

**EUROCENTRISM AND THE AFRICAN FLORA AND FAUNA: AN ECO-CRITICAL DISCOURSE OF OBINKARAM ECHEWA'S *THE LAND'S LORD***

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**ABSTRACT**

Eco-criticism is a branch of literary discourse concerned with the investigation of the relationship between man and nature, the eco-system and the eco- sphere. The approach examines how literary writers perceive and reflect nature and natural phenomenon in their literary works. It also investigates how nature influences man and how the activities of man invariably affect nature. Obinkaram Echeva's novel, *The Land's Lord* is one of the Nigerian novels that reflected the realities of the lives of the African people during the time of the colonial contact and conflict that was an inevitable historical realities of the people. The novel also captured the scenes from the colonial time as well as the vagaries of lives and situations that existed between the Africans and the Europeans. This study examined the European perception of the African environment as reflected by the writer as part of the issues surrounding eco-critical discourse of literary works. With the adoption of Eco-criticism as an approach to literary works, the study examined the connection between man and nature vis-a-vis how man and nature affect each other in the world. The study reveals that the Europeans whose ideas are rooted in their Eurocentric views and ideals of life have a way of perceiving the African environment as a jungle, a den and such a horrible environment where nature is often in conspiracy to inhibit and militate against the wellbeing of man. How the Europeans perceived of the African environment as demonstrated in the novel and the viewpoint of the writer in the face of this Eurocentric perception of the African flora and fauna is the crux of the study.

**Keywords:** Eco-criticism, Environment, Eurocentrism, Afrocentrism, Nature, Eco-system, Flora and Fauna, primitivism, Barbarism.