



# **Contemporary Business**

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# Contemporary Business 15th Ed

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## **Contemporary Business 15th Ed:**

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*Nigerian Media Industries in the Era of Globalization* Unwana Samuel Akpan, 2023-01-09 In *Nigerian Media Industries in the Era of Globalization* editor Unwana Samuel Akpan provides a timely collection of relevant key and well informed contributions on the Nigerian media industries in a changing media landscape This collection assembles both media professionals and professors of media practice and theory to address how the Nigerian media industry has changed in a globalized world The chapters apply scholarship research and industry experience to modern media narratives as well as a blend of Nigerian cultural concepts and idioms of communication The contributors provide a historicized account of the Nigerian indigenous media systems and Nigerian mainstream media industry examine media law in Nigeria and media ownership in Nigeria express concerns over fake news in relation to elections explore changes in journalism broadcasting health communication organizational communication AI in countering terrorism sports media and draw conclusions on how the media has changed in digital spaces This book is essential for media scholars and media professionals who are interested in the growth and survival of the Nigerian media in the era of globalization *Bulletin Salem Public Library*, 1919

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