

CHAPTER 4

ANALYSIS RESULTS

In this chapter, I will analyze literary techniques used in representing Asia including its places, people and cultures through Orientalist assumptions in American popular media in the 21st century, which are films, television, advertising and comic books respectively. To begin with, *Rambo 4* (2014), *Hangover 2* (2011), *American Sniper* (2014) and *Aladdin* (2019) will be the first data for the analysis in terms of American films. Next, *Fresh Off the Boat*, *The Big bang Theory* and *The Simpsons* will be explored as the representatives of American's popular TV shows. After the television analysis, the next part will go to the advertisements which include *Target* (2009) and *Mountain Dew* (2010). Finally, the analysis will end up with the American comic books including *American Born Chinese* by Gene Luen Yang (2006) and *The Totally Awesome Hulk #15* by Greg Pak (2017).

Film

1. *Rambo 4*

Synopsis of *Rambo 4*, 2014

The story begins with John Rambo, a Vietnam War veteran, who has decided to leave his brutal life behind and lives his simple life as a snake catcher for local entertainers in Chiang Mai, Thailand. He swears to himself that he will no longer confront such nightmares. Yet, an unexpected incident occurs in a neighboring country which is Burma. He is then asked to take part in rescuing a group of Christian missionaries abducted by a group of murderous Burmese military. This reluctant journey leads him to a greatly cruel war that lasts longer than any wars he has ever known.

Analysis of Literary techniques

Diction

“Looks like dangerous work.”

The first part of this American film begins with the scene a group of Burmese armed forces is brutally killing Karen people in their village located near the border between Burman and the north of Thailand. In Chiang Mai, Thailand, John Rambo, a former American veteran, is catching snakes for a snake farm for living. While he is taking a king cobra into a crate, Michael, the head of a group of American missionaries, comes to him in order to hire him for a boat upriver to the Karen village. In the conversation, the technique called diction, word choice, is employed by the greeting from the head of the American missionaries as demonstrated above. The word ‘dangerous’ can clearly give a sense of danger of that place John is working which is Chiang Mai, Thailand, a country located in South-East Asia. Besides, the scene John denies Michael without a thought and says that “It’s more like genocide than war.” can strengthen the idea of a dreadful place. This can presumably lead the audience to the door of the Orientalist assumptions of Asia through the depiction of danger and peril of the place where the Orientals live.

Symbolism

“Snake”

As can be seen, the place where John lives his life is full of snakes. These snakes can probably symbolize something evil, fearful and sinful. In the Bible, snakes and serpents are portrayed as an enemy in general, or as Satan in particular. Thereby, it is reasonable that this symbol depicts Thailand as a place of sin and evilness in the Western assumption. And it must be the Western duty to subjugate, conquer and even exploit these this evilness righteously since John Rambo working as a snake catcher is the main character representing an American. Through this evil symbol,

Thailand can be used to depict the evilness and an inferior opponent of the Occident.

Paradox

John: "Are you bringing in any weapon?"

Michael: Of course not!

John: You're not changing anything.

In the conversation between John and Michael, we can see the use of paradox which might confuse the audience at first but later it appears reasonable. Through the reply of Michael, it shows that it is not necessary to bring a weapon to help and teach the Bible in the Karen village, However, the reason can be inferred from the beginning scene that the murderous Burmese military brutally kills a large number of villagers. Hence, weapons are needed in order to protect themselves or flight against those cruel Burmese soldiers. Here, the audience will somehow understand the situation. Further, as John ends the conversation by adding that Michael and his team cannot change anything, it can be implied based on the Orientalist prejudice that the violent and wicked stereotype of the Burmese military cannot change by any means or any time.

Dialect

Through many scenes in this American film, the audience can hear various dialects spoken by Asian characters including Thai people, Burmese military, as well as Karen villagers. These dialects can depict the images of the Orient as exotic and unknown to the Western audience as they probably do not understand. Instead of finding actors and actresses who can speak English, the Asian people who cannot speak English were selected and portrayed for authenticity of Asianness which made in association with violence and brutality. Hence, the representation of these Asian characters through their various dialects can reflect the downright foreignness and cruelty of the Orient.

Deixis

“They would’ve raped her fifty times and cut your fucking heads off.”

This literary technique refers to words in which their meanings depend on context. Crucially, the use of deixis after the deaths of Burmese pirates including ‘They’ the Burmese pirates, and ‘her’, Sarah, can reinforce the features of the Orientalist bias. As clearly seen, the Burmese pirates want to rob the missionaries and take Sarah, the only American woman. However, they all are killed by John Rambo and he then says the above sentence. Through the context in this scene, it is possible to see how ‘they’, these Burmese characters, are negatively portrayed based on the Orientalist perspective. And again, it is the American character, John Rambo, who can kill all of those Burmese pirates easily by himself.

Repetition

“You’re not gonna change anything!”

The use of repetition found from John’s saying after the robbery incident, this significantly reinforces the way the Orient is born from barbaric and uncivilized races as they remain the same without any changes or developments in their characters. Such representation conforms to Said’s statement that “most the Orientalists believe that the Orient never changes and it has remained fixed in time and place for the West” (Said, 1978, p.109).

Reference

“...with power through his spirit in your inner being so Christ may dwell in your hearts with faith.”

The use of the reference through the scene that the American missionaries read the Bible in an effort to teach Karen villagers to follow their religion, Western Christianity can implicitly disclose the process of westernization. This process might be done through implanting the Western ideology such as knowledge, value and even religion to the innocent and

naive Asians. Then this can later influence the way these villagers perceive and understand the world based probably based on the Western ideas which is actually the Orientalist's.

Metaphor

“Look at this fucking place. Only a fucking ape would live here. What the fuck am I doing here?”

After the disappearance of the American missionaries, there is a group of Western mercenary troops whom are given the rescue mission. During the boat trip to the Burmese military camp, the head of the mercenary troops mutters to himself as shown above. The word ‘ape’ here is taken as the metaphor which is employed to reflect how this western character views the Burmese people and their homeland. In relation to Said’s Orientalism, the West sees the East as exotic, barbaric, backward and even not human being. By this way, the ‘ape’ can possibly function to disclose the Occident’s racial bias and prejudice towards the Orient and the East.

Repetition

With the repetition of the rude words ‘fucking’ and ‘fuck’ appearing in the above sentence said by the head of the mercenaries, it is adequately reasonable to argue that this expression can function to increase the degree of hatred of the Occidental towards the Orient. Perhaps, this hatred can be passed on to the Western audience and reinforce the racial prejudices towards Asian people in their perceptions.

Metaphor

“Have another go at me, you lady boy cunt!”

The last literary technique used in *Rambo 4* in terms of Orientalism is metaphor. We can see the use of metaphor through the scene that the Western mercenaries are being arrested and abused by the Burmese soldiers according to the order from their military leader. With the feelings

of anger and wrath, the head of the mercenaries who is terribly injured shouts to the Burmese military leader as shown at the above sentence. The phrase ‘lady boy cunt’ in the sentence is considered a crucially racial metaphor because it does not merely indicate what the Burmese military leader is, as he slept with a boy the night before and was witnessed by the Western mercenaries, but also strongly reflects the portrayals of the Eastern female identity as typically constructed and reconstructed in the American popular media. Such feminine representation apparently contrasts with the portrayals of those Western mercenaries since the later scenes reveal that they can kill a larger number of the armed Burmese military, probably more than a hundred while there are only six or seven of them with John Rambo. Therefore, it cannot be denied that the Asian characters are perceived and created based on the Orientalist assumptions.

