



Translating across Cultures: Challenges and Strategies in African Literature for Global Audiences in Nigeria

Enoch Egwu¹, Godson Uzomahoye², Chinedu Nwakweater *oma*^{3,4}, Obiageli Oziokolo¹

¹ American University of Nigeria (AUN)

² University of Jos

³ Department of Advanced Studies, University of Jos

⁴ University of Port Harcourt

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Correspondence: eegwu@gmail.com

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Author notes

Enoch Egwu is affiliated with American University of Nigeria (AUN) and focuses on Arts & Humanities research in Africa.

Godson Uzomahoye is affiliated with University of Jos and focuses on Arts & Humanities research in Africa.

*Chinedu Nwakweater *oma* is affiliated with Department of Advanced Studies, University of Jos and focuses on Arts & Humanities research in Africa.*

Obiageli Oziokolo is affiliated with American University of Nigeria (AUN) and focuses on Arts & Humanities research in Africa.

Abstract

Translating African literature into global languages presents unique challenges due to cultural, linguistic, and literary differences. Conducted ethnographic interviews with translators, publishers, and scholars in Nigeria over two years, analysing translation practices and outcomes. A significant theme identified was the difficulty in maintaining cultural authenticity while adapting texts to international audiences. Translation strategies that include input from local experts and use culturally sensitive language have proven effective in preserving meaning and context. Publishers should engage more closely with translators and scholars, ensuring adaptations respect both original intent and global appeal.

Keywords: *African Studies, Cultural Translation, Ethnography, Linguistic Analysis, Narrative Theory, Oral Traditions, Textual Criticism*

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