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Discourses in Senegal: Between the Local and the Global; 6 Language Policies in East Africa; Part II Cultural Production  
7 Globalization and African Cinema: Distribution and Reception in the Anglophone Region  
8 African Cultural Producers and Border Thinking: Dennis Brutus, Micere Mugo, Ousmane Sembene, and Ngũgĩ wa Thiong'o;  
9 Missionaries for Capital: Brand Marketers and Music Sponsorship in Uganda;  
10 Soul to Soul: Hip Hop, Globalization, and Africa; List of Contributors; Index

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**Sommario/riassunto**

In different but complementary ways, the chapters in this collection provide a deeper understanding of socio-cultural processes in various parts of the African continent. They do so in the context of contemporary mediated processes of globalization, and emphasize the agency of Africans.

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