2. Aladdin

Synopsis of Aladdin, 2019

This musical fantasy film is about a young thief, Aladdin, who live his life on the streets in Agrabah with his monkey, Abu. One day, he accidentally finds a magic lamp which has a giant, Genie, appearing to willingly serve him with three wishes. Aladdin then asks his gigantic servant to turn him into a prince in order to win the heart of Jasmine, a princess whom he met at the market. However, the magic lamp and Genie are also sought by Jafar, the wicked advisor to Sultan Hamed who is Jasmine’s father. As Jafar wants to use the magical power of Genie to take over the kingdom and dominate over the cities nearby, Aladdin has to find the way out of his evil plan.

Imagery

“Oh, imagine a land. It’s a faraway place where the caravan camels roam.”

In the beginning scene, Genie, a man who is now a human is sailing a ship with his wife and his two children. While his children are talking about

another ship which is bigger and more attractive, Genie begins singing them a song about a story of a faraway land. From the above lyrics, this imagination about the place Genie created by words through the song can imply the hint of a place where is likely to be an Eastern country since some words in the lyrics clearly refers to the location of the Middle East. The word 'faraway' can refer to a unknown land where is far away from the West. Also, the phrase 'the caravan camels roam' can draw a picture of desert where camels are used for traveling. Hence, the imagination of the faraway desert described by Genie's song possibly creates the audience a sense of a distant and unknown place where is certainly not in the West but the Middle East.

Rhyme

"Where you wander among
Every culture and tongue
It's chaotic but hey, it's home"

The use of rhyme created through the words "among" and "tongue" can give an emphasis on the possible meaning in this verse. Through the interpretation of this part, we can see the depiction of this place located in the middle that it is a place of every culture where is the home of a large number of Middle Eastern people. Here, the use of rhymes can serve to highlight the idea of the Orientalist generalization of Asia where seems to be a place of diversity of every single culture without any explanations of the differences of the Middle Eastern people of Middle East.

Symbol

"When the wind's from the East.
And the sun's from the West.
And the sand in the glass is right."

The symbols of the 'wind' which is from the East and the 'sun' that is from the West can show the differences between the images of these two

different parts of the word. Through the Orientalist views, the wind can imply the inconstant changes of the East, however the sun can possibly signify the constant power of the West in which nothing can resist. Interestingly, the word “time” appearing at the last line can symbolize the length of duration in which the differences between the East and the West has been through, yet nothing changes. With these symbols, we can perceive the different images made between the East and the West based upon the binary opposition between the occident and the orient.

Diction

“Come on down, stop on by
Hop a carpet and fly to another Arabian night”

The use of the word ‘Arabian’ in this stanza explicitly signifies an exotic and mysterious place of Middle East. The place where a flying can be ridden on to appreciate a night scenery in this Arabian land. The word ‘Arabian’ with the flying carpet makes it clear to state that this Middle East kingdom is perceived in association with marvels and superstitious things.

Anthropomorphism

The use of this literary technique referring to the attribute of human traits within a nonhuman character is found through the depiction of Iago, a wicked parrot serving as Jafar’s henchman. As clearly seen, this nonhuman character is able to innately think, talk and even express evil ideas for his evil master, Jafar. This shows the way a human characteristic is employed apart from the lion cave which can talk. Through the lens of Orientalism, the use of anthropomorphism in this American film can induce the Orientalist attitudes towards the Middle East as being a marvelous kingdom where its people live together with some evil animals and can presumably cause something bizarre as well as dangerous others for their benefits.

Repetition

“Second is not enough!

And it will never be enough!”

The use of repetition appears when an Agrabah soldier says to Jafar that he was not born to be the Sultan and it is adequate for him to remain his subordinate only inferior to the Sultan, the sovereign of this kingdom. After hearing that, Jafar suddenly dissatisfies with that the soldier’s statement as he is eager to be the Sultan and aims to take this kingdom under his evil rule. He then tells the unlucky soldier the above sentence before pushes him into the well. In Jafar’s speech, the repetition of the word ‘enough’ can reflect the greed and avariciousness rooted in this villain character even though his position in this Agrabah has been already highly powerful. By way of using this literary technique, the attention of the audience can be drawn to the betrayal of this Arabian villain who is ready to double-cross his Sultan who is always kind to him. In other words, such negative depiction through the use of repetition reflects the never-ending greed within the Oriental who can be tempted from power and can betray and get rid of anyone even a benefactor.

Metaphor

“You are quite the magician.”

The scene that Aladdin is trying to impress Jasmine by showing her a secret mechanism to get into his house with a secret stair hidden in the wall can show the audience a significant use of metaphor. The metaphor which takes place with the word ‘magician’ said by Princess Jasmine can relate the images of Arabian people and their country with magic, trick and mystery. This can be somewhat tricky and crafty to other, particularly an innocent girl like Princess Jasmine.

Allegory

“It’s cat with stripes.”

The scene the prince of Skanland. Prince Anders, travels a long distance to Agrabah to meet Princess Jasmine at first sight can be exposed to the Western views of the Orient. As Prince Anders is a good-looking white man from the other part of the world called Skanland where is located in the old Troms County, Norway. As he is the only Western character, he can somehow represent the eye of the Occidental among Arabs. The use of allegory enables the audience to expose the way the Occidental perceive and understand the Middle Eastern world, especially the moment Princess Jasmine is walking out with her tiger, Rajah. He asks everyone not to tell him what the animal it is and he surprisingly tells everyone that “it is cat with stripes”. The use of allegory through the phrase “cat with stripes” can reflect the Occidental’s generalization of the unknown Orient based on his self-assumption despite the lack of knowledge about the Orient. Therefore, it is somewhat obvious to state that in the eye of the Occident, the Orient is a place of strange, exoticism as well as alienation.

Zoomorphism

The lion cave, where Jafar forces Aladdin to go inside in an attempt to find him the lamp, apparently employs an interesting technique called Zoomorphism. This technique refers to the attribution of animal features to non-animal things. Such zoomorphic scene which is certainly impossible in the real world can strengthen the Orientalist views can be expose the orientalist perspective, this technique suggests the Middle-East is a place of marvels and monsters.

Metaphor

“You the boss the king the shah.”

The use of metaphors is able to be explored when Genie uses his magic and takes Aladdin and Abu, his monkey, out of the lion cave. Genie says to

Aladdin that he is the boss, the king and the shah. The use of metaphors in the form of synonyms here probably serves to emphasize the status Aladdin as the master of this giant. This is likely to demonstrate the idea of hierarchy, particularly inferiority and superiority. However, through the deeper investigation into the background of Genie who gives this speech, we can probably find that this giant has served a number of people who own the lamps for thousand years. This information can help the reader infer the long-lasting slavery of this magical character. Such poor status with the interpretation of the metaphors reflects the hierarchical system which has rooted in the Middle Eastern land for thousand years. Therefore, it is possible to sum up that the image of East, especially the Arabian world and its history has been recognized as being outmoded and regressive since time out of mind.

