



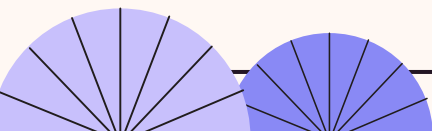
Cross-Cultural Understanding Culture in Film & Music

chapter 13

Andrias Yulianto
Jakarta International University

Learning Objectives



1. Explain the relationship between culture, film, and music.
 2. Identify a film and cultural representation of a particular group.
 3. Identify the music and cultural representations of a particular group.
 4. Explain the mixing of cultures in a song lyric or in a music video, and film.
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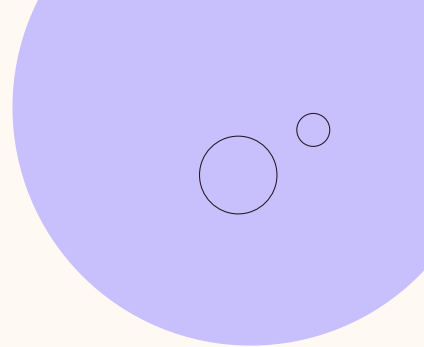
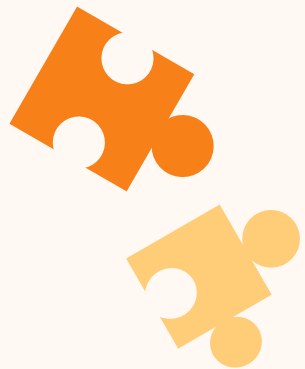


Introduction

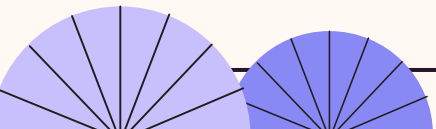
“Culture is the name for what people are interested in; their thoughts, their models, the books they read and the speeches they hear, their table-talk, gossip, controversies, historical sense, and scientific training, the values they appreciate, the quality of life they admire. All communities have a culture. It is the climate of their civilization”.

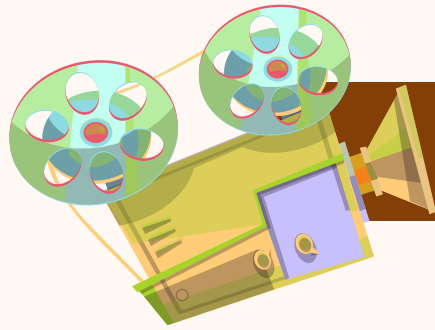
(Walter Lippmann (n.d), as cited in Rachmawati, 2018)





Film & Music



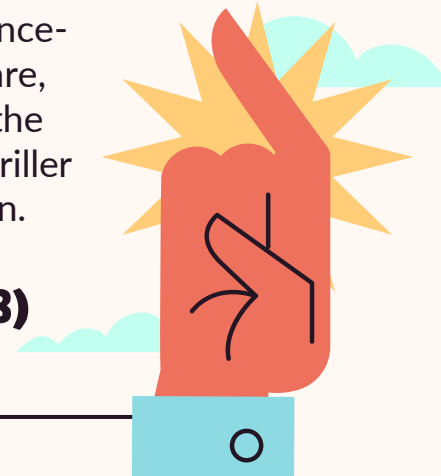


Film

Film is basically a creative work of art as well as a culture which is one of the communication media with audio-visual format made based on the principle of cinematography.

Genre is a term to distinguish various types of films, such as the science-fiction genre, the action genre, the romance genre, the comedy genre, the comedy drama genre, the tragedy genre, the animation genre, the documentary genre, the family drama genre, the horror genre, the thriller genre, the suspense genre, the genre fantasy, noir genre, and so on.

