

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

As human beings, we normally have a view of other people whether it's the same race or different. Intercultural communication is a discipline that uncovers communication between various cultures and social groups, or the impact of culture on communication. Lustig and Koester (2006, 46) defined "*intercultural communication as a symbolic, interpretive, transactional, contextual process in which people from different cultures create shared meanings.*" Intercultural communication elaborates how cultures influence communication and the meaning it contains. In intercultural communication (ICC) studies, numerous papers have explored stereotypes, especially with respect to aspects as definition, content, nature, origin, functions, and so forth.

Defining stereotypes, Operario and Fiske (2003) agree that stereotypes are cognitive structures that function as basic knowledge that regulates individual behavior in terms of communication. The stereotypical representation of a social group is closely related to our feelings, attitudes, and behavior towards that group. (Fiske, Cuddy, Glick, & Xu, 2002). This conceptualization can be in the form of negative perceptions and positive perceptions, and the statement is rigid and widely believed by people. Positive feelings, such as affection, trust and admiration, are often connected to stereotypical and friendly groups, while negative stereotypes can produce negative emotions, such as anger, fear or anxiety (Fiske et al., 2002).

However, few studies have analyzed the domain of China or Chinese stereotypes in the context of globalization. Due to the increasing globalization of Chinese business, education, and diplomacy (Friedman, 2006; Ferleger & Mandle, 2000; Gerdes 2006), it is reasonable to expect increased interactions between Chinese and people from other countries, particularly the United States, because China has become the United States' second largest and fastest growing trade partner, as well as its largest source of imports (Morrison, 2014). It would seem to be instructive and meaningful to discover how Americans stereotype Chinese, because these stereotypes may shape interactions (Allport, 1954; Hamilton & Trolie, 1986) and the same in reverse.

The study by Lin Zhu (2016) entitled *A Comparative Look at Chinese and American Stereotypes* analyzed stereotypical perceptions of Chinese and American from each other's perspective. As the result, she found that there are convergent and divergent perceptions between the Americans and the Chinese. Particularly, both Americans and Chinese perceived Americans as individualistic and independent, and Chinese as family-oriented and collectivist. However, Americans and Chinese differed in the level which Americans were perceived as social and Chinese as quiet.

Atillah, Arifin & Valiantien (2020) analyze the function of stereotype that were performed by several characters in *Zootopia* movie, and they identified two stereotype functions in the movie, they are individual function and social or collective function. In this research, the researcher wants to analyze how Chinese

perceived American, because some of the words or utterances in the movie are quite same as our daily conversation, so that the results can be used to help people understanding stereotypes theory. In addition, the researcher wanted to see whether the stereotypical speech in the movie to be analyzed with the stereotypes mentioned in the previous study had the same findings or not.

Here are one of the dialogues found in the Crazy Rich Asians movie script and related to the theory of stereotypes:

Rachel: *Well, she knows that I'm passionate about what I do, and she's always wanted that for me.*

Eleanor: *Pursuing one's passions. How American. Well, your mother is very open minded, not like here, where parents are obsessed with their children.*

The conversation described the introduction of Rachel Chu and Eleanor Young's first meet at Eleanor Young's house. Eleanor is the mother of Nick Young, he is Rachel Chu's lover. Eleanor Young see the American being raised with an ambitious culture and very open minded. Eleanor's dialogue shows how the stereotype of Chinese towards American, where they see Americans as people who totally support their children's passion. On the contrary, Chinese parents still have control over their children. Eleanor said that because Rachel told her that her mother supported her passion and her career.

From the previous study, a list of attributes or features is usually contained in stereotypes. The attributes could be about physical attributes, such as skin color or gender; they can also be attached to intelligence or personality. There were converging and diverging perceptions between Americans and Chinese. Specifically, both Americans and Chinese perceived Americans to be individualistic and independent, and Chinese to be family oriented and collectivistic. (Lin Zhu, 2016).

Based on all the descriptions above, the researcher intends to find out the negative stereotypes in *Crazy Rich Asians* movie.

### **B. The problem of the Study**

Based on background of the study, the problems of the study are formulated as the following:

1. What are the factors that cause the stereotype in *Crazy Rich Asians* movie?
2. How are the stereotypical perceptions of Chinese towards American?

### **C. Objectives of the Study**

According to the problem formulation above, this study aims

1. To elaborate factors initiating stereotype found in *Crazy Rich Asians* movie,
2. To explain how American character stereotyped by Chinese in *Crazy Rich Asians* movie.

#### **D. Scope of the Study**

This research focuses on the stereotypes in the Crazy Rich Asians movie script. The only limitation is stereotype theory, and the subject of this research is the Crazy Rich Asians movie script.

#### **E. Significant of the Study**

This research is expected to provide these benefits :

##### **1. Theoretical Benefit**

The researcher hopes this study can contribute to providing information about stereotypes from the perspective of Intercultural Communication.

##### **2. Practical Benefit**

This research is expected to open people's minds about stereotypes and hopefully, it can be a reference for the English Literature Department, especially those that study intercultural communication.