

## **CHAPTER II**

### **THEORETICAL FRAMEWORK**

The theoretical framework is the structure to support a theory of a research study, and also presents and describes the theory to explain problem formulation of the research. A theoretical framework consists of the concepts and definitions and also reference to relevant scholarly literature. Theories used for the research must be relevant to the topic, to limit the scope, and to define other point of views by using concept and variable to make another understanding with the support of other data (LibguideUSC, 2016). By Trent University from history workbook, mentions theoretical framework is an opinion, description about the topic from on the issue. Theoretical frameworks usually based from other disciplinary, such as economics, the social sciences, and anthropology and also used from history. This chapter explain the problem within some theories and frame to get the targets.

In brief, according to Stephen P. Borgatti two important point in theoretical framework. First, no matter how people didn't know a topic in nation although this topic popular. Second, notice to do something when other people do not notice to an issue in general (Borgatti, 1999: 3). From above to reduce the problem considerably by simply making implicit and

explicit framework, also make understanding issue in globalization from different point of view.

The object is from one of popular film in twenties era, one of the serial of Transformers be the main object. There sociology theory including in this theoretical approach. The topic of the research focus to American hegemony in science fiction film which correlation by hegemony, end popular culture, because all of that the theories are used to analyze the data from this research.

#### **A. Sociology**

Sociology based on two words, its origins from the Latin word *Socius* meaning companion, associate and Greek word *Locius* meaning the study of, speech. Anthony Giddens (1989) said “Sociology is the study of human social life, groups and societies. It is a dazzling and compelling enterprise, having as its subject matter our own behaviour as social beings”. Sociology enables to understand structure and dynamic of society and connection as individuals. Sociology helps us understand social life, social change and the causes and consequences of our individual and collective behavior include culture, socialization, conflict, power, inequality, social control, violence, order and social change.

In Brief, according to module from Department of sociology from University of North Carolina, Sociology is an exciting and illuminating field of study that analyzes and explains important matters in our personal lives,

our communities, and the world. At the personal level, sociology investigates the social causes and consequences of such things as romantic love, racial and gender identity, family conflict, deviant behavior, aging, and religious faith. At the societal level, sociology examines and explains matters like crime and law, poverty and wealth, prejudice and discrimination, schools and education, business firms, urban community, and social movements. At the global level, sociology studies such phenomena as population growth and migration, war and peace, and economic development (UNC,2016)

Sociologists have taken up the concepts of hegemony and civil society to analyze regimes and social movements (Riley, 2010). Gramsci use sociology approach to match all cultural manifestation with demand of the social system. Gramsci mention in *Selection from The Prison Notebook* the characterization of hegemony as the spontaneous consent given by the great masses of population to general direction imposed on social life by dominant fundamental group, this consent is historically caused by the prestige which dominant group enjoys because of its position and function in the world of production (Gramsci,1972:12).

### **1. Hegemony**

An Italian, Antonio Gramsci (1891-1937) is based on *Selections from the Prison Notebooks*, document of Gramsci during incarceration between the years 1929-1935. The theory of hegemony Gramsci analyzed the various relations of power and oppression in society. Through the

perspective of hegemony, it would seem that the writing, the analysis of a society, and the media as a tool that can be conscious control of a ruling class. 'Hegemony' in this case means the success of the dominant classes in presenting their definition of reality, their view of the world, in such a way that it is accepted by other classes as 'common sense' (Goldberd,2004: 1)

Gramsci is the famous hegemony theory. He created the concept of *cultural hegemony*. There are two ways to explain supremacy of a social group. One of them it is about domination. The earlier notion of a dominant ideology is replaced by the idea of a field of dominant discourses, unstable and temporary (Michael Goldberg, 2004:3) The general 'consensus' is that it is the *only* sensible way of seeing the world. Any groups who present an alternative view are therefore marginalized:

"the supremacy of a social group manifests itself in two ways, as 'domination' and as 'intellectual and moral leadership'" and "The 'normal' exercise of hegemony on the now classical terrain of the parliamentary regime is characterized by the combination of force and consent, which balance each other reciprocally, without force predominating excessively over consent (Gramsci,1971: 215)"

One of the strengths of hegemony is how he created a particular way of thinking or dominant discourse, which is assumed to be true, while others are considered incorrect discourse. Media become a tool of how values or is deemed dominant discourse was spread and seep into the minds of audiences so that a consensus together. While the value or other discourse is seen as deviant. Gramsci's theory of hegemony in the social field emphasize that there is a struggle for public acceptance. Because the

subordinate group social in experience (whether by class, gender, race, age, etc.) is different from the ideology of the dominant group to spread the ideology and the truth to be accepted without resistance.