(Rachmawati, 2018)

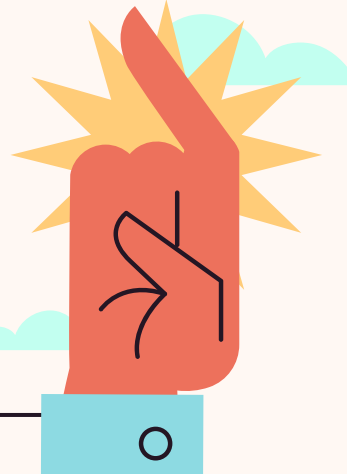




Music

The definition of music in general is sound that is arranged in such a way as to create a certain rhythm, song, tone, and harmony. Everyone loves music because the main function of music is as a means of entertainment.

(Rachmawati, 2018)



Cultural Representation in Film

Film can be said as one of the entertainment media which are chosen by various circles of society to spend spare time or fill their rest time. Just like when we are listening to music, everyone is possible to have different genre choices of films. Even if for example someone likes movies with the romantic drama genre, it doesn't mean that the person will only watch movies with the same genre. **(Rachmawati, 2018)**

Bennett (1991), as cited in Rachmawati (2018) once said that film studies have awakened a range of theories and methods. Film is studied in terms of its potential as art, its history told as moments in great tradition, films, stars and

- directors that matter most. Film is further discussed as a cultural
- industry, film is also discussed as an important site for the production of
- individual subjectivity and national identity.



Cultural Representation in Indonesian Film

Indirectly, Indonesian films will show the audience about the representation of Indonesian culture, for example, in the dinner scene, the staple food of the Indonesian people, namely rice and side dishes will be shown or the actors driving cars or motorbikes everywhere, and not infrequently the traffic jams typical of the capital are also shown. It's different again in Hollywood movies, for example, where when there is breakfast time, what is shown is typical American menus such as bread, milk, cheese, eggs, fruit, and cereal. Meaning that, there are also many scenes where the actors prefer to walk or go to their destination by using public transportation such as buses and subways.

(Rachmawati, 2018)



Image by IMDb.com

Cultural Representation in Indonesian Film (Cont'd)

In addition, in Indonesian soap operas, there are many scenes that tend to be slow and long-winded. This is also a form of cultural representation of Indonesians who tend to be long-winded, still maintain a sense of reluctance when they want to refuse other people's invitations or feel shy when they want to say something. It is not surprising that from the scene of getting up in the morning to being ready to go to college, it takes quite a long time. Likewise, when one of the figures dies, an expression of condolences is conveyed in a fairly long and rambling time.

(Rachmawati, 2018)



Image by IMDb.com

Cultural Representation in Bollywood/Indian Film

One of the characteristics of Bollywood films that are similar to soap operas in Indonesia is about how to taking camera pictures, for example zooming in zooming out the faces of the actors when the scene is angry or surprised for up to a few seconds. In Eastern culture, this can still be considered reasonable because at least it shows how the culture of the people tends to exaggerate things. But in Western culture, it is considered unnatural because it is quite time consuming. The tradition of Western society is to get used to a fast-paced, dynamic, and effective life. This is reflected in Hollywood films where the dialogues and scenes that occur always seem fast, effective, efficient, and dynamic.

(Rachmawati, 2018)



Image source: www.quirkybyte.com

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Cultural Representation in Bollywood/Indian Film

And what is most typical of Bollywood films is that there are always dancing or singing scenes performed by the actors. So Indian actors and actresses actually have to be good at acting, they are also required to be able to dance and sing. Chase scenes in a large park while dancing and singing are very easy to find in some of these Bollywood films.

The most typical of Bollywood films is that there are always dancing or singing scenes performed by the actors. So Indian actors and actresses actually have to be good at acting, they are also required to be able to dance and sing. Chase scenes in a large park while dancing and singing are very easy to find in some of these Bollywood films.



