

CHAPTER I

INTRODUCTION

In this chapter I, there are some points discussed including background of the study, the limitation of the study, the problem formulation, the objective of the study, the significance of the study, and the organization of the study.

A Background of the Study

In this era many people think that films are more interesting than novel because they are much easier to be understood as stated by Bo 2008 (59). The films portray about imagination or true stories. There are many things people are able to get after watching films. Films not only show the colorful images, action animated, humorous or distinct characters, but also entertain people with wonderful music. On the other hand, films are not only to entertain but also give lessons and experiences for the viewers. According to Dr. Johnson (qtd. in Uhrig 7)

Movies can take us to places we would never go and quite possibly never should go in real life. Although by going to these places vicariously through film, we are able to have experiences that can help us see ourselves and our problems more clearly.

People will be easy to imitate what they see. So, what they do is based on what they see. The Anthropologist Joseph Campbell notes that “Today the cinema is an arena in which stories can be told which affirm the shared identity of a healthy society. In the past this was the church, claims Campbell, today it is the cinema” (qtd. in Uhrig 8). Besides that films are as a tool of education for the viewers. The art which full of animated and color is more easily to catch and to understand by the viewers. The viewers can increase their knowledge such as a new culture, attitude, behavior and about the world contained and described on the film. From the explanation, we know that films can be a great influence on the viewer minds. It means that films as a tool to deliver messages through the conversation, art, literature in the films had been played. So, films are a communication form between the viewers and films itself. It can change or shape the viewer’s perspective.

Related to films, *My Big Fat Greek Wedding* by Joel Zwick is one of famous films in 2002 which combines between culture and romance. The story is based on Greek Family living in America who has perspective that the Greek people should marry with their own ethnic background too. It is not only about it but also they should study in Greek School, learn Greek History, language, and etc.

Through this film Joel Zwick tries to tell the viewers about the Greek woman who falls in love to the man who is Non Greek. She tries to convince her family to accept it. Through *My Big Fat Greek Wedding*, the director Joel Zwick teaches the viewers that we should be tolerant to the other groups or especially other cultures because all of cultures are same and there is no culture which is more

dominant than others. The brave action in *My Big Fat Greek Wedding* is clearly reflected in this film by the main character. Fortoula as the main character in this film is brave to oppose her father's decision that she can marry with the Greek man only. She is brave enough to marry with the man who is Non-Greek man and she is different from her family members who always marry with the Greek people.

My Big Fat Greek Wedding talks a lot about Greek people who think that their ethnic is superior than others. So, they are really proud of their own background. Based on that explanation it can be called as Ethnocentrism.

Ethnocentrism is defined by DomNwachukwu Samovar et al 2010 (qtd in Communication and Media Technologies Journal 2013, 130) as follows.

Ethnocentrism refers to the wide-ranging belief in the cultural superiority of one's own ethnic group or, more loosely, an unusually high regards for one's own ethnic, religious, cultural group. This method of using one's own culture is superior to all other cultures is called ethnocentrism

It means that they judge other cultures and assume their own culture is superior than others. It can make a difficulty to adapt in new society or culture because they already habitually reject and cannot accept other cultures. So, they rarely get involved in the society.

Ethnocentrism is one of theories in literature which can be used to analyze a literary work. The society assumed that the concept of ethnocentrism is about a

tendency of one's group to judge other culture. Of course that each society has different background ethnics which come from the ancestor. It must be protected as a legacy and culture identity.

There is a different definition of ethnocentrism stated by Sculpin (qtd in Communication and Media Technologies Journal 2013, 131)

Ethnocentrism is popular perceptions about other cultures have often been based on ethnocentric attitudes. Ethnocentrism is the practice of judging another society by the values and standards of one's own society. As humans learn the basic values, beliefs and norms of their society, they tend to think of their own culture as preferable, ranking other cultures as less desirable. Members of a society may be so committed to their own cultural traditions that they cannot conceive of any other way of life. They often view other cultural traditions as strange or alien, perhaps even inferior, crazy, or immoral.

Ethnocentrism is an ideology where the individuals as members view and judge other culture as the bad ones. Bennett (cited in Communication and Media Technologies Journal (2013, p.130)) defines ethnocentrism as "assuming that the worldview of one is own culture is central to all reality". It means that other cultures as inferior ones.

Thus, this study will analyze the portrayal of ethnocentrism in My Big Fat Greek Wedding film based on the background above.

B Limitation of the Study

Based on the problem statement in this study, this study focuses on the ethnocentrism shown by the Greek Family in *My Big Fat Greek Wedding* film and the impacts of ethnocentrism.

C Problem Formulation

Based on the identification of the problem, there are two problems analyzed in this study, as follows:

1. How is ethnocentrism portrayed in *My Big Fat Greek Wedding* film?
2. What are the positive and negative impacts related to ethnocentrism described in *My Big Fat Greek Wedding* film?

D Objectives of the Study

The objectives of this study are:

1. To describe the ethnocentrism portrayed in *My Big Fat Greek Wedding* film
2. To describe the positive and negative impacts related to ethnocentrism in *My Big Fat Greek Wedding* film

E Significance of the Study

Hopefully this study will help the readers especially for Literature students of Sultan Agung Islamic University to understand about ethnocentrism and how to

analyze a film related to ethnocentrism. So, they will not only focus on novels or books but also films.

F Organization of the Study

In order to represent clear description about the study to the readers, this study represents a systematic organization as follows:

Chapter I is the introduction that contains the background of the study, the limitation of the problem, the problem formulation, the objectives of the study, the significance of the study and the organization of the study.

Chapter II talks about synopsis and related literature. It consists of synopsis of the Film, Culture, American Culture, Greek Culture, Ethnocentrism, Ethnocentrism in Greek Society, and Theoretical Framework of the Study.

Chapter III discusses about research method which consists of Types of the Data, Data Organizing and Analyzing the Data.

Chapter IV discusses about Finding and Discussion which consists of Ethnocentrism in *My Big Fat Greek Wedding* and the Impacts of Ethnocentrism.

Chapter V talks about Conclusion and Suggestion.