**a. Concept of Hegemony**

The concept of hegemony of Gramsci base on *Selection from the Prison Notebooks*, there are explanations primitive concept change to become modern concept. It is an advance definition of the concept, this time going a simple class alliance and political leadership by including intellectual and moral leadership and expounding on the process of forging the class alliance. (Ramos, 1982:14)

“...two major superstructural ‘levels’: the one that can be called ‘civil society’, that is, the ensemble of organisms commonly called ‘private’, and that of ‘political society’ or ‘the state’. These two levels correspond on the one hand to the functions of ‘hegemony’ which the dominant group exercises throughout society and on the other hand to that of ‘direct domination’ or command exercised through the state and ‘juridical’ government.” “The “spontaneous” consent given by the great masses of the population to the general direction imposed on social life by the dominant fundamental group” and “the apparatus of state coercive power which “legally” enforces discipline on those groups who do not “consent” either actively or passively.” (Gramsci, 1971:12)

The repressive powers of the state though this is obviously an important aspect of their control. Gramsci argues that the bourgeois class has a form of ideological hegemony over the rest of us, that their power is both centralised in the state apparatus proper but also diffused across society, through the media, family traditions, religious institutions and so on (Simon, 2013:13). These hegemonic ideas are the ideas of the ruling

class, it is an acceptance or at least a toleration of forms of inequality and oppression.

Ien Ang summarizes Gramsci's importance, "The Gramscian concept of hegemony is mostly used to indicate the cultural leadership of the dominant classes in the production of generalized meanings, of 'spontaneous' consent to the prevailing arrangement of social relations - a process, however, that is never finished because hegemony can never be complete."(Ang,1996).

Fiske similarly emphasizes that hegemony is never complete: "Hegemony is a constant struggle against a multitude of resistances to ideological domination, and any balance of forces that it achieves is always precarious, always in need of re-achievement. Hegemony's 'victories' are never final, and any society will evidence numerous points where subordinate groups have resisted the total domination that is hegemony's aim, and have withheld their consent to the system." (Fiske, 1987:41)

The dominant classes use mass culture in their response to this struggle by constructing these other groups into target markets and consumers who are addressed by the culture and advertising industries according to their 'demographic' characteristics their social class, their disposable income, their age, sex and so on.

## **b. American Hegemony**

American hegemony has practical roots in World War II, it makes situation of America as the dominant economic, political and technological power. Salvatore Babones (2015) explain “United States ended the war with the greatest naval order of battle ever seen in the history of the world. It became the postwar home of the United Nations, the International Monetary Fund and the World Bank. And, of course, the United States had the bomb. America was, in every sense of the word, a hegemon.” America became strongest after Soviet Union disintegrated in 1991 and American hegemony was complete (Babones,2015).

America presides over an empire, but it has acquired this empire inadvertently. Allowing William Odom (2007), there are four characteristics define America’s inadvertent empire. First, it is ideological, not territorial. The ideology is Classical Liberalism, not democracy. The American empire, therefore, consists of constitutional states, not dictatorships and illiberal democracies. Second, the American empire has been money making, not money losing Regime. Third, countries have fought to join the American empire, not to leave it (although since the U.S. invasion of Iraq this dynamic may be changing). Consequently, the American empire has no formal boundaries or membership. Fourth, US military alliances in Europe and Northeast Asia have supplied supranational political-military governance for our allies, many of whom were once at enmity amongst themselves. The presence

American empire can be determined American strength is growing, even though several American enemies seek out to force America now. America still was strong with some alliances and also assisted with all the advantages of the American today (Odom, 2007:1-3).