Image source: www.quirkybyte.com

(Rachmawati, 2018)



Cultural Representation in Bollywood/Indian Film

If in Indonesian films many religious figures such as *ustadz* and *kyai* are shown, then in Indian films there are many scenes of worship of gods. This is a representation of the culture of the Indonesian people, who are mostly Muslim and the Indian community, who are mostly Hindus. The influence of this form of community cultural representation, of course, can never be separated from the process of making films or other works of art because basically there is no form of art that can be separated from the influences of the surrounding environment or there is no form of art that is not born from other works of art. Everything affects everything else.



Image source: www.quirkybyte.com

(Rachmawati, 2018)

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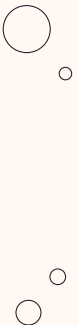
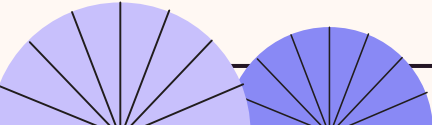
Cultural Representation in **Korean** Film

Korean-made films also take place in a number of interesting tourist spots. This is one of the marketing strategies of the South Korean tourism program. The setting where the films are loved by many young people in various countries in the Asian region is deliberately taken at various popular tourist sites with the aim of promoting tourist attractions in the country. This strategy is quite successful because it has been proven to increase tourist visits to South Korea since the booming era of Korean culture or what is widely known as K-Pop culture.

(Rachmawati, 2018)



Image by IMDb.com



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Cultural Representation in **Korean** Film (Cont'd)

For example, the film Winter Sonata has succeeded in making Nami Island a popular tourist destination in South Korea. These are what are referred to as two types of mutually beneficial industries. Korea with a typical society that is already quite advanced and modern can also be seen in several scenes in Korean drama films where they are free to express whatever they want in public, such as dressing sexy or kissing in public places.

(Rachmawati, 2018)



Image by IMDb.com

Cultural Representation in Mandarin Film

In many Mandarin films, kung fu is used as the backdrop for their films. This is no longer surprising because kung fu itself has become a hereditary tradition and has existed since the past and continues to be preserved to this day. Chinese people believe that kung fu can help them in balancing their lives. In other words, kung fu is considered to contain a deep philosophy about the meaning of life where the elements of fire, water, and earth must be balanced and complement each other. If it's not kung fu that is shown, it's still always thick with fight scenes between the protagonist and the antagonist.

(Rachmawati, 2018)



Image source: [grosirtutorial.wordpress.com](https://www.grosirtutorial.wordpress.com)

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Cultural Representation in Mandarin Film (Cont'd)

In addition, if you are observant enough to catch the details in some Mandarin films, then you will find the fact that typical Chinese house designs will always follow the rules of feng shui which they believe can prevent negative energy and take positive energy based on yin and yang. Then there is another that is quite often shown in Chinese-produced films, especially horror and comedy-horror genre films, namely the presence of a Chinese ghost actor whose forehead is affixed to a kind of paper with Chinese writing on it and he moves by jumping up and down.

(Rachmawati, 2018)



Image source: [grosirtutorial.wordpress.com](https://www.grosirtutorial.wordpress.com)

Cultural Representation in Japanese Film

Meanwhile, Japanese-produced films, starting with the from traditional stories (such as Samurai or Geisha) to films with modern nuances, there are many Japanese local wisdoms. Japan is known to the world as a country with rapid technological advances, but its people still do not leave their ancestral cultural heritage. For example, even though the transportation and communication system is very sophisticated, many people still maintain the tradition of wearing a kimono at certain times, the tradition of drinking Japanese tea every afternoon, the tradition of taking off footwear when entering the house, the tradition of sleeping on the floor. with sliding doors, to the tradition of harakiri (suicide by sword) for the commander or samurai who made a mistake. The solution to doing harakiri is the choice that most soldiers or soldiers take instead of them bearing the shame of their mistakes or omissions.

