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**Honeys, Bitches, Hunks, and Brutes
Exoticism vs. Orientalism in Western Movies on Asia.**

The depiction of the “other” was and still is a fashionable topic in many western movies dealing with Asia. These films are often analysed under the theoretical framework of orientalism and/or exoticism. Both concepts are deeply intertwined. They jointly root in colonialism and refer to the construction of oppressive alienation, hegemony, relations of power and status as well as of the centre and the periphery. Consequently, they are often mixed up or used synonymously, yet, they are not identical. As can easily be witnessed by recalling the “Dr. Fu Man Chu” Series on one hand and Jean-Jacques Annaud’s “L’amant” on the other, the images shown in such movies are obviously heterogeneous. One of the most interesting aspects is not to primarily connect depicted images of the “other” to the contemporary ideological and political situation of power and emancipation (as has been done in many studies following the discourses of orientalism, cultural studies, or marginalisation), but to analyse the modes of construction in terms of meaning, determination, or fragmentariness of aspects like body, spaces, and identities through filmic techniques. The paper will take a sample of successful movies into account (The World of Suzie Wong, Indochine, Chinese Box, James Bond: Tomorrow Never Dies, Irma Vep, among others) and concentrate on the construction of intercultural relationship. The aim of determining the constitutive aspects of the image is to terminologically differentiate the concepts of orientalism and exoticism. Possible aspects of differentiation are (1) the psychological impact of sublimation, austereness, and asceticism, (2) the meaning of sexuality and eroticism, (3) the role of aestheticism and the senses, (4) aspects of modes of construction (fictionality, visuality etc.), (5) modes of

reception and internalisation and in a broader sense (6) levels of institutionalisation and the relation to (colonial) power, (7) ambivalence of value systems.

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