeria Foreign economic relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Critical Analysis of 2020 Big Brother Naija Reality Show as a Pop Culture among Nigerian Youths -- Chapter 2: Advancing Nigeria's Soft Power through Big Brother Naija (BBN): Climate Change Awareness Creation as Corporate Social Responsibility -- Chapter 3: Big Brother Naija: A Catalyst for Nigeria's Orange Economy -- Chapter 4: Humour, Suspense and Laughter: Assessing the Mental Health Effects of the Big Brother Naija Show -- Chapter 5: Connecting Them with Home: Big Brother Naija and Nigeria's Diaspora -- Chapter 6: Subjectivity and Social Order: What can Big Brother Naija Teach us about the Rule of Law? -- Chapter 7: Big Brother Naija and Emergence of Winners: A Reflection on The Voting Attitude of Nigerians -- Chapter 8: Loyalty Formation and Fanaticism: A Study of the Big Brother Naija Reality Show -- Chapter 9: An Assessment of Glocal Considerations in Big Brother Naija -- Chapter 10: Cultural Interrogations and BBN Impact on Youths: A Study of BBN Season 5: "Lockdown" -- Chapter 11: BBN: Vulnerability, Self-Fashioning and Power Negotiation in Popular Culture -- Chapter 12: Gender dynamics in Big Brother Naija: Respectability, Responsibility, Reliability and Accountability -- Chapter 13: BBNaija and the Question of Nation-Branding in Nigeria: Time to take a Cue from Corporate Business?.

---

## Sommario/riassunto

This book is about Big Brother Naija (BBN), which is a Nigerian version of the Big Brother franchise featured in more than 50 countries of the world with its major concept drawn from George Orwell 's novel, Nineteen Eighty-Four . It is organised and starred by Nigerians but viewed in many parts of the world. The book critically engages this relatively new phenomenon in Nigeria which apparently lacks scholarly attention. It proffers insights into the show's significance and implications for the nation with relation to mental health, morality, cultural diplomacy, diasporic relations, economic diplomacy, law and human relations and power dynamics. Christopher Isike is a professor of African Politics and International Relations at the University of Pretoria in South Africa. Olusola Ogunnubi is an adjunct research fellow with Carleton University, Canada and also affiliated with the University of the Free State, South Africa. Ogochukwu Ukwueze works in English and Literary Studies, University of Nigeria, Nsukka where he assists in teaching and research.

---