(Rachmawati, 2018)



Image source:
www.justonecookbook.com

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Cultural Representation in Japanese Film (Cont'd)

Apart from these films, some Japanese cartoons are not left behind to represent the thick traditional Japanese nuances in some of the scenes. Of course, who is not familiar with the popular cartoon, Doraemon with his magic bag. In some scenes, it appears that when a friend is helped, he will thank you by bowing and bowing his head.

(Rachmawati, 2018)



Image source:
www.justonecookbook.com

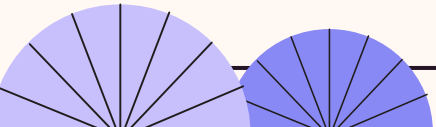
Cultural Representation in Hollywood Film

Hollywood films are widely used as references and benchmarks for the quality of a phenomenal film by many filmmakers around the world. As a cultural product that uses a lot of technological sophistication, the film is often considered an agent of change in society. And one of the film genres that is often considered to be damaging to the nation's morale is American action films, including superhero films. Hollywood-style superhero films themselves have their own characteristics, such as Spiderman, Superman, Batman, Captain America, Hulk, Wonder Woman, and so on.

(Rachmawati, 2018)



Image source:
www.socialnews.xyz/



● Cultural Representation

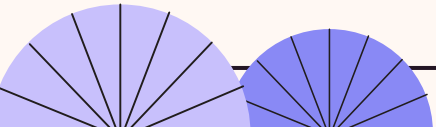
● in Hollywood Film (Cont'd)

Hollywood films themselves are considered to put more emphasis on violence, sexuality, and pornography. Unfortunately, all forms of criticism are rarely balanced with scientific and comprehensive studies of Hollywood films. Even without the onslaught of Hollywood films, our nation has long recognized the existence of acts of violence and pornography from various coverages in the mass media. For example, the effects of violence and pornography can in fact also be obtained easily from the spectacle of 'garbage' such as soap operas, comedy/comedy shows, and various music shows. Even the violence that is shown is not physical violence, but verbal and non-verbal violence including scenes of abuse against women and the disrespect of a child towards the parents.



Image source:
www.socialnews.xyz

(Rachmawati, 2018)



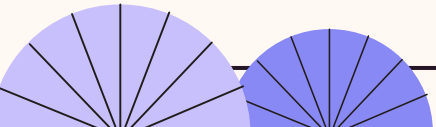
• Cultural Representation • in **Hollywood** Film (Cont'd)

Regarding the appearance of many female characters wearing sexy and seductive clothes, of course, it is a representation of American culture itself where people have complete freedom in expressing themselves, including freedom of dress, freedom of behavior, freedom of thought, freedom to express their own opinions, how they treat others, and so on. American society is part of a modern society that does not always judge a person's appearance only from the outside. The diversity of people in America is truly guaranteed safety and comfort.

(Rachmawati, 2018)



Image source:
www.socialnews.xyz





Cultural Representation in Film




As expressed by Ida Rochani Adi in her book, entitled “*Mitos di Balik Film Laga Amerika*”, that the relationship between film and culture is so close that when two films are made with the same theme and storyline but are produced by people from different cultural backgrounds, the result will definitely be different. This has been proven in several films, such as Korean films which were adapted into Indonesian films with the exact same theme and story. The results of the display in the film also undergo many changes to adapt to the situation, circumstances, and culture in which the film is produced.

(Ida Rochani, 2008, as cited in Rachmawati, 2018)

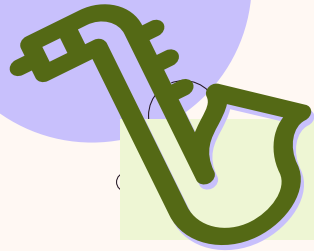


Cultural Representation in Music



Stuart Hall (1992) once stated that our musical choices contribute to our understanding of ourselves. The choice also boosts the economic well-being of the music industry. Someone who was born and raised in an environment full of love and complete facilities will usually tend to like the type of music with good lyrics, calming, invites to do positive, and most like the lyrics themed love, friendship, and affection. Meanwhile, those who grew up in slums, suburbs, and filled with life's violence usually tend to choose the type of music with rebellious lyrics or that expresses the suffering of life. In Indonesia, for example, the choice of the type of music genre dangdut is enjoyed by the lower middle class or the periphery because the lyrics, which are heavily themed on suffering, infidelity, and domestic violence, are considered closer to the reality of their daily lives.