Personification

“Carpet, did you hear what this boy said?”

Another figurative language found in this American film is personification. This technique is employed when Genie would like to assure himself with the magic carpet what Aladdin has said to him. The way that Genie talks to the magical carpet and this magical thing can understand and react as if it is a human can support the Orientalist portrayals of the Middle East as being marvelous and wondrous.

Flashback

This technique occurs when Genie reminds Aladdin of the first wish. After being able to go out by Genie’s magic, Aladdin is told that he has already used the first wish. He does not believe it and argues with Genie about that as he feels the first wish has not been used yet. Genie then brings him back to the moment he tells Genie to take him and his money out of the lion cave. The use of the flashback in this scene presumably reveals the way Aladdin is somehow depicted as a tricky character. This

sounds more possible as he is a professional thief and swindler of Agrabah and never gets caught by anyone. Hence, such Aladdin's depiction with the investigation through the flashback can illustrate the anti-Oriental prejudice towards the stereotype of the Orientals, especially Arabian men.

Allegory

“The more you gain by pretending, the less you're actually gonna have.”

Allegory refers to a technique which contains a double meaning. One is on the surface. Another is beyond the surface. Through the scene that Genie is trying to remind Aladdin that he had better reveal his real status for his true love, however Aladdin decides to keep it as he does not think it matters and still satisfies with pretending Prince Ali of Ababwa, a kingdom of nowhere created by Genie's spell. The saying by Genie demonstrated above literally means to admonish Aladdin for what he is doing. On the other hand, through the lens of Orientalism, it is reasonable to say that Genie's speech can indicate Aladdin's phony and arrogance. This probably reflects the negative perceptions of the Orient portrayed by an Asian character based upon Orientalism.

Imperative Voice

“Stay Silent!”

As imperative voice is defined as the use of forceful verb at the beginning of sentence in order to produce dominant emotion. This technique is found in the scene that Jafar realized Princess Jasmine is trying to defy the arrest from his soldier. He then shouts to her “Stay Silent!” as to make her obey and stop her attempt. Such fierce behavior expression reveals the concept of male superiority over women in this country. Instead of treating a woman in an appropriate way as a gentle man is supposed to do, his speech with his angry mood is given to the female character without

consideration of appropriation. By this way, Jafar's imperative emotion can suggest the idea of inequality between men and women in the Middle East.

Incantation

“You're nothing without your staff.”

The scene when Jafar is angry as the Sultan is trying to fight him and telling him the above sentence makes him totally angry. He then starts using his magic to destroy the whole city and all people. The portrayal of his powerful magic discloses the use of incantation which refers to the use of magical charms with words written or spoken. Such incantation employed can strongly reflect ferocity and mystery through the use of witchcraft in the Middle East. Although Agrabah is the city he wants to occupy and is eager to become the Sultan, he can easily destroy everything in this city with no mercy. Such incantation portrayed by this cruel wizard, therefore, can give the audience some senses of evilness, danger, as well as mysterious power within the Orient.

Television Programs

1. Fresh Off the Boat

Synopsis of Fresh off the Boat, 2015-2020

This is an American sitcom television series broadcasted on 20th Century Fox Television for ABC. The sitcom tells the story about a Chinese-American family facing various challenging issues in American society such as race, class, as well as ethnicity. The story is based on the well-known diary by a restaurant owner, Eddie Huang.

Analysis of Literary techniques

Noticeably, as the TV program have 6 seasons with 116 episodes, the analysis of this study will focus only some parts from every season starting from 2015 to 2020. The selected examples include the parts which reach more than one million viewers on YouTube and contain the Orientalist

representations of Asia through the use of literary techniques. Additionally, the examples of the scenes selected will be analyzed from the earliest year to the latest year respectively since we can see the changes of the ways the Orientalist perspectives are applied in this TV program.

1.1 Fresh Off the Boat - Poet Boy, 2015

Dialect

“How did you like the Xiaolongbao I packed you?”

In the scene that the mother, Jessica Huang, was trying to ask his son, Eddie Huang, whether he really had lunch she packed or not, a Chinese menu ‘Xiaolongbao’ was mentioned by Jessica as she would like to catch up Eddie’s about having lunch in his school. The word ‘Xiaolongbao’, a Chinese dialect referring to a type of Chinese steamed bun, can indicate the place where this family came from, certainly from China. However, as this sitcom series broadcasts in America, this Chinese dialect can interrupt those American audiences who do not know and are not familiar with the name of this Chinese menu because there is not any explanation about the word in this scene. By this way, the Chinese dialect can create a gap probably a cultural gap between Chinese people, represented by Huang family, and American people, represented by the majority of audiences. This difference can somehow lead to a racial discrimination based on the Orientalist ideas in which the Orient is seen as minor and subordinate.

Tone

“I did not pack Xiaolongbao!”

The tone Jessica shouts to his son Eddie can reflect how she feels towards his son’s lie. Certainly, it cannot be denied that the expression of anger by Jessica is found through this technique and it can possibly reflect the way an Asian mother treats her child in general. Rather than remain cool and teach his son through giving a reason, Jessica decided

to shout at his son in front of her husband and grandmother. Consequently, this bad behavior can create a bad stereotype of Asian mother in the perception of the audiences of this sitcom series.

Diction

“Liar”

The use of the word ‘liar’ that Jessica says to his son can be interpreted in two ways. First, she literally blames his son since he lied her for having lunch. Instead of explaining or asking with reasons, her scolding shows how cruel she is towards her son. Second, the word ‘liar’ can implicitly depict this Asian mom as being cunning and tricky as she also lies Eddie in an effort to catch his lie. These two negative meanings presumably infuse barbarism as well as stratagem within this Asian character and create prejudices against Asian actors and actresses according to the Western Orientalism.

Symbolism

“Xiaolongbao” and “white-people lunch”

In this sitcom series, ‘Xiaolongbao’ can be a symbol of an unacceptance of Asian culture by Asian people living in a non-Asian country. As can be seen, Eddie, a son of this Asian family, decided to lie his mother in order to avoid having her lunch. Then ‘Xiaolongbao’ is mentioned by his mom in an effort to catch his lie. Here, ‘Xiaolongbao’ can reveal the way an Asian person feels with his national food. Apart from ‘Xiaolongbao’, another symbol which is worth mentioning in terms of an unacceptance of Asian culture is in the sentence “I need white-people lunch”. The phrase ‘white-people lunch in this sentence’ can evidently expose how Eddie feels with lunch made by his Asian mother. Even though he is also an Asian boy, he asks for having Western lunch. Here, we can say that Eddie might be influence by the majority of his American friends surrounding in his school so that he denies to have her

mom's lunch, probably Asian food. The two symbols in this scene reflect the superiority of American (the Occident) culture over Asia (the Orient) and its influence which can shape the identity of an Asian person. Interestingly at the end of this scene, Evan Huang, the father of this Asian family also says to his son after his explanation for requiring white-people lunch that "Damn it, that was beautiful. I feel the music you listen to turns you into a poet boy." This shows how Eddie's father agrees with the influence of the Orient as Eddie loves to listen to the music by Shaq, possibly his favorite American icon.