In the film industrial America very intense incorporated which hegemony, especially by movie themed superhero, in the present the film always has relation by American military. That is why filmmakers to easily visualize the power of the fleet's military superpower, both the army even though his elite squads. All that is done with a single keyword: imaging. For the world to know "How great the United States military forces", so that the message "Do not try to have a problem with America" can easily spread by cinemas and all people in world. Transformers, The Avengers, Independence Day, Man of Steel from Superman starring Henry Cavill is one of many movie made to highlight the power of the United States military (kompasiana,2015).

## **B. Popular Culture**

Popular culture base on two words, there are "popular" and "culture". Popular it is mean of liked or enjoy by many people (Oxford, 2008: 341), and culture it is mean of custom, beliefs, art, way of life, etc of a particular country or group (Oxford, 2008: 108). Base on the word popular culture is simply culture which is widely favored or well liked by many people.



John Storey (2015) said there are various ways to define popular culture. First, definition from two words, there is popular and culture. According to define of popular culture a qualitative index would meet the approval of many people. Such as sale of books, sale of CDs and videos, sale of magazines, act. And also about attendance record of concerts, supporting events, festival, or about scrutinize market research figure on audience preference for different television program. Which in terms of book and record sales and audience rating for television dramatizations of the classics, can just claim to be “popular culture” in this sense (Bennett, 1980:20)

Second, the definition of popular culture is to suggest that it is the culture which is left over after we have decided what is high culture. In this definition, ia a residual category, there to accommodate cultural texts and practices. The French sociologist Pierre Bourdieu argues that cultural distinctions of this kind are often used to support class distinctions. Taste is a deeply ideological category, it function as a market of class (Storey,2015:6). Such distinction are often supported by claims that popular culture is mass produced commercial culture, whereas high culture is the result of an individual act of creation.

Third of defining popular culture is as ‘mass culture’. Popular culture as mass culture want to establish that popular culture is a hopelessly commercial culture. The culture itself is formulaic, manipulative (to the political right or left, depending on who is doing the analysis). It is a culture which is consume with brain-numbed and brain-numbing passivity (Storey, 2015:8). John Fiske

said 'between 80 and 90 percent of new products fail despite extensive advertising . . . many films fail to recover even their promotion costs at the box office' (Fiske, 1989: 31).

Popular culture is American culture, its central theme is that British culture has declined under the homogenizing influence of American culture. There are two things some confidence about United States and popular culture. First, as Andrew Ross has pointed out, 'popular culture has been socially and institutionally central in America for longer and in a more significant way in Europe' (Ross, 1989: 7). Second, the influence of American cultural worldwide is undoubted (Storey, 2015:9).

Fourth definition contends that popular culture is the culture which originates from people. According to this way of working, should only be used to indicate an authentic culture of people. It is often equated with highly romanticized concept of working-class culture construed as the major source of symbolic protest within contemporary capitalism. At a conference I attended in 1991, a contribution from the floor suggested that Levis would never be able to use a song from the Jam to sell the jeans. Television commercial for Levi jeans are mass culture, the music of the Jam is popular culture defined as an oppositional culture of people.

A fifth definition, popular culture is one which draws on the political analysis on Gramsci, particularly on his development of concept hegemony (Storey, 2015:10). Gramsci uses hegemony to way in which dominant group

in society, as a process of 'intellectual and moral leadership', seek to win the consent of the subservient group in society (Gramsci, 1998:210).

Popular culture is undeniably associated with commercial culture and all its trappings: movies, television, radio, cyberspace, advertising, toys, nearly any commodity available for purchase, many forms of art, photography, games, and even group "experiences" like collective comet-watching or rave dancing on ecstasy. Then, which is all the things can produce money and has other specific purposes, different than the original purpose because there is a chance for an industry to make more money.