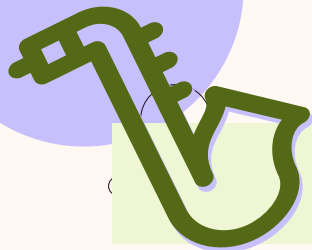
(Stuart Hall, 1992, as cited in Rachmawati, 2018)



Cultural Representation in Music

Music is synonymous with a form of art that can be used as a medium for self-expression. There are song lyrics that are deliberately written to convey expressions of support for certain groups. For example, some of the hidden messages contained in some of the lyrics of a song by a 1990s band: t.A.t.U. This band consisting of two women with a lesbian sexual orientation carries many messages of support for LGBT (Lesbian, Gay, Bisexual, and Transgender) groups. Likewise, several songs sung by bands, boy bands, and other solo singers such as Backstreet Boys in the song In a World like This, Boyzone in the song Better, Westlife in the song Us Against the World and I Will Reach You, Carly Rae Jepsen in the song Call Me Maybe, Ricky Martin in the song The Best Thing About Me is You, and many other musicians.

(Rachmawati, 2018)



Cultural Representation in Music

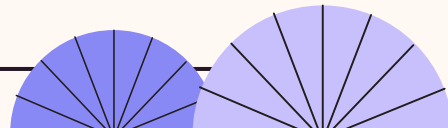


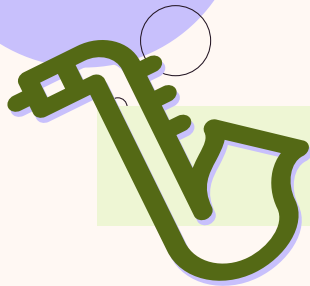
Then there are song lyrics that are written as a medium to convey the songwriter's political aspirations. In Indonesia, you can see veteran songwriter and singer Iwan Fals whose songs have a lot of political themes or as a form of rebellion against domestic political conditions. Basically, a song is created because it is motivated by the author's personal experience. Take for example the songs composed by the American rapper, Eminem. The lyrics of the songs created by Eminem contain a lot of rebellion against various dark events in his personal life. Eminem talks a lot about cases of rape, robbery, murder, and many other horrific cases in the lyrics of his songs based on his personal experience of living and growing up in a slum and violent environment.



Image source:
www.konten.co.id

(Rachmawati, 2018)





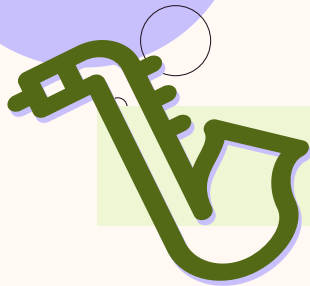
Cultural Representation in Music

This is in stark contrast to, for example, musicians such as Richard Clayderman, David Foster, Ronan Keating, and Westlife, who grew up in a harmonious family environment and lived an affluent life. The songs they create also tend to be filled with positive and fun things, for example about love, friendship, and brotherhood.

