

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

This chapter is consisting with the theoretical frameworks that support the analysis, the previous study which is used as a reference, and also research method.

2.1 Theoretical Framework

This subchapter consists of reviews of related theories which are used to analyze the object of this study. The writer uses Orientalism theory from Edward Said (1978) to analyze and interpret about how western represent Iraq culture in the movie. For the approach, the writer uses the Post-colonial approach since the object of the study concerns on colonizer and colonized situation which is seen in the *American Sniper* movie. Besides, there is subchapters like movie studies.

2.1.1 Postcolonialism Approach

Post-colonialism emerges as a result of colonialism. It refers to the discourse which deals with “the effects of colonization on culture and societies” (Ashcroft, 2002: 168). It concerns with the culture after the period of colonialism until the present days or, in other words, the post-independence period, during and sometimes after the colonial period, the colonizer’s thoughts, particularly Western thoughts, have dominated world’s culture and marginalized the colonized’s culture (Selden and Widdowson, 1993: 189). The colonizer’s culture is seen as the

higher and superior one, above the colonized's culture that is seen as the 'Other'.

Post-colonialism then gives another perception in seeing the relation between the colonizer and the colonized. It questions the validity of the assumptions that the colonizer's culture is better than the colonized's culture. The main theme of post-colonial is reaction to the culture legacy of colonialism which in this colonialism is the dominance of people called "Western" like British, France, and Spain. On the other words, post-colonial is an anti-colonial movement since its discourse about to attack the dominance of Western ideology.

Thus, the writer chooses postcolonialism as an approach in this study because postcolonialism provides a crucial way in expressing the realities of the colonized people. In this study, postcolonialism could describe some issues which related to postcolonial discourse, the concept of power, superior and inferior, colonialism and cultural problems that occurred in the *American Sniper* movie that could support the writer in analyzing the representation of Iraq culture.

2.1.2. Orientalism

The concept of Orientalism, a term used and described by Edward Said, is the division between an Orient and Occident. According to Said (1978, p.7), Occident in this case is referring to the West, the concept of Westerners while Orient is the East, most often referring to the Middle East. Orientalism is the expression of the imperialist European Western experience of the Orient. It is a collection of ideas regarding Orientals: their behavior, mentality and culture. The Orient itself is more or less a Western invention, an interpretation of Middle East

through foggy mist of mystery and colonialism, it is a political tool to divide the known, Occident, from the strange, Orient. Said (1978, p.188) says that:

The Orient that appears in Orientalism, then, is a system of representations framed by a whole set of forces that brought the Orient into Western learning, Western consciousness, and later, Western empire. If this definition of Orientalism seems more political than not, that is simply because I think Orientalism was itself a product of certain political forces and activities. Orientalism is a school of interpretation whose material happens to be the Orient, its civilizations, peoples, and localities.

Based on Said statement, being adjacent to Europe, the Orient has helped form the face of Europe through its inventions, cultures and languages. Furthermore, it has been a way for Europe to define itself with the Orient as a contrasting image.

While the term itself has lacked a stable definition over time the concept of the Orient is still persistent, separating Occident from the Orient. One of the effects of Orientalism or rather the division between Occident and the Orient is how history bears less significance if it is not Western. Said (1978, p. 9) mentions the huge loss of lives, cultures, languages and expressions have been lost as an effect of Western imperialism. The Orient is in many ways a construct of Western willingness to Orientalize a fixed space. The Orient was not made into what it has become, because it seemed so Oriental or different from European culture, but because it could be Orientalized, differentiated and fetishized.

The separation between East and West is reliant on the flexible positional superiority which constantly places West on top. This stems from an idea that Western culture is per definition superior to the culture of non-Westerners. The ideas of Orientalism also coincide with the Renaissance, when European culture was booming, thus, further allowing for this sense of superiority, of course

furthered developed when Europe became colonizers. Europe is powerful and known, the Orient is defeated and unknown. However, superiority is nothing given, but something that is formed and taken. In the case of Europe this power was taken by colonization. Orientalism is an effect of this, not only ideas, but writings based on those ideas. Studying the Orient from the outside, in a perceived superior position has of course influenced the writings (and writers) themselves.

This also situates a Western privilege where Westerners can take part of, exploit and reshape Oriental culture, but the opposite was impossible. However, the retelling and thinking about this colonization is told from the colonizers point of view, meaning that it is not a question of how this has happened, but rather a question of how the West perceives that it was done. Furthermore, the division of ours and theirs in regards to geographical positions is a rather arbitrary idea, because it does not require Orient to acknowledge the division. West can create imagined borders and differentiate between what is ours and what belongs to the barbarians, without the need for the latter to take part in this division, thus, inadvertently creating a rift between what is Occident and what is Orient

Therefore, it can be assumed that this first legal concept of Oriental shapes the concept of superiority and inferiority, the 'superior' or the Occident dominates the 'inferior' or the Orient. Since Orientalism can be used to analyzed literary studies, the writer will involve it as a grounding theory to reveal the research problem. The position of Orientalism as a grounding theory affirms that it will be utilized to reveal the colonial encounter in Iraqi land which embodies the antagonist culture, America, in *American Sniper* movie.