Popular culture as mass culture and also mass product, those anything from popular culture has been consumed by people. One of example is Disney from Walt Disney. Disney is the biggest company in entertainment industry. Disney also created many characters from wonderland. The product from Disney always be consumed by people all age. Frozen one of the products from Disney success became popular culture. It is mass consumed and most of them become trend. When Disney created a new character automatically other industries such as toy industries, clothes industries, garment industries, etc. It is will create new mode for their next production with the theme of the new character which produced by Disney. That is why Shills (1978) said that America is the home of mass culture (Storey, 2015:23).

## 1. **American Popular Culture**

American popular culture is the popular culture of the American people. It consists of the tastes, favorites, customs and behaviors included by the broad mass of the American public at the time. American pop culture such as the popular culture of society and functions is to drag large mass of various individuals into a unified cultural identity (McAdams, 2014).

American popular culture differs from other culture, while high culture such as fine art, opera and literary works. It is meant for elite audience, popular culture for general public. Popular culture also differs from folk culture in that it is ever-changing. In contrast, folk culture, which emanates from tradition, tends to be conservative and fixed.

The example of American popular culture such as film, television programs and commercials, video games, Internet memes, brand names and symbols, sports, slang words and catch phrases, clothing fads and even food. It is because the technological development in the twenty-first century, which makes it easy to get information about the development of lifestyle, for example social media as a item to communicate between person to another person or to get information to know about popular things. Many American popular culture items enjoy wide popularity overseas as well.

American films account for as much as 70 percent of European box office sales. One of the popular films is science fiction film. Science

Fiction film is a genre that incorporates hypothetical, science-based themes into the plot of the film (TheScriptLab,2016). This genre incorporates futuristic elements and technologies to explore social, political, and philosophical issues.

Science Fiction Films are usually scientific, visionary, comic-strip-like, and imaginative, and usually visualized through fanciful, imaginative settings, expert film production design, advanced technology gadgets examples; robots and spaceships, scientific developments, or by fantastic special effects. Sci-fi films are complete with heroes, distant planets, impossible quests, improbable settings, fantastic places, great dark and shadowy villains, futuristic technology and gizmos, and unknown and inexplicable forces. Many other SF films feature time travels or fantastic journeys, and are set either on Earth, into outer space, or (most often) into the future time.

*Transformers, Captain America, The Avengers, Superman,* are the famous Sci-fi films. All of them get good appreciate from thousand millions people in the world, and always be box office in cinemas for first week showing. Then, in global era America include the element science fiction film with hegemony to explore social.

### **C. American Hegemony Through Popular Culture**

Americans use many ways to show it is hegemony, one of way with popular culture. Popular culture as mass culture and also mass product, those

anything from popular culture has been consumed by many people. Popular culture used as a tool of American hegemony such as from mass media, film, music, culture (life style), food and fashion.

### **1. Mass media**

Mass media is one part of a doctrinal system (Noam Chomsky, 1993). From Bush government, Bush used mass media as propaganda tools. It is manufacture of consent, a term introduced by Walter Lippmann for the survival of a particular policy. It is clear, when some observers see the US mass media partly responsible for the Bush lies believed by the majority of US citizens.

The mass media which helped backstop the Bush such as Max Boot (Los Angeles Times), David Brooks and Judith Miller (New York Times), and Robert Kagan (Washington Post). The neocons also dominate Wall Street Journal, Foreign Policy magazine, National Review, USA Today, and The Weekly Standard (funded by Rupert Murdoch) (Jim Lobe, Pump Up the Pentagon, Hawks Tell Bush. Do not forget to Daniel Pipes, director of the Middle East Forum (MEF), which is taught at three universities as well (University of Chicago, Harvard University, and the US Naval War College), and author active in the New York Post and The Jerusalem Post (Kurniawan, 2008: 4).

In the US, there is a term Seven Deadly Sinners which includes Time, Newsweek, CBS, NBC, ABC, the New York Times, and Washington

Post. If Pol Pot killed millions of people physically, Seven Deadly Sinners has been the engine of propaganda and agitation of the Bush government that kills millions of human mind (Kurniawan,2008).

## 2. Film

American hegemony through popular culture it is by film. American films account for as much as 70 percent of European box office sales (McAdams, 2014). In America there are ten big productions companies to create great film in the world and the film became Box office.

