Study on Cultural Hegemony Infiltrated in Kung Fu Panda from Orientalism Perspective

1. Abstract

This paper is a study of the cultural hegemony infiltrated in Kung Fu Panda which is permeated with both Chinese and American cultural elements.

1. Introduction

The study examines cultural hegemony in the film Kung Fu Panda from Edward Said’s Orientalism perspective. And it discusses how Hollywood, a symbol of American culture, often distorts non-western images, promoting American values while marginalizing Eastern cultures.

1. Materials & Methods

The theoretical framework based on Edward Said’s Orientalism and Antonio Gramsci’s cultural hegemony.

1. Results

The film visually embraces Chinese elements, but it maintains an American narrative structure. And it ultimately conveys American ideas such as individual heroism and self-belief.

1. Discussion

The cinematic landscape of Kung Fu Panda represents a significant milestone in the integration of Chinese cultural elements and American values, and this film is a cultural nexus, reflecting both the potential for rich cross-cultural exchange and the challenges posed by the dominance of American values in global storytelling.