Step 5: Nollywood’s ups and downs

Text A

Just a decade after “Living in Bondage”, Nollywood films, made in some 300 languages, were being watched in **both** urban and rural areas, distributed on **both** the streets and online, and finding their way into international festivals. And since the 2000s, Nollywood films have only continued to proliferate and spread. We recently spoke to Witt about the cultural phenomenon, how it’s spread, and how Nollywood films today are **both** distinctively Nigerian and globally influenced.

“Inside Nollywood, the booming film industry that makes 1,500 movies a year”, Elizabeth Flock, *PBS News Hour*, 2017.

Text B

The majority of Nigerian films are, due to lack of facilities and resources, informal productions which are recorded on video format instead of being produced for theatrical release. Piracy plagues the Nigerian film industry as regulations on rights and distribution are deficient and this means that the filmmakers, who are already working on tight budgets, are incurring substantial losses.

“Nollywood and Bollywood Film Industries to Collaborate”, Emma Heffernan, *Cov Africa 2015*

Text C

Nollywood films have mostly been shot in the Nigerian megapolis of Lagos, a city of entrepreneurial spirit and indefatigable endeavour. They are widely available to **both** rich and poor across the continent and the African Diaspora in Europe, the Caribbean, and North America. Nollywood has also massively increased the role and visibility of women in African cinema. As veteran producer, Tunde Kelani, noted: “[…] our movies are definitely African. Their popularity shows that Africans have a lot in common socially, culturally, and politically.”

“Nollywood as a Pan-African cultural phenomenon”, Adekeye Adebajo, *The Guardian*, 2017.

Exercise 1: For each text, what kind of text is it? Be ready to present it briefly.

Sum it up in one or two sentences.

What message does the author convey?

 What do you learn from Nollywood movies?

Exercise 2: Answer the following questions:

What accounts for the success of Nollywood movies?

What do Nollywood movies provide black audiences with that other movie industries don’t?

Why does this industry have financial trouble despite its large audience?

**Activity: Introduce a TV report.**

 You are TV channel journalist. A report about Nollywood is going to be shown on your program. Prepare and record an introduction about what Nollywood cinema is: origins, aims, status in the global film industry, future.......