The following list of the *"Top 10 Production Companies of All Time"* has the big 5 production companies as well as a following 5 others which have reshaped the film industry forever. There are Time Warner (Owner of Warner Bros. Pictures), Sony (Owner of Sony Pictures Entertainment), The Walt Disney Company (Owner of The Walt Disney Studios), NBCUniversal (Owner of Universal Pictures), 21st Century Fox (Owner of 20th Century Fox), Viacom (Owner of Paramount Pictures), Lions Gate Entertainment (aka Lionsgate), The Weinstein Company (Owner of Dimension Films), MGM (Metro-Goldwyn-Mayer Studios), DreamWorks (aka DreamWorks Pictures). Movies make us laugh, cry, jump with joy and grab the nearest pillow in fear which if we were all being honest would have to admit to missing if it was not there (Reel Rundown,2014).

### 3. Music

The third from music, music is one of ways to communicate with other people, music also as place to send message to someone or people. Thea Theresa English (2014) mentions American music has contributed greatly to culture and has played an important part in social change. During the civil rights movement, there were musicians such as Sam Cooke, Aretha Franklin, Joan Baez, The Beatles and Jimi Hendrix who sang about the turbulence and pleaded for change (English, 2014).

The Mesh News (2012) mention *Top 10 Most Famous Hollywood Singer in 2016*, there are Rihanna, Beyonce, Adele, Taylor Swift, Justin Bieber, Lady Gaga, Chris Brown, Bruno Mars, Jennifer Lopez, Katy Perry. The singer became icon of American Hegemony in music world, because they have many fans around the world.

### 4. Culture (Lifestyle)

Culture from American has been trendsetter for other country, such as lifestyle. American lived culture or cultural practices like Holidays, Youth Subcultural, The Celebration of Christmas, Halloween, and New Years Eve (Storey, 2015:15). In America celebration is Popular, and imitated by other countries.

In marriage thing many couples choose to live together before marriage, the marriage rate is one of the highest in western societies, but the divorce rate is also the world's highest. Weddings vary in style



according to religion, region, ethnic origins, and wealth. Both religious and secular people may be legally authorized to perform weddings. The average age for marriage is 26 for men and 24 for women. (Non Resident Indian Online, 2016).

## **5. Food**

Allow to English, McDonald's and Burger King is the item of countries such as China, Germany, and also Indonesia (English, 2014). Fast food one of symbol of popular American food. Consuming fast food in introduced by the American through fast food like pre-packaged boxed meals such as Hamburger Helper and Rice-A-Roni (English, 2014).

Now we all know that the hot dog and the hamburger are very symbolic of America. The food must have originated in America, or it has to have become so symbolic of the United States. Other countries followed America through fast food. In Indonesia Muster Burger is one of brand whose follow America through Fast food.

## **6. Fashion**

Clothing continues to occupy a central role in national economy, popular culture, ideologies of politics and sexuality. The history of fashion is intertwined with major development in American life since the first European settlement in the early seventeenth century. From the materials employed in clothing manufacture to the process by which garments are

made to the social values that dictate what we "should" look like, fashion has surrounded us and consumed us for generations (Shmoop, 2016).

Levis in one of symbol of America Fashion, all of people in the world use denim. In the 1960s and 1970s as Levi's became a fundamental part of the youth culture focused on civil rights and antiwar protests. By the late 1970s, almost everyone in the United States wore blue jeans and youths around the globe sought them (Cismas, 2010:391). As designers created more sophisticated styles, blue jeans began to express the American emphasis on informality and the importance of detail subtlety. By highlighting the right label & the right look, blue jeans, despite their worker origin, ironically embody the status consciousness of American fashion and the eagerness to guess the next trend.

Along with its companions, cosmetics and accessories, the industry grew enormously in the second half of the 20th century, turning into major competition for French fashion, with its original look, based on the tradition of the old West (cowboy hats/boots/jeans) and on much used sportswear, frequent in suburban styles (Cismas, 2010:391).

This is why American popular culture gives a major influence on our country and around the world. In the United States, popular culture has influenced families, language and the educational system. Through popular culture is one of the best ways to hegemonize other countries.