(Rachmawati, 2018)



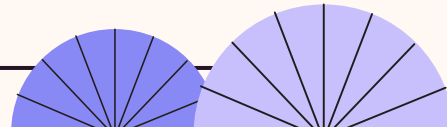
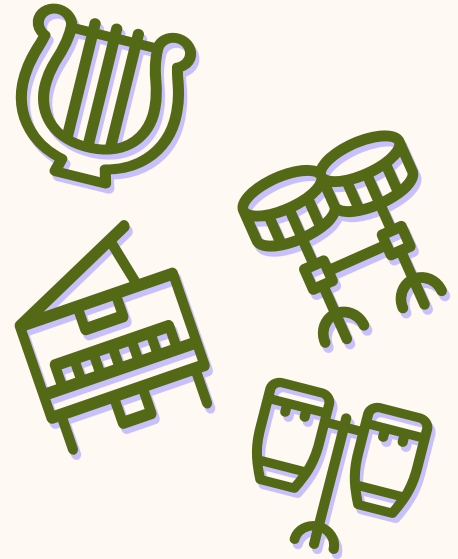
Image source:
Pinterest/sry

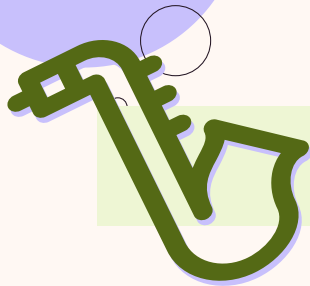


Cultural Representation in Music

When traditional music is combined with modern music contemporary, it can produce a very beautiful rhythm and harmony. And this is one proof of how culture can enter all lines of human life. And this is proof of how closely related culture is and cannot be separated from human life. A person's cultural background reflects who that person is and vice versa, a person's character and demeanor are very likely to be part of his representation of the culture and traditions that lie behind it.

(Rachmawati, 2018)

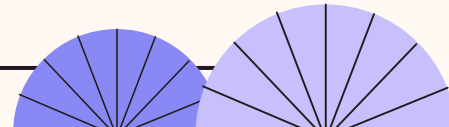
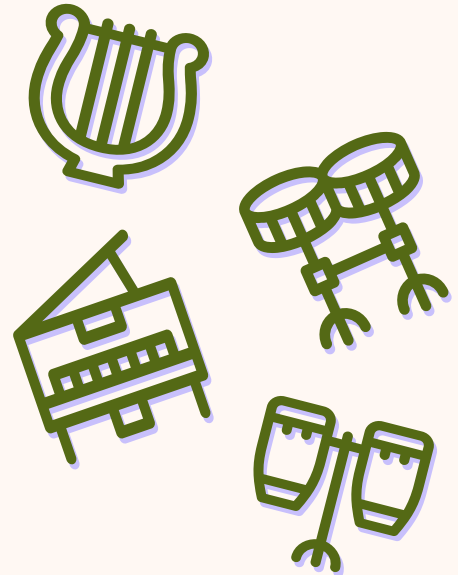


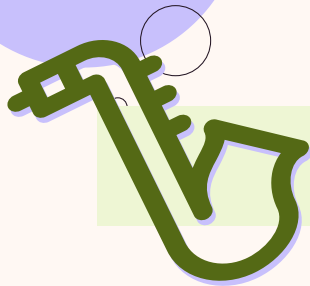


Cultural Representation in Music

Music is also touted as a form of universal language. What is meant here as a universal language is the fact that music can unite many people from various cultural, linguistic, ethnic, ethnic, religious, racial, and environmental backgrounds. For example, in 2002, there was a collaboration made by several top singers from several Asian countries. This collaboration is a clear example of music as a universal language that unites people from various cultural and linguistic backgrounds. Cultural and linguistic differences are no longer a barrier or a barrier for these musicians to be able to work together and produce works of art that can be enjoyed by all people from all over the world considering that the album is circulated internationally.

(Rachmawati, 2018)





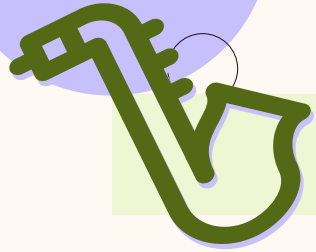
Cultural Representation in Music

Another clear example that music is a universal language is when someone from Indonesia (which includes a non-English speaking country) can enjoy English songs or even Spanish songs. Some people in Indonesia know sensational Latin singers such as Enrique Iglesias and his father, Julio Iglesias. Some of their songs are in Spanish and are widely liked in Indonesia.

