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Nota di contenuto	Part I: African Mainstream Media Space, Representation and Digitization -- Chapter 1. African Traditional Media: Looking Back, Looking Forward -- Chapter 2. Kenyan Media Industry: Digitize or Disappear! -- Chapter 3. Digitization of Broadcasting in Nigeria: Opportunity for Participation in Globalization -- Chapter 4. Globalization, Pluralism and Broadcast Operations in Nigeria -- Chapter 5. African Cinema and the Global Movie Industry: A Survey of the Depth of Nollywood's Niche in the Age of Globalization and Digitalization -- Chapter 6. Gender Representation in Nigerian Media Contents and Social Reality -- Part II: Online Media and Usage -- Chapter 7. Closing the Digital Divide Among African American Consumers with Better Content in the United States of America -- Chapter 8. The War of Words in the Digital Space: Twenty-First Century Presidential Public Address as Power Maintenance in

Kenya -- Chapter 9. Students' Use of Digital Online Resources in Music Study at Zimbabwe State Universities inResponse to COVID-19 -- Chapter 10. The Culture of Online Shaming Targeting Women from the Middle East And North African (MENA) Region -- Part III: Music Media and Online Construction -- Chapter 11. Rethinking Arabness: The Communicative Nexus of Select Lyrics of Female Nigerian and North African Afro-Arab Hip Hop Artistes and Sociological Construction of Women in the Digital Space -- Chapter 12. TikTok: Globalization and the Social Identification of Afrobeats -- Part IV: Health Communication and the Digital Space -- Chapter 13. Pandemics and Conspiracist Ideation: Making Sense of Collective Sense-Making and Health Information Needs in New Media Environments in Africa -- Chapter 14. Health Communication: An International Perspective in the Digital Space -- Part V: Africaness and the Digital Space -- Chapter 15. Decolonizing the African Mind in the Digital Space -- Chapter 16. African Cultures and Representations in the Digital Era -- Part VI: Sports Communication and Digital Space -- Chapter 17. How Sport, Communication, and Economics Are Changing Power Dynamics in the African Family -- Chapter 18. Globalization and Digitisation in Sport Promotion and Development in Ghana: Sport Journalists' Perspectives.

Sommario/riassunto

"Dr. Unwana Samuel Akpan has produced an invaluable edited volume whose scope is unparalleled in media studies of the Global South. The text's 18 chapters by both established and emerging scholars examine the various ways that digital media are reshaping African culture, daily experiences, and history. Their research is both refreshing and provocative, but above all, it is extremely contemporary in the issues it raises from critical and feminist perspectives. It deserves a place on every academic shelf." — Dr. Carolyn M. Byerly, Professor Emerita, Communication, Culture and Media Studies, Howard University, Washington DC, USA "African Media Space and Globalization is a timely volume and a must-read. An excellent illumination of Africa's rapidly evolving mediascape in the global digital environment; essays reflect rigorous scholarship, insightful analysis, and cutting-edge critique of factors driving media development, engagement, and consumption. The work's broadthematic scope, multi-perspectival approach, and solid theoretical grounding, commends it to media observers, analysts, practitioners, and regulators." — Prof. Bala A. Musa, Ph.D. Azusa Pacific University, USA This book surveys the African media industry, examining various sections of the media at the elite level. Drawing on contributors from diverse regions and media and communication disciplines, the book provides definitive analyses of the switch from analogue to digital broadcasting in select African countries. This timely and relevant collection of essays covers trending topics in communication and media studies, as scholars globally continue to examine the impact of digital technology on media practice, training, and education. The contributors offer rich perspectives on crucial issues, blending practice and scholarship as former media practitioners and academics come together to fill a major gap in media practice and education in Africa. This book is a must-read for anyone interested in the intersection of globalization and African media. Dr. Unwana Samuel Akpan is a media scholar-practitioner with over two decades of broadcast experience. He is a lecturer in the Department of Mass Communication, University of Lagos, Akoka-Lagos, Nigeria. He is the Editor of The University of Lagos Communication Review.