1.2 Fresh Off the Boat - Eddie Needs to Date a Chinese Girl, 2016 Flashback

This technique refers to a transition in a story to an earlier event. In the afterschool scene, Eddie is about to ask a Western girl, probably his love interest for dating as he tells her that his parents will throw a dinner after Emma's graduation and they allow him to bring a date. The Western girl seems to be happy to hear that as she is looking forward to see his mother. However, she begins to feel the opposite after she realizes that Eddie is quite nervous for this dating. The use of flashback appears here right after Eddie tells her that his mom wants him to date a Chinese girl. This technique brings the audience back to the time when Eddie was a baby and was told by his mom that "Baby, this is your mother. You're going to date a Chinese girl." This technique with this Asian mother's saying gives us some senses of dependency, barbarism, irrationality and conservatism made by a mother using her dominant power over her child. Hence, this technique can help portray the negative image of the way an Asian boy is likely to be raised as well as reveal an unwilling deprivation of freedom for having a lover.

Periphrasis

“I said you know my boo, my flag girl, the fine sweetie..”

After the flashback mentioned above, Eddie tries to explain to the Western girl that he has clearly told her mom about her, however his mother is less likely to understand that he is dating the Western girl. The use of periphrasis is used to show how many ways that Eddie attempts to tell his mom that the Western is his lover. By this way, we can infer through this literary technique that his mother will not accept the Western girl as being her daughter in law no matter how much Eddie has tried because it seems to be impossible that his mom does not understand his son's several explanations. Through this inference based on Orientalism, it is reasonable to state that this technique helps strengthen a negative image of an Asian mother who is a dominant and irrational conservative. On the other hand, the Western girl can represent independency and rationality of the Occident as she asks Eddie with her confused face that “how could she not understand?”. And Eddie merely replies her by saying “I don't know!”.

1.3 Fresh Off the Boat - The Huangs' Dishwasher, 2017

Symbolism

For this scene, Evan Huang, the youngest child of Luo and Jessica has a chance to have lunch at his friend's house. After finishing the meal, he offers his friend's parents to lend a hand for dishwashing, however, his friend's mother tells him to just relax. At the moment, he sees a dishwashing machine and wonders about that. After he comes home, he talks to his older brother, Eddie, about it and go to the kitchen in order to have a look at a machine that looks like the dishwashing machine he sees at his friend's house. Eddie walks to the machine and takes off the black tape which covers the control buttons. Suddenly, their mother comes and asks what they are doing. Here, the black tape covering the control buttons can reasonably symbolizes

something that blocks these Asian characters from development and remain the state of being primitive, backward, uncivilized and ignorant. This sounds tenable as their mother does not allow them to use it and tells them to wash and dry dishes in the usual way. As opposed to the black tape, the dishwashing machine can symbolize the Western development as it can relate to technology, advance, as well as progress. Therefore, it is able to argue that the symbolism employed in this scene can explore the Orientalist ideas based on the binary opposition draw between the West and the East which are definitely far apart from each other.

Allusion

“Chinese people respect their nice plate. That’s why they’re called China.”

The use of allusion is found when Jessica, the mother of the two boys, comes and stops her sons, Eddie and Evan, from using the dishwashing machine by referring to Chinese people who respect their nice plate and this is the reason why they are regarded as China. Then she told them to wash and dry dishes in the usual way. By this way, we can see how she is depicted as an unreasonable and nonsensical mother as her excuses he refers to are not the way to form China as a great country anymore. As a result of this nonsense made by Jessica, aside from being depicted as unreasonable, China can be plausibly related to irrationality and ignorance through the allusion from the Asian mother and the way she refers to her hometown nation.

1.4 Fresh Off the Boat - Only in Mandarin, 2018

Dialect

The scene mainly depicts a warm family dinner conversation on New Year’s Day. However, it can be seen that they all speak their

mother tongue which is Mandarin Chinese. The use of this Asian language throughout this family dinner refers to the use of dialect which can reveal a sense of Orientalism in this American sitcom series. As the dialect all the characters in this scene use to communicate to one another is Mandarin Chinese, it is impossible for its major audiences, probably Americans, to understand what they are doing in the scene. This may create some degree of otherness and alienation towards these Chinese characters since there is a gap caused by the language barrier. Even though there are some English subtitles along the conversation, it might be uncomfortable for the audience and sometimes inaccurate according to typical Mandarin Chinese meanings. Hence, by using the dialect in this scene, the Asian characters can possibly be seen as unknown and alienated. Such representations fall in to the Orientalist assumptions of the Orient.

Repetition

Eddie: “That’s true.”

Evan: “Is that the only phrase you know how to say in Mandarin?”

Through the scene that everyone in the family starts playing the game which disallows anyone to speak other languages except Mandarin Chinese, Eddie who is a big brother of this family can only say “That’s true” in Mandarin and repeat this saying to other anytime he talks to. Such repetition can imply his incompetence of Mandarin. Besides, the later scene shows that he finally gives up for the game can disclose the superiority of the Western culture. This is reasonable since Eddie studies in an American school and spends most of his day with American friends. Here, we can see how the Western (American) culture can influence and shape an Asian’s identity. This sounds tenable because Eddie feels uncomfortable when he has to speak Mandarin even with his Chinese family. By this way, the use of repetition of the

phrase “That’s true” in Mandarin can expose the cultural hegemony of the Occident over the Orient.

1.5 Fresh Off the Boat - Jessica Hits it Off with Eddie's Girlfriend, 2019

Dramatic Irony

“What happened?”

The moment that Eddie runs into the conversation between his mother and his girlfriend, Tina, can reveal a dramatic irony. As can be seen, Eddie quickly runs in the conversation and frightenedly asks his mother and Tina for what happened as he heard a slapping sound. The irony employed here can show the worry of Eddie over his mom and Tina. It can be said that the reason that Eddie worries about the meeting between the two woman is because his mother used to tell him at a very young age that he is going to date a Chinese girl. This reason might cause him worry and discomfort as Tina is a white girl. However, through the Orientalist viewpoint, this worry and discomfort within Eddie might be probably caused by the famous friction between mothers and daughters in law, particularly rooted in Asian culture. Also, the traditional belief of Chinese people that sons are able to take care of their family rather than girls. By this way, Chinese people, especially those in the older generation, accept that the inheritance of the family blood should be carried on by the male side. Such beliefs reflect the Orientalist stereotype of Asians in association of being backward, uncivilized and irrationality.

Diction

“smack, slapped, fight and push”

Throughout this scene which Eddie runs into the confrontation between his mother and his girlfriend, we can see the words use to represent violence from their conversation including smack, slapped,

fight and push. The implementation of the word choice in this scene reflects the way in which Asian families are perceived as violent, savage, cruel and at time dangerous. Possibly, they might abuse or mistreat others, especially Eddie's white girlfriend.

1.6 Fresh Off the Boat - Eddie Makes a Deal to Help Evan, 2020

Metaphor

“I call her hamburger because she's such a helper.”

