Study on Cultural Hegemony Infiltrated in Kung Fu Panda from Orientalism Perspective （212241811213潘静雯）

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.

From Fu Manchu to Kung Fu Panda Images of China in American Film（212241811216沈佳娣）

I. Abstract

A concise summary of Naomi Greene's examination of the historical portrayal of China in American cinema and its implications on the perception and relationship between the United States and China.

II. Introduction

An overview of the significance of cinematic representations of China in relation to the evolving Sino-American relationship.

An introduction to the oscillating perceptions of China in American films and their socio-political context.

III. Materials and Methods

A description of the films analyzed in the book, encompassing a range of historical periods and genres.

The research methodology, including historical analysis and close readings of selected films to identify patterns and themes in the portrayal of China.

The approach to studying the interplay between cultural representations and the socio-political climate of the times.

IV. Results

The identification of recurring themes and stereotypes in Hollywood's depiction of China, from early 20th-century films to contemporary cinema.

The connection drawn between historical Orientalist views and modern apprehensions regarding China, such as environmental issues and human rights concerns.

V. Discussion

An interpretation of how cinematic portrayals have both mirrored and influenced American self-perception and attitudes towards the 'other.'

The examination of the binary division between self and other in the context of Sino-American cinematic narratives.

(212241811217石澜)

Abstract: The research says that the positive shift in the image of China in Hollywood blockbusters is closely related to China's enhanced international status, economic growth, and the boom in its film market. It suggests that Hollywood's pragmatic strategies for localization are driven by commercial considerations and the desire to access the Chinese market, reflecting an indirect conversion of China's economic strength into cultural soft power.

Introduction: Historically, Hollywood films have depicted China through a lens of Orientalism and stereotypes, influenced by cultural policies and the Chinese film market's growth. However, recent years have seen a positive shift in these representations.

Methods: The study examines the evolution of China's image from early Hollywood films to recent blockbusters, using Joseph Nye's concept of soft power as a theoretical framework to evaluate the complex interplay between cinematic representation, commercial interests, and political concerns.

Results: The findings reveal a transition from negative stereotypes to more diverse and positive portrayals, reflecting the dynamic process of cross-cultural exchange influenced by economic and political negotiations between China and the US.

Discussion: The article discusses how Hollywood's commercial interests in the lucrative Chinese market have led to the incorporation of Chinese elements and roles to appeal to Chinese regulators and audiences. It also highlights how China's increasing economic and political power has influenced Hollywood's narrative choices.