

Topic: Dynamic development of cultural and creative industries in Africa: a comparative study between Cameroon and Nigeria.

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Research questions and objectives

The problem of this research is that Cameroon, culturally rich is underdeveloped, yet culture is a very important economic capital. Therefore, our job is to propose strategies to put culture at the heart of development in Cameroon.

- What are the appropriate strategies to make culture an important element for development in Cameroon as in Nigeria?
- How to make the consumption of cultural goods and services within everyone's reach by attracting greater public support?
- How can digital technology be at the service of the capitalization of cultural and creative industries including museums, cultural centres and cinema?

The research questions led to the following hypotheses

Firstly, appropriate strategies for capitalizing culture are linked to the system of production, distribution and consumption. Secondly, creating proximity between the public and cultural goods and services in order to make consumption more efficient. Thirdly, developing an digital application for online visits to museums for example could develop cultural and creative industries, those that include museums, cultural centers and cinema.

These intuitive answers or hypotheses are in line with the objective of our research which is twofold: The first objective is to propose strategies for film production in local languages, to capitalize on them through the film industry without forgetting the will to build cultural identity. The second objective is to propose strategies to develop the cultural sector in Cameroon through well-developed cultural policies. Making Cameroon an important producer of cinema is a possible idea to be reached in a context where each stakeholder in the system plays its part with the objective of raising Cameroon high in terms of valorisation and capitalisation of culture like Nigeria.

Materials and methods

- The methodology adopted in this work is the documentary study developed by Paul N'DA (2015). The term “document” here refers to any existing source of information to which the researcher may have access. The focus here is on written documents, although others may be useful.
- The theory: the economics of culture by David Throsby (1994), taken up by Benhamou Françoise (2004). It will help us to validate or not the hypotheses.

The theory chosen to enable us to validate or not the hypotheses is David Throsby's cultural economy (1994), taken up by Benhamou Françoise (2004). This critical approach covers a field that is constantly expanding, from the economy of singular cultural goods (performing arts, fine arts, heritage) to the cultural industries (books, records, cinema, video games) and the media (press, radio, television).

Results

In terms of results, the theory used allows us to validate our hypothesis in the sense that it theorizes the system of production, distribution and consumption of cultural goods and services in Cameroon for a more efficient dissemination as in Nigeria. This enable us to achieve the objectives of this research with two main proposals: the proposition of films in Cameroon in local languages and the development and application of cultural policies.

Propositions

- Develop cultural policies in Cameroon,
- Produce Cameroonian films in national languages as in Nigeria,
- Digitizing exhibitions for two reasons: more proximity between the public, cultural goods and services;
- Focus on showing films on exclusive channels (in local languages and translated versions) and
- Promote synergy work.

Perspectives

For the future project, I would like to work on cultural development of African ethnic communities.

References

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