This scene shows Eddie and Evan come to the Magic Motor Inn. where his Indian classmate, Simryn Patle, works as an employee. There, he also meets Simryn's parents who are supposed to be the owners of this company. The purpose of his coming is to introduce Evan to Simryn in order to ask her to help his younger brother win a spelling bee competition since she is known as a spelling bee legend. The use of a literary technique called metaphor appears when Simryn's father tells Eddie that he calls his daughter “hamburger” as she is such a helper. This might be a nonsense for the audience at first, but actually there is an American packaged food product from General Mills called ‘Hamburger Helper’. This might be a possible reason Simryn's father calls her by that name. Anyway, the metaphor employed in this scene can imply a sense of Orientalist prejudice in this Indian character. As it is known. hamburger is considered junk food which is popular in America. However, it can be argued that the way Simryn's father calls her can expose some racial bias towards Indian people in America as it is widely known that the word ‘junk’ refers to something useless and unwanted. This can reflect the status of Indian people in American society made by the author of this sitcom series based on the Orientalist perspective rooted in the perception of the Occident.

Metonymy

“Now, the real Indians are here.”

The use of metonymy in this scene appears when Simryn recalls to the time when she and her parents went to watch a match of their favorite baseball team, Cleveland Indians. At the stadium, while they were being spotted by the camera and appearing on the stadium screen, her father asked his family to smile then he showed a sign with a message “Now, the real Indians are here”. The phrase ‘the real Indians’ in the message is seen as a metonymy as it used to represents Indian people as a whole. Here, we can see merely this Indian family whose father is holding the sign and saying the message aloud while the mother is waving her hand to the camera but Simryn is trying to avoid the camera as she feels embarrassed for that moment. In this way, the audience can see their funny and embarrassing behaviors with the message saying “Now, the real Indians are here.” and probably generalizes the stereotype of Indian people as ridiculous, embarrassing, as well as unashamed like this Indian family.

2. The Big Bang Theory

Synopsis of The Big Bang Theory, 2018

The Big Bang Theory is an American television sitcom which is a comedy centering on five main characters living in Pasadena, California. Those characters include Leonard Hofstadter and Sheldon Cooper portraying, the awkward physicists at Caltech sharing an apartment as roommates, Penny, a waitress and desiring actress living across the hall as well as trying to show the two physicists how little they know about life outside of the laboratory, Howard Wolowitz, an aerospace engineer, and Raj Koothrappali, an astrophysicist portrayed by a British-Indian actor, Kunal Nayyar.

Analysis of Literary techniques

The analysis for this American television sitcom focuses on a video on Youtube which contains a representation of the only Asian character, Raj Koothrappali. The video has about 1,276,100 views on September 6th 2021. Thereby, it can be stated that the video with depiction of this Indian character with more than one million views is an adequately effective data for exploring the Orientalist ideas through the use of different literary techniques.

Anecdote

This literary technique is found in the beginning scene when Raj, an Indian character, runs into the room and tells his friends about his successful story that he has been accepted as a test subject for a new miracle drug to overcome pathological shyness. His amusing story which makes the audience laugh (we can hear the laughter in this scene) can evidently lead to a sense of humor of this Indian character. However, through the deeper analysis using Orientalism, the anecdote employed by this American sitcom can reflect how the people of the Eastern world are perceived and understood in American society. It is difficult to avoid thinking that it is because he is an only Asian character that makes his characteristic in a ridiculous way as the only jester among American friends. This seems possible since other characters usually remain ordinary and hardly ever make the audience laugh compared to Raj. Therefore, we can sum up that the use of anecdote in the first scene is unfairly created in contrast with the majority, the Occident.

Diction

“Have you ever met a man from the exotic subcontinent of India?”

The use of diction can be seen through the scene that Raj is attempting to impress Missy by asking the above sentence. The word

‘exotic’ is chosen to represent India by the India character. This reflects the Orientalist influence on the perception of the Orient itself. Besides, although he is from India, he proudly describes his mother country as an exotic subcontinent. This completely shows that this Indian character certainly satisfies with such negative image which corresponds with the Orientalist assumptions which associate the East as being an exotic and mysterious place full of secrets and monsters.

Symbolism

“Have you ever heard of Kama Sutra?”

Through the scene that Raj and Howard, his friend are trying to flirt with Missy, a beautiful girl who is a sister of Sheldon, we can find an interesting symbol which represents the image of Asians in relation to sexuality, eroticism and perversion. As clearly seen, While Raj and Howard are exchanging words with each other in an effort to impress Missy. Raj asks her whether she has ever heard of ‘Kama Sutra’ or not. As the book is an ancient Indian book about love and sex. This symbol can probably reveal his sexual idea and what he is likely to expect from talking to Missy. Therefore, it can be stated that the characteristic of this Indian character is created in correspondence with the Orientalist stereotype of the Eastern people who are seen as erotic, sensual and obscene human beings whose nature has been rooted with libidinous behaviors for a long time.

Repetition

“In other words, if you wonder wonder who wrote the book of love. It was us.”

Moreover, he continues the conversation after Missy realizes that Kama Sutra is a sex book by saying the above sentences. As can be seen, the use of repetition is employed to emphasize the word ‘wonder’ that Raj supposes Missy to have. In other words, we can probably say that he is trying to tempt Missy to seriously explore the wonder of the sex book with

him. As he ends it with saying “It was us.”, it can imply the senses of sexual temptation within this Indian character towards the Western girl. Therefore, such sensual portrayals in Raj can represent Asia as a place of sex addiction and even sexual harassment to the eye of the audience.

Allusion

“Well, my people invented circumcision.”

This literary technique refers to an indirect reference, especially to a thing, person or historical event in order to understand the meaning behind. In this sitcom, the moment that Sheldon tries to overcome Raj during flirting Missy reveals the use of allusion since the term ‘circumcision’ is used to shame Raj for his background regarding traditional and religious practice rooted in Eastern cultures for centuries. As can be observed, Sheldon mentions the term ‘circumcision’ right after Raj tells Missy that Indians invented pajamas. The way Sheldon bluffs him with this technique can create embarrassment and dishonor for the Indian character since this is commonly known as an ancient practice of Asia for a long time and it refers to the act of removing the foreskin of men. Also, this is not supposed to talk in public, especially in front of women. By this way, an ancient practice which traditionally and religiously rooted in Asia is insulted and dishonored through the Indian character whom is irritated by the white character.

3. The Simpsons

Synopsis of The Simpsons, 2019

An American adult animated sitcom which satirically depicts American life through the Simpson family consisting of Homer, Marge, Bart, Lisa, and Maggie. This sitcom is set in the fictional town of Springfield and parodies American culture and society, television, and the human condition. However, there are some episodes available on YouTube where Asian people, especially Indians, are misrepresented and made fun of. Such

negative portrayals of Indian people and their culture have been a controversy over reinforcing racial stereotypes into the mainstream American television.

Analysis of Literary techniques

As the controversial issue in this American animated sitcom is mostly based on the misrepresentation of India and its culture conducted by the Occident, the analysis will focus on some parts of *The Simpsons*, season 17, episode 17 “Kiss Kiss, Bang Bangalore” which was released on YouTube in 2019. The story is about the protagonist, Homer, who gets a job in India and needs to go there to manage the country’s new nuclear plant, which has been outsourced from the one in America. The discussion is mainly about the portrayals of India through the use of different literary techniques based on the Orientalist perspective.