(Rachmawati, 2018)



Image source:
<https://sg.theasianparent.com>



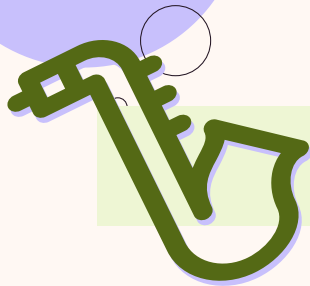
Cultural Representation in Music

When the World Cup or European Cup season arrives, the football theme music sung by Shakira with her phenomenal song entitled Waka-Waka (This Time for Africa) is loved by people all over the world, especially those who are football fans. The song Waka-Waka (This Time for Africa) was made as the official theme song for the 2010 World Cup which was held in South Africa. Both in the lyrics of the song and in the music video, the song Waka-Waka contains many elements of South African culture which turned out to be accepted throughout the world and became one of the best-selling World Cup theme songs of all time beating the 1998 World Cup theme song which was sung (also by Latin singer) Ricky Martin entitled La Copa de la Vida (The Cup of Life).



Image source:
sportskeeda.com

(Rachmawati, 2018)



Cultural Representation in Music

Music is proven to be able to unite everyone who come from various different backgrounds even though some of them do not even understand the language used in the lyrics of the song in question. There was a time when a music concert was held in which the performers were musicians from various parts of the world. They can all appear together on one stage because they are united by the music they bring. They interact and communicate with each other through music. Some charity songs aimed at raising funds for refugees or for victims of humanitarian tragedies also often involve many singers who come from various backgrounds.



Image source:
Michael Ochs Archives

(Rachmawati, 2018)



Cultural Representation in Music

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Popular song in the era of King of Pop Michael Jackson entitled We Are the World aimed at raising funds for efforts to fight hunger in Ethiopia. The song is sung by Michael Jackson along with Billy Joel, Tina Turner, Diana Ross, Willie Nelson, and Dionne Warwick. Then in 2010 the song We Are the World was recycled for charitable purposes, namely to help Haiti's recovery after the devastating earthquake that hit. Furthermore, the song which is intended to show the world's attention to Haiti is not only that, but also R.E.M's old song, Everybody Hurts, which was recycled by singers such as Lionel Richie, James Blunt, Mariah Carey, Beyonce, Miley Cyrus, Taylor Swift. , and two Westlife personnel, Shane Filan and Mark Feehily.

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Image source:
www.michaeljackson.com

(Rachmawati, 2018)





Cultural Representation in Music

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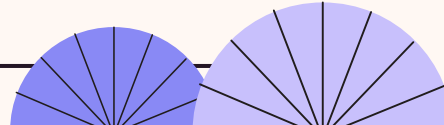
The most recent was a concert titled “One Love Manchester” which was specially made after the bombing tragedy that occurred at the concert of the famous American singer, Arianna Grande which was held in Manchester. In the concert, several singers such as Black Eyed Peas, Miley Cyrus, Katy Perry, Coldplay, Maroon Five, Niall Horan from One Direction, Little Mix, and of course Arianna Grande collaborated to present a musical concert performance that was not only magnificent, but also full of music. peace mission.

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(Rachmawati, 2018)



Image source:
Danny Lawson/One Love
Manchester/Handout via REUTERS





Cultural Representation in Music

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When something bad happens to the world, music can be a powerful medium to reunite the world. Regardless of differences in race, ethnicity, religion, ethnicity, nation, and language; they all united for one goal: to make the world a better place for everyone without exception. In this case, music is part of a cultural representation where people return to their natural instincts, help each other, tolerate each other, and empathize with each other for what is happening in the world around them. We are all as global citizens. We are one.

