

LANGUAGE NEED NOT BE A BARRIER TO THE GROWTH OF NOLLYWOOD  
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1. INTRODUCTION

The traditional lexicon attributable to Nigeria's now famous Nollywood industry consists of words and expressions like drama, performing arts, dramatic arts, video, home video, movie, cinema film, stage, staging, acting, diction, audition, production, producer actor, actress, etc, etc,.

Whether it has to do with speech, audition, acting, miming interpreting a role in a particular way, the bottom line is that it all has to do with the use of language: English in Britain, Nigeria, the United states, to a very large extent, India, etc,. French in France, Francophone Africa, Belgium, Quebec (Canada), Spanish in Spain, a large part of the Southern United States, etc. There are also, of course Japanese, Russian, Portuguese, etc.

The fact that Nigeria happens to operate under a world language with a large number of speakers should not push her citizens or even the policy makers of government itself to ignore the advantages of doing business with the other

major language groups of the world. Here unfortunately, we seem to be about the worst users of the English language and this is affecting our businesses negatively. We must polish our English and learn other foreign languages in order to fully integrate our social and industrial sectors, especially the entertainment sub-sector, into the main stream of global and International Business.

## 2. QUALITATIVE AND QUANTITATIVE TARGETING OF THE LANGUAGES OF OPERATION.

In the 2016 congress the central theme was on the tourism industry, which has to do with leisure. This year, the theme of THE NATIONAL ECONOMY vis-à-vis the contributions of the entertainment sector, is still very close to the idea of harnessing the potentials of the sector toward a better economic output by having recourse to the translation industry.

In this regard, our people still tend to be so conservative, if not myopic about the potentials of the major international languages of the modern world. We tend not to see beyond the languages of our colonial masters – English and French. While it is true that both remain key players in international trade and politico economic ties, there are emerging languages which are posing a threat to English and

French. These are Spanish, Arabic, Chinese, etc. In fact, in a current table of ranking of THE MOST USED LANGUAGES IN THE MODERN WORLD by Anatoly Kariin (2011). English still manages to be first, followed by Spanish in second place, then Chinese, Russian, Arabic, while French is pushed to sixth place, closely followed by Portuguese, Japanese, Turkish and German... so in order to target bigger markets, we must learn to stop thinking in terms of English and French alone. That also is the spirit of modern translation.....

### 3. LANGUAGE USE IN SUBTITLING

The effort to produce some of our home videos and films in the major languages of Nigeria with English subtitles is a welcome idea. But the type of language one reads from the English sub titles could really be very appalling. Taking a brief look at the channel 159 DSTV, one gets the impression that we have not gone beyond the age long Onitsha market Literature. Numerous errors in spelling and structure...like "What way did he run go?". That type of English cannot be exported away from our shores. It will not be taken seriously!.....

#### 4. PRODUCTION METHODS AND TECHNIQUES

#### 5. THE MODELS OF JAMES BOND AND HOLLYWOOD

#### 6. CONCLUSION

It is a well known fact that some entertainment outfits like Nollywood are already making significant contributions to the national economy. The situation could further improve if its capacity is increased and exported to other coasts in larger

volumes by breaking the language barriers significantly. This is where the collaboration of NITI could be worthwhile, planning to train even Nollywood staff in the long run to take care of their translations. But in order to take care of the socio-cultural orientations of other nations, Nollywood will have to adjust and adapt their themes and subject matter significantly.