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Brief

Cultural and Media Studies : Media and Communication

Langmia, Kehbuma, Lando, Agnes Lucy (Eds.)

Digital Communications at Crossroads in Africa

A Decolonial Approach

- **Addresses the impact and innovative adoption of digital communication in the lives of Africans**
- **Argues that in order to decolonize the African new media use and consumption, a complete paradigm shift in the approach to digital forms of communications is needed**
- **Asks whether cultural and communicative hybridization from the top bottom the way forward, or the horizontalization of western and African communicative forms**

Digital communication as it is practiced in Africa today is at a crossroad. This edited collection takes that crossroad as its starting point, as it both examines the complicated present and looks to the uncertain future of African communication systems. Contributing authors explore how western digital communication systems have proliferated in the African communication landscape, and argue that rich and long-cherished African forms of communal, in-person communication have been increasingly abandoned in favor of assimilation to western digital norms. As a result, future generations of Africans born on the continent and abroad may never recognize and appreciate African systems of communications. Acknowledging that globalized digital communication systems are here to stay, the volume contends that in order to comprehend the past, present, and future of African communications, scholars need to decolonize their approach to teaching and consuming mediated and in-person communications on the African continent and abroad.

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