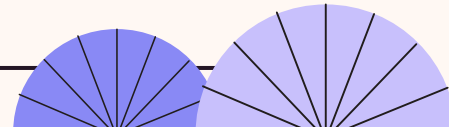
(Rachmawati, 2018)

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Image source:
Jeff Kravitz/FilmMagic





Cultural Representation in Music

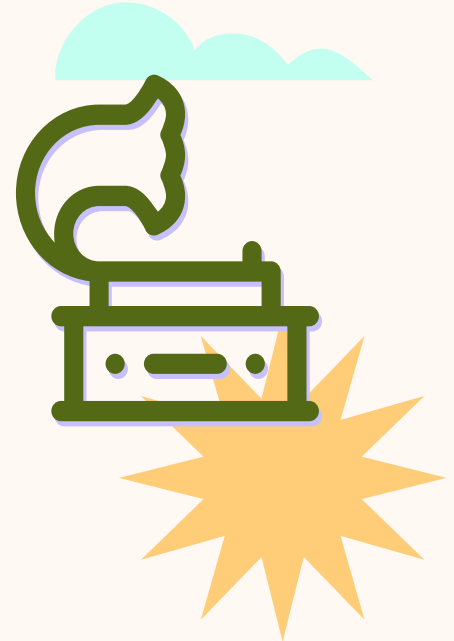
Cultural representation in music is a person's way of communicating with the world around them through knowledge, experience, and a mindset that is formed from an early age and is heavily influenced by their family and environment. As mentioned above it is very clear that for a musician who grew up and grew up in an environment filled with violence, the tendency that he will grow up to be a rebellious and unruly soul will be even greater. And because as a child he was constantly pressured and was unable to fight the harsh life situations that surrounded him, so when he grew up he expressed it, one of which was through the media of music to convey to the world what was happening in his area and it was time for him to fight against all forms of violence.

(Rachmawati, 2018)



Project

Please take your time to observe some of the films currently playing in theaters. Of the several outstanding films, please choose a film for you to watch with your friends. Furthermore, you are free to decide what kind of film and any genre as well as any production films (can be Bollywood films, can be Indonesian films, can be Korean films, can be Hollywood films, or other types of films such as French films or Thai films). After that, please make notes or summaries of what cultural forms you found in the film and relate them to the attitudes, behaviors, and traditions of the local community.



References

Rachmawati, I. (2018). *DASAR-DASAR TEORI CROSS CULTURAL UNDERSTANDING*. STKIP PGRI Bangkalan Press.

Picture references

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Picture 8: IMDb.com

Picture 9: <https://www.quirkybyte.com/blog/2018/11/band-baaja-baaraat-full-movie-watch-now-for-free-on-prime-video/>

Picture 10,11: <https://www.quirkybyte.com/blog/2018/11/band-baaja-baaraat-full-movie-watch-now-for-free-on-prime-video/>

Picture 12,13: IMDb.com

Picture 14,15: <https://grosirtutorial.wordpress.com/tag/jual-film-silat-mandarin/>

Picture 16,17: <https://www.justonecookbook.com/best-japanese-movies/>

Picture 18,19,20: <https://www.socialnews.xyz/2019/12/02/best-hollywood-movies-from-2019-editors-choice/>

Picture 24: <https://www.konten.co.id/2019/12/sepakat-reuni-akbar-212-berlangsung-iwan-fals-ajukan-syarat.html>

Picture 25: Pinterest/sry

Picture 28: <https://sg.theasianparent.com/listening-to-music-while-studying-makes-your-child-smarter>

Picture 29: sportskeeda.com

Picture 30: Michael Ochs Archives

Picture 31: <https://www.michaeljackson.com/news/michael-jackson-and-his-process-writing-we-are-the-world-alongside-lionel-richie/>

Picture 32: Danny Lawson/One Love Manchester/Handout via REUTERS

Picture 33: Jeff Kravitz/FilmMagic

THANK YOU!

