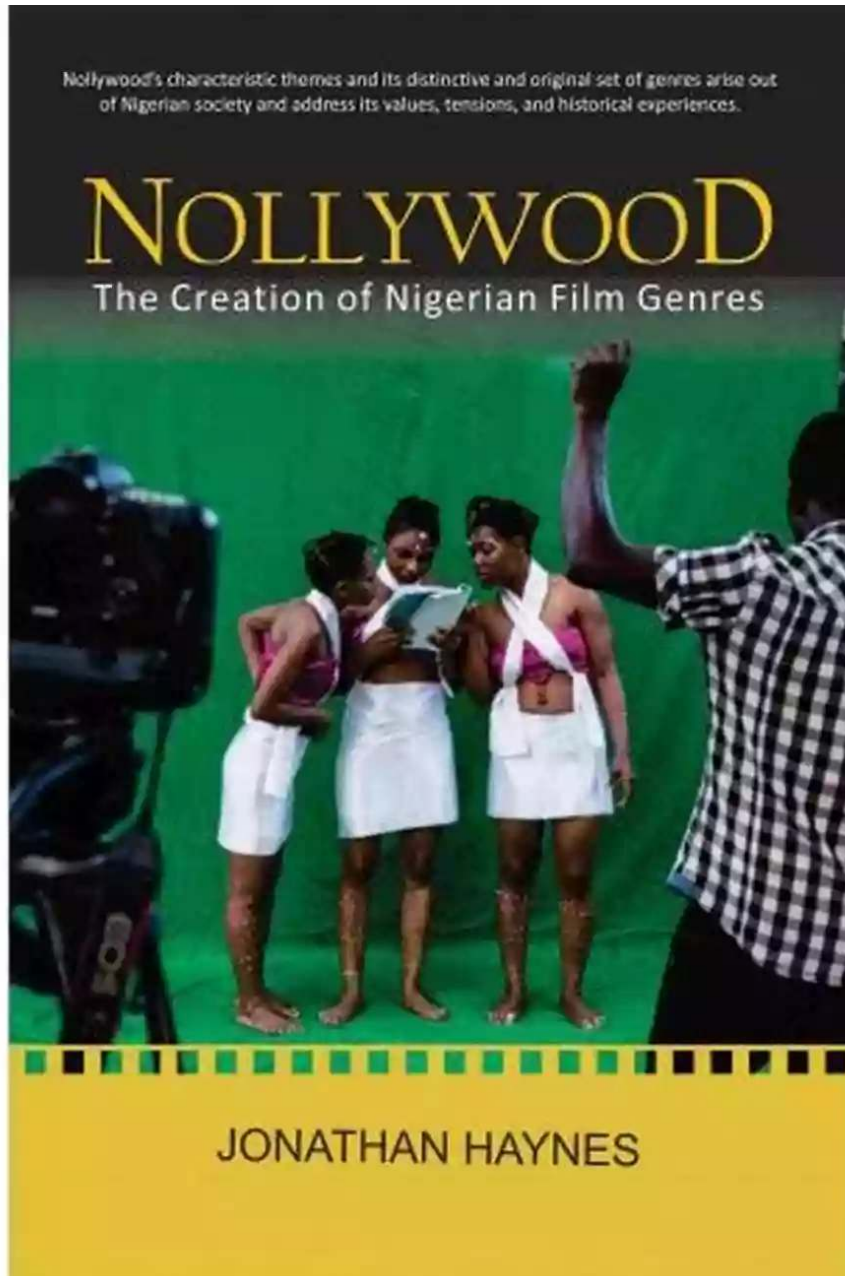


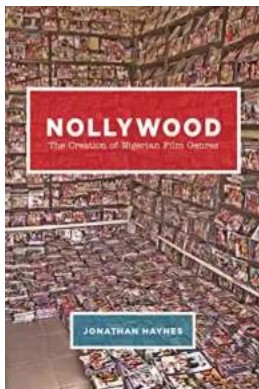
The Ultimate Guide to Understanding Nollywood: How Nigerian Film Genres Were Created



In recent years, Nigeria's film industry, known as Nollywood, has taken the world by storm. With its unique storytelling and captivating narratives, Nollywood

movies have not only captured the hearts of Africans but have also gained international recognition. The success and popularity of Nollywood can be attributed to its creation of distinctive Nigerian film genres that have evolved over time. In this article, we will delve into the origins of Nollywood and explore how these Nigerian film genres came to be.

Nollywood emerged in the early 1990s as a direct result of technological advancements and the increasing availability of video equipment. The term "Nollywood" was coined by the New York Times journalist Norimitsu Onishi in 2002, drawing a parallel to Hollywood and Bollywood, the Indian film industry. Since then, Nollywood has grown exponentially, producing thousands of films annually and becoming the second largest film industry in the world, surpassing Hollywood's output.