In Edward Said's theory of Orientalism (1978), four stereotypes of the Orient will be considered in this independent study;

1. The Orient is timeless. Orientalism assumes that Eastern countries did not change. The Westerners believe that the Eastern lands and their people were far behind the modern developments of the "Enlightened West." The

Orient is often considered as "primitive" or "backwards". From the viewpoints of the Westerners, time in the Eastern land is regarded as stand still and perpetual. Even a long time has passed the Westerners still believe that the Eastern lands and their people are underdeveloped, obsolete and uncivilized. The East is portrayed as a barbaric country needed to be civilized by the West. It is a style of thought and perception that the West is superior to the East and the Western culture is more civilized than the Eastern.

2. The Orient is exotic. According to Said, "the Orient was almost a European invention, and had been since antiquity a place of romance, exotic beings, haunting memories and landscapes, and remarkable experiences". The Orient is a source of marvel and curiosity for Western writers and artists. In the eyes of the Occident, the Orient is regarded as oddly different, unusual, fantastic or bizarre. It means everything of the Orient looks strange in the eyes of the Westerners.

3. The Orient degenerates. In the eyes of the Westerners, the Orient fits in all kinds of negative ideas. The Oriental stereotypes are weaknesses, cowardliness, laziness, untrustworthiness, fickleness, laxity, violence and

lust. The Oriental needs to be civilized and made to conform to the Western standard of morality.

4. Orientalism constructs binary oppositions. Said defined the term binary oppositions as the oppositions. In Orientalism, Said uses the concept of binary oppositions in almost every aspect when discussing the East and the West. The Orient is everything that the Occident is not. The West is the best while the East is the worst. The East and the West are positioned through the construction of an unequal dichotomy. For example, the East is the place of ignorance and naive whereas the West is the place of knowledge and learning. Moreover, the East is in the position of inferior whereas the West is in the position of superior.

Regarding that Orientalism particularly talks about the Orient with their inferiority and Occident with their superiority, the writer will employ it to show the relationship between the White Americans as the colonizer, whose culture dominates and the Iraqi as the colonized, whose culture is oppressed. Therefore, this study will focus on the Orientalism as portrayed in *American Sniper* movie.

The writer intends to analyze the concept of Orientalism through the aspects of timelessness, exotic images, degeneration and the binary oppositions. The purpose of the West of making those stereotypes is to show the world their power and dominance as the colonizers. The West assumes that the East needs to be civilized and made to conform to the Western standard of morality. These four aspects of

Orientalism will enable the readers to see the image of Iraq through the eyes of the American. Even though the American perspective on Iraq is a part of the world

distorted. According to Said (1978) western attitudes toward the East were and still are based on false assumptions. The actual study of the Orient was conducted from a biased point of view. This produced a distorted image of the East which then was reproduced by writers, painters, and scholar. The emerging cultural construction of the East failed to recognize the large diversity in language, culture and religious life of its inhabitants. Although it helped the West to define its own identity, this cultural construction of the Orient defied reality. More importantly, it established a western cultural hegemony. The self-image of the Westerner as enlightened, rational and civilized, needed a mirror image defined as the opposite. A stereotypical image emerged of the oriental being backward, emotional and uncivilized. Therefore, orientalism is rooted in overly positive notions the West had on itself, projected on 'the other'. The idea of an uncivilized and inferior east, legitimated European efforts to colonize and imperialize large parts of the Eastern world. This study can create a better understanding of the attitude of the Westerners towards the Easterners.

2.1.3. Movie Studies

Movie is one of the medium to deliver meaning. According to Eriyanto (2001, p. 114) in the visual language, events constructed reality by aspects such as clothing, environment, speech and expression. Nowadays, movie has become a part of society, because the story that is shown in film is mostly based on the reality in society. Besides, film has become the lesson in formal education which

can be analyzed by student by applying the theory of movie studies. As Villarejo (2007, p.10) said that:

The study of cinema, in other words, is emphatically not an attempt to arrest its dynamism, to still it in order to subject it to scrutiny. It is rather the pursuit of cinema as an historical hydra, with tentacles reaching into all aspects of our individual and collective lives.

Therefore, the aim of studying film is to get the detailed information about the film, and also reach all aspects that appear in the movie. To get the purpose of film is by analyzing it.

According to Bordwell and Thompson (2008, p.11) movie have four set of cinematic techniques. They are two techniques of shot, consist of *mise-en-scene* and cinematography; the technique that relates shot to shot, editing; and the relation of sound to the images. This study uses the *mise-en-scene* as the supporting theory.

