

Negotiation of Identity. The Assimilation or the Exclusion of the Other

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Abstract

Starting from the assumption that the Western culture sees itself as essentially superior to the Eastern one (the eternal distinction between the Occident and the Orient), the present article attempts to analyse the manifestations of a specific Western ethnocentric discourse, reinforced by the history of colonial expansion and exploitation. The Orient, represented as the Other, is constantly subjected to essentialist generalizations, securing and reasserting the supremacy of the West. The main reason behind this attitude, the need to control a primitive and backward culture, prefigures a reductive representational framework of categorizing the Other.