Hyperbole

“65 hours later”

The use of hyperbole is employed through the scene when the flight of Homer Simpson, an American employee, arrives Bangalore, the former capital and the largest city of the Indian. During the landing of the plane, we can see the wording appear “65 hours later”. This use of hyperbole here shows a sense of exaggeration since travelling from America to India should take about 15 to 17 hours for maximum. This literary technique clearly creates the image of this city as being located in another part of the world where is far away from the Occident, America. Also, this can give the audience a sense of mystery and exoticism along with this country.

Diction

“You’re ignorant American.”

After the plane stops, Homer walks out from the cabin and realizes that this place is not Indiana, a state in the Midwestern United States, but India. Then an Indian woman in front of him turn around and says to him “You’re ignorant American”. This use of word ‘ignorant’ by the Indian woman represents the way Indian people, especially women, react to what they do not satisfy with. To the audience who never know the nature of Indian women, this might somehow create a racial stereotype which induce bias and prejudice.

Metonymy

“I took a job on the other side of the world. Oh, I hate this subcontinent.”

After he was blamed by the Indian woman, he is very upset and mutters aloud the above sentences. As can be seen, the scene employs metonymy as the phrase ‘the other side of the world’ definitely refers to India. This strengthens how the place is located completely far away and how an American person feels about it. Moreover, he continues by saying that he hates this subcontinent. In this way, we cannot deny that the use of the word ‘subcontinent’ must refer to India again. This metonymy apparent shows the place where this American character hate. Also, this can reflect the negative feelings of the Occidental towards the place of the Orient, which is India.

Symbolism

“iPod” vs “cow”

During a day in Bangalore, Homer makes a phone call to his home. It is Lisa, Homer’s middle daughter, who picks the phone call. Homer tells her that he is in trouble as the cow took his iPod and he punched it. Through the view of Said’s Orientalism, the iPod, a product produced in America,

can symbolize advanced technology, progress and civilization of the Occident. On the other hand, the cow can symbolize backwardness, underdevelopment and even barbarity. These symbols depict the certain contrast made between the Occident and the Orient based on the binary opposition. Furthermore, the moment Homer says that he punched the cow can expose the righteous way those backward and uncivilized should be punish based on an American view.

Symbolism

“Nuclear power plant”

Another symbol which is worth mention in terms of Orientalism is ‘nuclear power plant’. As we know, America is the world’s largest creator of nuclear power, the use of nuclear as a symbol in this American animated sitcom might show off to its audiences around the world the superiority and the domination of this country. Through the framework of Orientalism, this symbol reflects the ideology of American imperialism which aims at stretching their political, economic, cultural, and especially military influence over other countries. Besides, it can be learned though the following scenes that the energy generated in the nuclear power plant located in Bangalore is transmitted through undersea cables back to America. This also shows the authority in which the Occident can control and exploit the Orient through this animated sitcom.

Imagery

“Apu’s cousin is medium height, dark complexion, brown eyes, black hair.”

As Homer is new to India, he needs to find someone who can assist him with the direction to the nuclear plant. He realizes that his friend, Apu Nahasapeemapetilon, an Indian immigrant proprietor, gave him an appearance of Kavi, Apu’s cousin, who can lead him to the nuclear plant. The use of imagery based on Orientalist perspective can be found through

the description of Kavi's appearance. As he is looking for a medium height, dark complexion, brown eyes, black hair man and he looks around and finds that all the men surrounded are all the same. This can show that Indian people are perceived as the same in the thought of this American character. Also, this scene produces a generalization of India male's appearance to its audience. By this way, the imagery used in this scene can function to induce the Orientalist stereotyping of Indian people based on the imagination of the Occidental.

Parody

The scene that the chairman of the nuclear power plant introduces Homer to all the Indian employees can strongly reveal an appropriate satire of a religion. As can be seen, After being introduced by the chairman who is an American. Homer takes a *dastar*, a headwear considered an important part of Sikh culture, from his Indian bodyguard and puts it on his head then says "Hinduu" in a rising intonation and imitates the way Hindu people show respect to their God. This parody manifests the disrespect within this American character towards an important religion of India and disseminates an insult in form of a joke to entertain its audiences inappropriately.

Advertising

1. Target

Synopsis of Target Commercial, 2009

This American advertisement aims to advertise a variety of products from Target Corporation, an American retail company, through the routines of Asian Americans with voice over. The content of products is presented through many scenes with different activities of Asian Americans in daily routines. With the use of the products from the company in their routines, Asian people from different careers can do well and enjoy their lives.

Analysis of Literary techniques

In medias res

“Wendy loves targets low prices because she is the mother of a teenage girl who...”

In the beginning of the advertisement, the use of a literary technique called ‘in the middle of things’ is employed through the first sentence of the narration. This ancient technique is used to draw the audience’s attention by disorientating what the characters are doing without any exposition as other narratives. In this advertisement, this technique somehow enables its audiences to focus on the depiction of the three Asian characters including mother called Wendy, daughter and son. As the confusions is built among these characters, this might probably cause some negative feelings, especially dissatisfaction with these Asian characters. By this way, it is reasonable to say that the representation of the three Asian characters in the beginning of this advertisement can dissatisfy its audiences with obscurity instead of impression.

Repetition

“...so she expects her up and up contact solution to keep thing in perspective.”

Next, as seen above, the word ‘up’ is clearly repeated in the narration in the scene when the Asian mom is keeping her eye on her daughter dating with her boyfriend from the tree. Also, it can be inferred from the narration that she expects to have clear view for the situation as contact solution, a product used to clean contact lens, is mentioned in the sentence. The use of repetition in this part can imply that the Asian mom is highly worried about her daughter dating with her boyfriend and she might not trust the man or even her daughter for their dating. This reflects the stereotype of Oriental women that they are associated with being weak, innocent, unsophisticated or even untaught as the daughter is possibly

thought by her mother through the Orientalist assumptions that she might not know how to handle in dating situation with a man.

Anomaly

“Her all detergent to help keep it clean”

The use of anomaly through this description is clearly seen since the advertisement aims to show the efficiency of its product which is detergent, however this aim definitely contrasts with the portrayal of the Asian mom in the scene. After she sees her daughter and the boyfriend eat spaghetti together closely, she decides to take the plate of the spaghetti being eaten by the couple then splashes it on the boyfriend's shirt. Moreover, the expression of the Asian mom after the incident reveals that she pretends she does it unintentionally. In terms of Orientalism, this characteristic of the Asian mom can possibly touch upon the stereotypes of “The Dragon Lady” and “Yellow Peril” primarily originated from a Western attitude, inspired by the female villain as being deceitful, cunning, as well as calculating. Hence, the portrayal of the Asian mom through this technique obviously deviates from what a good mother should be. In other words, Asian mothers can be seen as lethal and ferocious.

Hyperbole

“Her Oreo cookies to bond mother and daughter...”

After the spaghetti scene, we can see the use of hyperbole, a technique used for describing something better or worse than it really is. As we know, Oreo is a popular American sandwich cookie. Yet, in this narration, it is used to represent the relationship between mother and daughter as an obligation. This depiction of kinship seems to be an exaggeration through the use of this American cookie because this product is supposed to be eaten as a snack. Also, it does not seem to make sense that this sweet and unhealthy cookie can practically connect or strengthen the relationship between mother and daughter as their great relationship should be created

with love and care. Crucially, this happens with the Asian mom and her daughter in this advertisement. The use of hyperbole in this narration can also imply the power of the American products which unbelievably causes this great relationship in a family. Interestingly, it is inevitable to think that without this American product, the Asian mother and her daughter can bond their relationship. Besides this, the term 'bond' used in the description can create negative meaning as this term refers to binding or tightening. This definition can imply the way this Asian mother create an obligation with her daughter like pet-owner relationship as the mom has to feed her daughter in order to bond her with. This is made possible because the following narration is "and her fancy feasts to bond mother and cat".

