

# Soft power in therapeutic comedy: outlining Nigeria's creative industry through digital comic skits

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## Abstract

Literature on the substance and ideational value of soft power is not in short supply. In Africa, although these studies are only beginning to emerge, many aspects of possible soft power sources are yet to be exhaustively explored. In this study, we examine the communicative function of humour beyond its therapeutic and entertainment value but as a soft power variable for nation branding. The aim of this article is therefore to provide an analysis of the soft power in Nigeria's creative industry with emphasis on its growing digital comedy. To achieve this, the authors rely on primary data collected through online semi-structured interviews and comments from transnational interviewees who are viewers and admirers of the Mark Angel Comedy skits selected for the study. From our analysis of their responses, we submit that Nigeria's digital comedy skits offer some soft power possibilities in several aspects of diplomacy and the positive affirmation of 'Nigerianness' as subtle ways of repositioning Nigeria's receding image in the international sphere.

Keywords: [Cultural diplomacy](#), [digital diplomacy](#), [humour](#), [laughter](#), [soft power](#)