2.1.3.1. *Mise En Scene*

Mise-en-scene can used to understand how films produce and reflect the meaning. *Mise-en-scene* also refers to all of the visual elements on theatrical production until the space on the stage itself. Most of all the film makers also borrow and apply element on the *mise-en-scene* to make a good movie. Bordwell and Thompson (2008, p.112) argued that *mise-en-scene* is the term of movie which come from France that have meaning putting into the scene. They explained that there are four general areas of *mise-en-scene*; setting, costume and make up, lighting, staging; movement and performance (2008, p.115-133). In this

study, the writer will focus on some of *mise-en-scene* element like setting and costume to analyze the material object. Since the writer will analyze the Iraq culture, it is important to use setting to find out about social condition during the war between Iraq and America inside the story. While on the costume, the writer hopes to find out different effect from costume of characters inside the story based on the age, culture, social condition, social class, era and sex.

1. Setting

Setting play a more active role in movie than it usually does in theater. Setting can come to be forefront; it need not to be the only container for human events but can dinamically enter the narrative action. Setting informs time and place apart from costume. As stated by Lathrop (p.1) that “this aspect of *mise-en-scene* plays an extremely active role in film and periodically may assume as much importance in the total film as the action, or events”.

2. Costume

Costume is one of aspect that can build character and also imply psychological disposition of characters. Arrangement of costume as an aspect of *mise-en-scene* gives the control of visual elements necessary to effective filming. Costumes are carefully arranged with one another in their colors, their textures, and even their movements.

2.2 Previous Studies

Several studies have been conducted within the theoretical framework of Orientalism. One study had been conducted is a thesis by Mahmudah Laili (2011) from Universitas Airlangga entitled *The Representation of Orientalism in James Cameron's Avatar*. Laili's concern is about the Native issue in the Avatar world.

It is different with the writer's issue, about religion and colonial. Laili's statement supported the writer's study of *American Sniper* that Iraq as the Orient was portrayed as uncivilised and radical through the representation Iraq muslim characters and environment appeared on film.

Second is a thesis by Imam Ma'ruf Khaerulloh (2014) from Universitas Pendidikan Indonesia entitled *The representation of Persians as Villains in an Movie Script "300"*. The study discusses about the representation of Persian as villains in "300" and its relation with the current socio-political issue between the U.S. and Iran. Imam (2014) uses orientalism and stereotype theory to support his analysis. The study employs character and characterization from Davis, Mules and Thwaites (1994) in categorizing the data and Orientalism as proposed by Edward Said (1978) to analyze the categorized data.

This present study tries to see some aspects of orientalism in a movie directed by American director that represents East culture and people that set in Iraq.

Therefore, this study will be different from any other previous studies. Those two previous studies help the writer in choosing the theory and method for this study.

They also give contribution to the writer on how to explore the study and to analyze the data correctly and accurately.

2.3 Research Method

In conducting this study, the writer takes several steps. The first step is deciding the material object and the second step is collecting the data, followed by analyzing and interpreting the data in connecting with *American Sniper* movie.

After that, the writer will draw a conclusion from this study.

2.3.1 Deciding the Material Object

In this study, the writer chooses *American Sniper* movie by Clint Eastwood (2015). The reasons of using the *American Sniper* movie as the material object are; first, in this movie the writer found timelessness aspect which is one of four stereotypes of the Orient in Orientalism theory by Edward Said. Second, this movie based on biographical book of Chris Kyle which tells a true story about the war between Iraq and America that could represent Iraq culture. According to those reasons mentioned above the writer would like to analyze how the representation of Iraq culture in the movie *American Sniper*. Besides, the writer chooses Orientalism proposed by Edward Said as a main theory to analyze the problem of study.

2.3.2. Collecting the Data

In collecting the data, *American Sniper* is watched several times to be observed. After that, to guide this study, the writer followed these following steps:

1. Watching the movie thoroughly in order to find some visual evidences of the representation of Iraq culture through the West's eyes.
2. Choosing visual evidences and categorizing the findings found in the movie based on four aspect stereotypes of the Orient such as timelessness, exotic, degenerates and binary opposition to be presented as the textual evidences of the data.
3. Capturing and writing every word that refer to suspicious word, phrases, utterances, or expression related to the representation of Iraq culture through the West's eyes in the movie to be served in data presentation.
4. Reviewing the movie and rechecking the whole data.

2.3.3. Analyzing and Interpreting the Data

After collecting the data on the movie, the writer would take the next step.

The writer used post-colonialism approach to analyze and interpret the data especially Edward Said's Orientalism theory (1978) and based on the *mise-en-scene* theory by Bordwell and Thompson (2008). When it has been done the writer will write the finding of this study.

2.3.4. Drawing Conclusion

The last step of this study is, the writer will draw a conclusion from what the writer find out from this study.