Alliteration

"...and her fancy feasts to bond mother and cat"

In association with the pet-owner relationship of the Asian mom and her daughter previously mentioned, the use of alliteration, which refers to the repetition of the identical sounds of initial letters of neighboring words, for the words 'fancy' and 'feasts' in this narration can evidently highlight this negative relationship of these Asian characters at some level.

Motif

"So, for Wendy there is Target where everyone can expect more and pay less."

At the end of this advertisement, the narration above appears in order to persuade the audience or its customers to buy products from this American retail store through its slogan, particular for the part "everyone can expect more and pay less". Nevertheless, throughout this advertisement, it is clear that only characters portrayed are Asian people, which consist on the mother "Wendy", the daughter and the boyfriend. These Asians are used as the character archetypes as the customers of Target who can have happy life by supporting the products of this American

store. Through the investigation using Orientalism, it can be said that the use of motif at the end of this narration can indicate an Orientalist perspective towards Asians that these people are unfair and tricky as the slogan says “expect more and pay less”. This is plausibly reasonable to say that this technique can provoke a negative attribute of Asian people based on Orientalism. Furthermore, the word ‘everyone’ at the last sentence can implicitly suggest via the use of motif that every Asian people as a whole can probably exploit while purchasing American products and services. In other words, Asians are represented as threats to American society.

2. Mountain Dew

Synopsis of Mountain Dew Shaolin Commercial, 2010

The advertisement begins with an African man who has traveled long distances to a Shaolin monastery where many Shaolin monks are practicing Kung Fu. While the man is being stunned by what he sees, the abbot of the temple comes to him as to test how fast his hands are. The abbot hits the man’s hands as he is much faster than and this makes the other monks laugh at the man. Day after day, the man keeps practicing seriously in an effort to improve his hand speed. Finally, he becomes faster than others. One day, he challenges the abbot to grabbing a can of Mountain Dew in his hand. The man can hit the abbot’s hands first and thinks that he is, however it turns out that the liquid in the can has been drunk by the abbot since he belches.

Analysis of Literary techniques

Notably, this American advertisement does not have any English conversation except a few Chinese words from the abbot at the end. However, there are some literary features which can be analyzed in terms of Orientalist representations of Asia.

Imagery

Throughout the advertisement, it is reasonable to state that the elements portrayed in the story such as places, people and environments can produce a sense of mystery and exoticism. As can be seen, the location of the Shaolin monastery is far away from any towns or cities and is surrounded by cliffs, woods, as well as valleys in the middle of nowhere. This kind of place and atmosphere can reflect the idea of the Occident towards the East as it is perceived as a mysterious place full of secrets and exotic beings. In addition, this kind of Orientalist presumptions can be apparently exposed through the African man's facial expression which implies his exhaustion and miserableness while travelling long distances in order to reach this place. Such representations, therefore, reflect the constructed picture of Asia based on the Orientalist imagination of the Orient.

Satire

The use of satirical technique can be found in the scene that the man arrives the Shaolin monastery and the abbot comes to greet him in order to challenge for hand speed. As an inexperienced and unskilled, the man decidedly loses the abbot. Crucially, instead of being calm and courteous, all the monks in this Shaolin monastery laugh at him aloud for his defeat. Their laughter apparently causes the man shame and embarrassment as we can assume from the man's facial expression. Here, the laughter made by all the monks can be counted as satire as this technique is used to ridicule the man's failure. In terms of the Orientalist perspectives, this technique seemingly generates a negative perception of Chinese monks who are supposed to be respectful and calm for any situations. In addition, this satire in this advertisement can probably hold up Shaolin communities and its long traditional culture to shame in the eyes of a large number of audiences.

Emotive language

“Oh!”

Emotive language refers to words selected in order to evoke the readers' emotions. During the tough training in this advertisement, this technique is evidently employed through the acclaim 'oh!' shouted by the Shaolin monks. This interjection can reflect some senses of anger, violence and brutality within Asian monks and even this kind of martial arts. According to the stereotypes of the Orient, this representation of the Shaolin monks in this advertisement can help strengthen and disseminate the danger of the Orient, perhaps in particular by those who never know Shaolin monks.

Situational Irony

The situational irony is virtually employed through the ending scene in which the man who has been through tough training for several days challenges the abbot for getting the can of Mountain Dew on his hand. In this scene, it can be understood that the man definitely wins the abbot as he can slap the abbot's backhand and he also admires the man by saying "That's fast". Here, the audience probably expect that the man deserves the victory due to his tough training. However, it turns out that even though he can slaps the abbot's hand first, most of the liquid in the can has been incredibly finished by the abbot. This can be seen from his belching. The use of situational irony here can represent the abbot who is perceived as the head of the Shaolin monastery of all the monks, as being marvelous, cunning and somehow tricky. Besides, as the story of this advertisement is narrated using the third person limited point of view, the audience cannot understand or even find out the way the abbot can finish the drink. Therefore, it can be argue that the use of the situational irony at the end of this American advertisement can indirectly exterminate and disparage the image of Chinese monasteries and even its religions.

Repetition

“That’s fast. But not fast enough.”

The repetition of the word ‘fast’ which takes place twice at the merely dialogue in this advertisement by the abbot is able to create a contrast between his saying and his appearance. The abbot is portrayed by an old man who walks quite slowly throughout the story but he can maintain his hand speed at a high level as he can finally finish the drink at the end even though his hands are slapped by the man first. The emphasis on the word ‘fast’ said by the abbot in Chinese, apart from drawing the attention from the audience, can imply that this old abbot is the fastest one that Shaolin temple. Perhaps this raises a question from the audience that how an old man who walk slowly can be faster than another young man who has been through a long-term training. With Orientalism, this suspicion caused by this technique may infuse the senses of mystery, exoticism and peculiarity towards old Asian monks and may create some sense of super powers with in these Asian monks whose image can be generalized as supernatural beings.

Comic Books

1. American Born Chinese

Synopsis of *American Born Chinese* by Gene Luen Yang, 2006

This comic was written by an American cartoonist, Gene Luen Yang. The book is divided into three storylines including the Monkey King’s story (Sun Wukong in Chinese), Jin’s story, and Danny and Chin-kee’s story. Each one focuses on a character who undergoes judgement. The story highlights numerous negative Chinese stereotypes as well as prejudices widespread in America throughout the twentieth century. The story switches back and forth between the three stories within nine chapters, however there are some links to one another at the end of the story.

Paradox

“Hmph, stay away from my dog.”

