

CHAPTER I

INTRODUCTION

A. Background of the Study

Each country has their own culture, and divided into two groups: East and West. Rudyard Kipling in his poem *The Ballad of West and East* defines that East and West are two sides which can never met. Eastern cultures are represented by China, Japan, Arab, and Indonesia, while Western cultures are represented by Italy, France, Britain, and US. As a Tyson explains about *Four World and Eurocentric*:

terms *First World, Second World, Third World, and Fourth World* to refer to, respectively, (1) Britain, Europe, and the United States; (2) the white populations of Canada, Australia, New Zealand, and southern Africa (and, for some theorists, the former Soviet bloc); (3) the technologically developing nations, such as India and those of Africa, Central and South America, and Southeast Asia; and (4) the indigenous populations subjugated by white settlers and governed today by the majority culture that surrounds them, such as Native Americans and aboriginal Australians. (420)

For several years, the western people colonized the east. This colonization separated the culture between the East and the West and had made the Western to be more superior than that of East. Until the day we live now, Western cultures still dominate the world. It seems that we live in One World and that West

cultures must dominate this One World. It is an assumption of global oneness under a single liberal democratic capitalist ideology led by West. The Western did the colonization in both physic and non physic. In one hand, the physical colonization was done by colonizing the East through slavery, taking their island, and also taking natural resources, in accordance to their principle: 3G (Gold, Glory and Gospel). On the other hand, the non physical colonization was done by texts; western taught us through the media such as films, and songs. Ania Loomba defines in her book *Colonialism/Postcolonialism* that European colonialism has begun several centuries ago, “kingdoms in southern India were under the control of the Vijaynagara Empire, Islamic principality in what is now western Turke. Modern European colonialism cannot be sealed off from these earlier histories of contact such as the Crusades, or the Moorish invasion of Spain, or imagined fuel for the European journeys to different parts of the world” (3).

Bill Aschroft in his books *The Empire Writes Back* defines the colonizing and the superiority of western:

Central to this perception was the encounter with African culture in the period of the so-called ‘Scramble for Africa’ in the 1880s and 1890s. Even while the dominant cultures were engaged in violently suppressing the ‘savage’ cultures they encountered in West and East Africa they were importing into Europe, as loot, the revelation of an alternative view of the world in the form of African masks, carvings, and jewelry – artifacts which were, for the most part,

stored away in the basements of the new museums of ethnology and anthropology. (156)

Aschroft defines that the Africans had been colonized by the European for several years. In their colonization, European discover such as African masks, carvings, jewelry and artifact became big inventions for them to make it as a discovery, or the founder in the next century. Besides, they colonize new modernism to African people that could influence the language and art themselves.

Hollywood movie itself tend to represents how West culture dominates the world. How white people become heroes, and the others such as Asians, Blacks or Latins always become the loser. Besides, it is tend to the white who will become a superhero: Superman, Spiderman, Batman, and almost all characters in X-Men are white. And sometimes, if there is any fool jokes, it must be represented by the Blacks, Asians, or Latins. "Black men are violent, those the Chinese or the Arabs, or whatever Asian or middle Eastern population is politically convenient, are defined as cruel, sneaky, evil, cunning, dishonest, given to promiscuity and perversion, and the like" (Tyson 367).

Film has brought so much to our daily lives. Film has become a new media to express our ideas and desires. Film has also become a way of relating to each other and the world we live in. Film is powerful and powerful films have changed the mindsets of people to think in new ways. One film could influence people's mind. We can remember that bob haircut became a trend because Deemi Moore's

hair in *Ghost* or *2012* which makes people believe that the world will end in the year of 2012.

One of Hollywood movies which has a political media about orientalist issues is the trilogy of *The Mummy*, and in this thesis, the writer would like to analyze about *The Mummy Returns*. The story is about a couple, Rick O'Connell who is played by Brendan Fraser and Evelyn who is played by Rachel Weisz, fight against a hundred years old enemy named Imhotep. Rick and Evelyn married and has a son named, Alex. When they save the Bracelet of Anubis, the corpse of Imhotep lives again, tries to conquer the world and finds his immortality.

