

Abstract

The Nigerian entertainment industry called Nollywood has for several years been one of the top audiovisual producers worldwide in regards to the volume of media produced. However, its market is to a large extent isolated from the dominant media flows, which has inspired interest for a detailed study of its role in the global cultural scene. The thesis is a theoretical treatise about the history and the present situation of Nollywood, which the author discusses in the context of the two seemingly oppositional paradigms of the globalization discourse: cultural imperialism and cultural globalization. To gather the most up-to-date and the most complex information, the thesis uses theoretical methods, such as the analysis, synthesis and comparison of the articles found in science journals and literature. The text is comprised of three main parts. After a brief introduction into the current situation in Nigeria and the historical development of its audiovisual media, the second chapter discusses the birth of Nollywood for the first time in the Czech academia, as well as its current production and distribution principles. In this part of the thesis, the focus is given to the description of the extent of Nollywood's influence in the world, including the Czech Republic, talking both about the audience size and type, and about the production and distribution of the Nigerian films beyond the borders of the home country of their makers. The third and final chapter interconnects all the topics mentioned by contextualizing the phenomenon of Nollywood into the academic discourse of the globalization trends and media processes.