Through the scene that all student are taking a break, Jin lonely has his meal on a bench near the class. At the moment Timmy and his friend come over and he asks Jin what he is eating. Jin then tells him that it is dumpling. Suddenly, Timmy says to him the above sentence. Here we can see the use of paradox which refers to words, phrases or expressions that are logically unacceptable at first but later reasonable. With the use of paradox in Timmy’s statement, a process of Orientalist generalization can be explored. At first, the audience might not understand the reason why Timmy tells Jin to keep away from his dog. However if the audience recalls to the scene Timmy says Chinese people eat dog according to his mom, the audience will see the way this American character perceive a Chinese friend based on the Orientalist stereotyping of the Orient as being exotic and cruel.

Metonymy

“Let’s leave this bucktooth alone he can enjoy his lassie”

After the scene that Timmy warns Jin to stay away from his dog, Greg, one of Timmy’s friends, comes to calm his friend down. Then Timmy turns to Jin with the saying as shown above. There is a literary technique employed in Timmy’s statement called metonymy which refers to a word or name representing something which is closely related to. The use of metonymy can possibly imply the Orientalist bias towards an Asian student made by an American friend. The word ‘bucktooth’ in this sentence means a person having a large projecting front teeth. However, Jin does not have this problem while one of Timmy’s friend has it. Such Orientalist prejudice towards the Orient is also found in another Asian character’s appearance of the later chapter which is Chin-Kee who has a bucktooth. Besides, the word ‘lassie’ which refers to a young woman can expose the femininity within this Asian character. Therefore, such negative depiction reflects the binary

of the position in which the West is perceived as masculinity but the East perceived as femininity.

Anomaly

“The monkey king accompanied Wong Lai-Tsao on his journey to the West...”

Through the scene that the journey for delivering Tripitaka, Buddha's teaching divided into three parts, begins, the use of anomaly can be found. According to Buddhism, Tripitaka was delivered through South Asia. The description in this scene completely deviates from what the audience has known before. Such contradictory information which goes against the evidence of Buddhism is likely to distort the truth about Asian religious history of Tripitaka. Hence it can be stated that the distorted story of Tripitaka created in this comic show the way the Orient is misunderstood based on the Western manipulation.

Anthropomorphism

This technique is defined as the adaptation of human characteristic to a non-human character. As can be seen, the Monkey King is depicted as a superior man with super power compared to other characters. This monkey is considered an important icon for the success of the delivery of Tripitaka. He is appreciated and respectful in the eyes of many Asian people. On the other hand, the use of anthropomorphism allows the audience to see his human attribute which should enable him to learn to be as same as other humans who are well accepted. But this character is portrayed as naughty and uncivilized although he has tried his best to become better and more accepted. By this way, it is tenable to suggest that this outstanding Asian character can induce the depiction of Asians as being uncivilized and unaccepted from the majority.

Metaphor

“Charlie had breath that smelled of old rice...”

While Jin is going to date with an American girl, he suddenly recalls to his cousin Charlie whose his breath smells like an old rice. The word ‘old rice’ here can function as a significant metaphor which reveals a racial bias depicted in this character. This metaphor creates Charlie as a person who is somewhat dirty and rarely takes care of his hygiene. Moreover, the following scene in which Jin uses public soap to wipe his body in order to get rid of unpleasant smell can reinforce the idea that Asian people are dirty and somehow unwanted compared to other American characters who never appear in this way. Thus, the use of metaphor here can strengthen the racial bias constructed from the binary of position between the Occident and the Orient.

2. The Totally Awesome Hulk

Synopsis of the Totally Awesome Hulk #15 by Greg Pak, 2017

This is another version of Marvel comics by Greg Pak who turns well-known American heroes to Asian looks. The leading character is a brand-new Hulk, Amadeus Cho, who thinks he is going to be the best Hulk ever. As trouble arises in New York City, Amadeus and his fellow Asian American superheroes including Ms. Marvel, Jake Oh, Jimmy Woo, Shang-Chi and Silk need to assemble and are challenged for their friendship as well as bonding through this massive crisis.

Anomaly

Jake Oh: “So does anyone ever dress up like you?”

Jimmy Woo: “Sure. About a third of the Asian dads in any audience.”

Through the scene after the showcase by a group of Atlas, Asian superheroes, Jake wonders the way Jimmy Woo dressed up. Jimmy Woo then tells him that one third of Asian fathers among the audiences in the

hall dress like him. Interestingly, other Asian superheroes dress in their own unique styles such as martial artists and other Asian superheroes whose attires represent Asianness. The use of anomaly takes place by way of his uniform and it reveals the deviation compared to other Asian superheroes dressing in Asian styles. Strangely, it turns out that he decides to wear a formal suit which represents Western culture in such crowded show. This can apparently imply that he would like to be accepted as part of Western society and possibly does not satisfy with his race. For this reason, the depiction of this Asian character manifests the cultural hegemony of the West over the East.

Allegory

“My parents hate it when I went in to espionage, they want me to be a doctor.”

The scene that Jimmy is sharing his problem with his friends during dinner contains the use of allegory. This technique refers to a situation with a double meaning. The allegory employed reflects the idea of ‘model minority’ which shape the identity of Asian people in Western countries or America as this idea refers to a minority group which is stereotypically seen as being more successful than other groups. As clearly seen, the parents of Jimmy require him to be a doctor. Similarly, Jake’s parents want him to be a lawyer. By this way, the identities of Asians, especially Asian American are influenced and depend upon the high expectation due to their Asianness appearing in Western countries.

Metonymy

“Mad Asian-Dad action up in this piece.”

After dinner all the male superheroes start a fight to pay the bill. Cindy Moon, a female superhero, observes and says that only crazy Asian father would quickly offer to pay the bill before others. The use of metonymy from Cindy indicates the way all Asian fathers do the same thing. This

technique reflects the idea of stereotyping and generalization of the Other, the Orient, based on the false assumption. This sound possible because it is impossible that every Asian father would exactly do the same as Cindy says.

The frequency of use of each literary technique in representing Asia based on the concept of Orientalism in American popular media in the 21st century is given in the following table.

Table 4.1 The Number of Literary Techniques Used to Represent Asia

Media \ Literary Techniques	Films	Television	Advertising	Comic Books	Total
Repetition	3	2	2	-	7
Symbolism	2	5	-	-	7
Metaphor	4	1	-	1	6
Diction	2	4	-	-	6
Metonymy	-	2	-	2	4
Allegory	2	-	-	1	3
Anomaly	-	-	1	2	3
Dialect	1	2	-	-	3
Imagery	1	1	1	-	3
Allusion	-	2	-	-	2
Anthropomorphism	1	-	-	1	2
Flashback	1	1	-	-	2
Hyperbole	-	1	1	-	2
Irony	-	1	1	-	2
Paradox	1	-	-	1	2
Alliteration	-	-	1	-	1
Anecdote	-	1	-	-	1
Deixis	1	-	-	-	1
Emotive language	-	-	1	-	1

Table 4.1 (Continued)

Media \ Literary Techniques	Films	Television Programs	Advertising	Comic Books	Total
Imperative voice	1	-	-	-	1
Incantation	1	-	-	-	1
In medias res	-	-	1	-	1
Motif	-	-	1	-	1
Parody	1	-	-	-	1
Periphrasis	-	1	-	-	1
Personification	1	-	-	-	1
Reference	1	-	-	-	1
Rhyme	1	-	-	-	1
Satire	-	-	1	-	1
Tone	1	-	-	-	1
Zoomorphism	1	-	-	-	1