The event forces Rick and Imhotep to fight in a battle again, and sends the O'Connells to save the world and rescue their son who is kidnapped because he wears the Bracelet of Anubis. This adventure takes them back to Egypt, into the place of The Scorpion King, the brave warrior who promised his soul to the God Anubis. He and his army had been frozen in time, trapped between life and death and ready to kill again.

“In film studies, an interpretation of film can be seen from a lot of ways. It could be seen from aspect of the story” (Smelik 4). In film, there are several aspects to be analyzed: narrative and non narrative aspects. Narrative aspect is analyzed by seeing the dialog, story, plot, setting, and the characters, while non narrative aspect is analyzed by seeing the cinematic representation such as the tonal color of the film, costume, and the sound effect.

This film contains orientalist issue in several actions and dialogues. Beside, the history behind *The Mummy Returns* is interesting to be analyzed. To

analyze *The Mummy Returns*, the writer of the thesis uses orientalism theory from Edward Said. According to Edward said, “The Orient was almost a European invention, and had been since antiquity a place of romance, exotic beings, haunting memories and landscapes, remarkable experiences” (1). *The Mummy Returns* shows how West is portrayed as the founder, while East as the object of knowledge. The writer of the thesis has chosen this theory because in *The Mummy Returns*, he wants to study how Western people use the Orient as an object of study.

B. Statement of the Problems

After watching the movie, there are several question raised.

- a. How are the west and the east represented in *The Mummy Returns*?
- b. How are the orientalist constructed in *The Mummy Returns*?

C. Objective of the Study

Regarding the statement of the problems, the writer of the thesis defines the objective of the study.

1. To know how East and West are represented in *The Mummy Returns*
2. To know how the orientalist issues are constructed.

D. Significance of the Study

From the analysis in this thesis, the writer of the thesis hopes that the readers can understand orientalism, and to know how Hollywood films could be a

media propaganda. Moreover, the writer of the thesis wants the reader to learn much about the reality behind Hollywood films, and also how the orientalist issue raised in some movies especially in *The Mummy Returns*. By understanding this issue, the writer of the thesis hopes the reader will understand that several Hollywood movies could influence a new ideology about westernization and orientalism. And also, the study is to give contributions of analysis towards literary work to the students of Airlangga University English Department, especially the students who want to analyze film studies.

E. Scope and Limitation

This research is going to be analyzed in two aspects: narrative and non narrative. The writer of the thesis will concentrate in several major characters, setting and plot, and provide support from cinematic aspects. Some characters will be analyzed by their representation and actions. This will help the writer of the thesis to analyze whether the orientalism issue. And the setting from the story will be analyzed to compare how the orientalism will be represented. Beside that, the color of the picture and the sound concept from the cinematic aspect will help to analyze the orientalist issue.

F. Theoretical Background

This thesis will analyze the orientalist issues in the movie *The Mummy Returns*. The writer of the thesis will describe how orientalist issues are raised in

this movie. The writer of the thesis uses Edward Said's theory of orientalism to analyze the two statements of the problem.

“The Orient was almost a European invention, and had been since antiquity a place of romance, exotic beings, haunting memories and landscapes, remarkable experiences” (Said 1). Said argued that Orient is a place of knowledge, and a symbol of aesthetics. History from the East became a new invention by the Western people, that is why they tried to study about orient over the years.

“My contention is that Orientalism is fundamentally a political doctrine willed over the Orient because the Orient was weaker than the West, which elided the Orient's difference with its weakness” (Said 204). Said stated with his orientalism theory, that the West has created a doctrine, about the reality of the East and the romantic of the Orient. Edward Said. By this theory, the writer of the thesis will not only discuss about the study of the Orientalism, but also the political imperialism of Europe in the East.

G. Method of the Study

The writer of the thesis uses library research to find information. The main source is the movie itself, *The Mummy Returns*. Open source such as internet is used to give more information. To define the explanation, the writer of the thesis will analyze from the characters and the other aspects such as costumes, sound and tone. Beside, the writer of the thesis will give image footages and dialogues

from the movie. The study applies the method of data collection by watching the film, making data classification, and determining the data based on the issues.

H. Definition of Key Terms

Orientalism : an Edward Said's theory, the body of stereotyped portrayals of the "Orient" that Western powers later used to justify their expansion in the East.

Mummy : a dead body preserved by embalming, as by the ancient Egyptians

Representation : the way in which meaning is somehow given to the things which are depicted through the images.