Nollywood: The Creation of Nigerian Film Genres

by Matti Friedman (Kindle Edition)

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Enhanced typesetting	: Enabled
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The creation of Nigerian film genres within Nollywood was a natural progression as filmmakers sought to connect with their local audience and portray the diverse

cultures and traditions of Nigeria. These genres not only catered to Nigerian sensibilities but also attracted audiences across Africa and in the diaspora.

One of the most prominent Nigerian film genres is the "Naija Comedy." This genre focuses on creating lighthearted and humorous stories, often featuring comedic actors known for their wit and slapstick comedy. Naija Comedies have become a staple in Nollywood and have contributed significantly to its success. Comedy not only appeals to a broad audience but also allows filmmakers to comment on social and political issues through satire and humor, making the films both entertaining and thought-provoking.

Another popular Nigerian film genre is the "Nollywood Thriller." Thrillers in Nollywood often combine elements of suspense, mystery, and action to create gripping narratives that keep audiences on the edge of their seats. From crime investigative stories to psychological thrillers, this genre explores the darker side of human nature while providing thrills and excitement to viewers.

Nollywood has also given birth to the "Naija Romance" genre. These films revolve around love stories and relationships, often portraying cultural and societal dynamics of love and courtship. Naija Romance films have been praised for their relatability and their ability to capture the complexities of love in Nigerian society.

The "Nollywood Epic" genre is another significant contribution to Nigerian film genres. These films transport audiences to historical and mythical settings, retelling legends and folktales that are deeply rooted in Nigerian history and culture. By exploring epic stories, Nollywood enhances the preservation and promotion of Nigerian heritage while engaging viewers in captivating narratives.

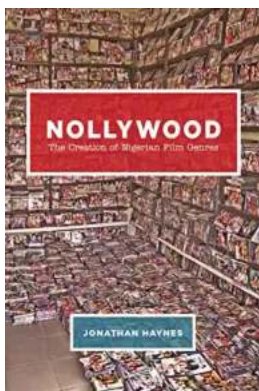
Nigerian filmmakers have also embraced the "Nollyhorror" genre, which blends elements of horror and suspense into thrilling cinematic experiences. Nollyhorror

films draw inspiration from local folklore, superstitions, and supernatural elements, creating unique and spooky narratives that cater to horror-loving audiences.

Additionally, Nollywood has made strides in the "Naija Action" genre, delivering adrenaline-pumping films filled with intense fight scenes, stunts, and high-octane action. These films showcase the physical prowess of Nigerian actors and incorporate elements of martial arts and combat sports.

As Nollywood continues to evolve, it keeps pushing the boundaries of traditional film genres, creating hybrids and subgenres that captivate audiences in Nigeria and beyond. The industry's ability to adapt to changing tastes and preferences has been instrumental in its success and worldwide appeal.

, Nollywood's creation of diverse Nigerian film genres has played a pivotal role in its meteoric rise to international acclaim. From Naija Comedy to Nollywood Thrillers, these genres have allowed Nigerian filmmakers to showcase their creativity and connect with audiences on a profound level. As the Nollywood industry continues to grow, we can look forward to the emergence of new genres and the further exploration of existing ones — always keeping audiences entertained and engaged.



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Nigeria’s Nollywood has rapidly grown into one of the world’s largest film industries, radically altering media environments across Africa and in the diaspora; it has also become one of African culture’s most powerful and consequential expressions, powerfully shaping how Africans see themselves and are seen by others. With this book, Jonathan Haynes provides an accessible and authoritative to this vast industry and its film culture.

Haynes describes the major Nigerian film genres and how they relate to Nigerian society—its values, desires, anxieties, and social tensions—as the country and its movies have developed together over the turbulent past two decades. As he shows, Nollywood is a form of popular culture; it produces a flood of stories, repeating the ones that mean the most to its broad audience. He interprets these generic stories and the cast of mythic figures within them: the long-suffering wives, the business tricksters, the Bible-wielding pastors, the kings in their traditional regalia, the glamorous young professionals, the emigrants stranded in New York or London, and all the rest. Based on more than twenty years of research, Haynes’s survey of Nollywood’s history and genres is unprecedented in scope, while his book also vividly describes landmark films, leading directors, and the complex character of this major branch of world cinema.



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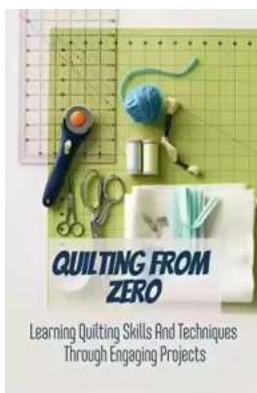
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