







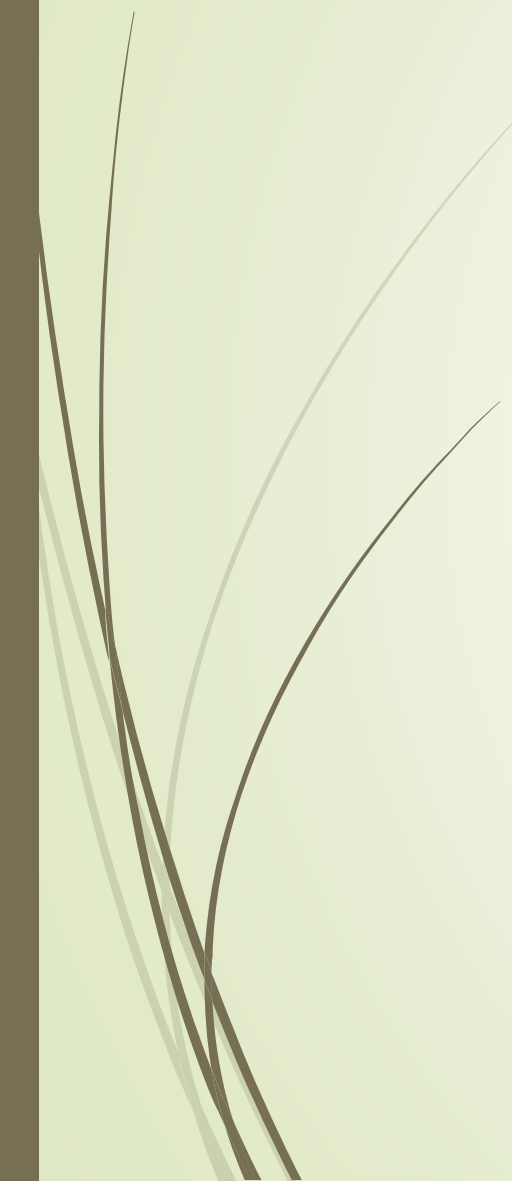
What is postcolonialism?



Orientalism (1978) by Edward Said



Other

- Repository of negative aspects (laziness, cruelty)
 - Primitive space
 - Inherently dangerous space
 - Seductive space
- 



Eurocentrism / Universalism



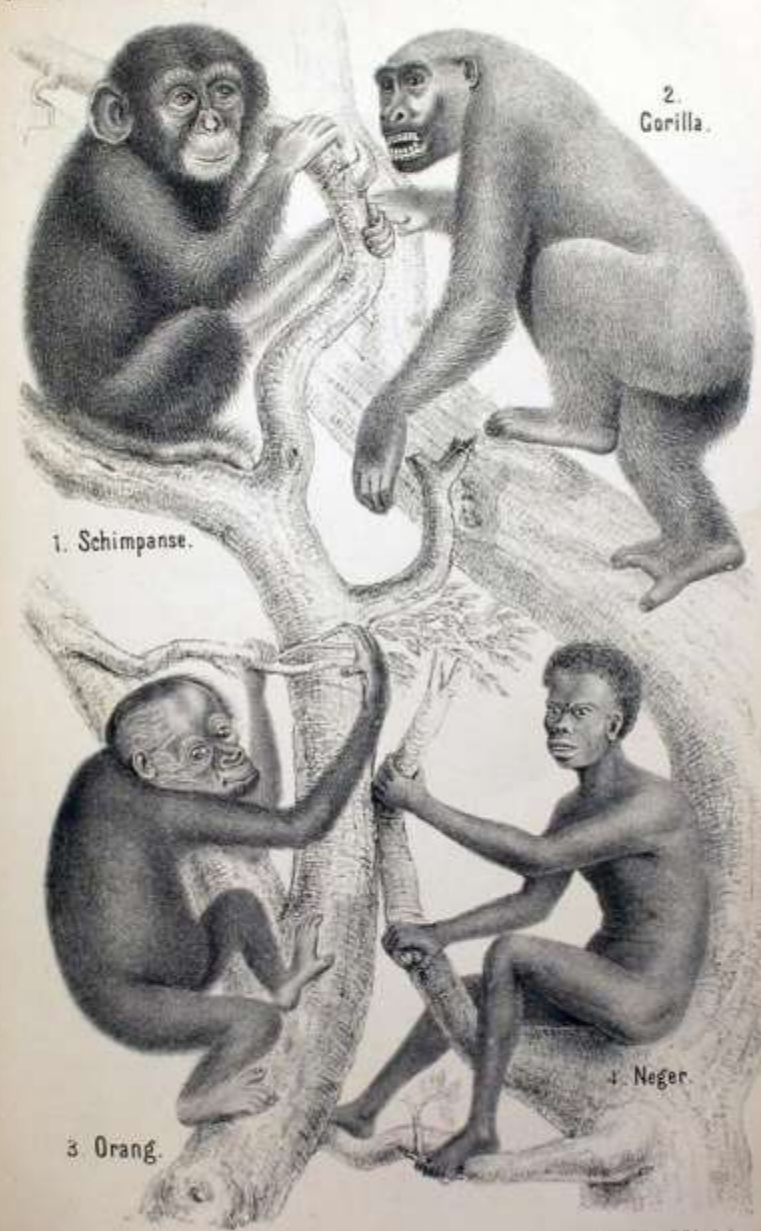
Cultural colonialism



EXAMPLES







2. Gorilla.

1. Schimpanse.

4. Neger.

3. Orang.



I'VE SURE GOT A
GOOD JOB NOW!

**STOP
WASHING DISHES!**



The G-E Dishwasher does your entire dish-washing job for about a penny a day! All the dishes, pots, and pans are *hygienically* cleaned in water hotter than human hands could endure. They are dried by their own heat. No unsanitary dish-cloth, no breakage. You can have the G-E Dishwasher installed as part of the General Electric Sink—or as a separate cabinet.

**STOP
SAVING GARBAGE!**



Dispose of food wastes right at the sink! Parings, scraps, etc., go down the drain into the G-E Disposall, where they are reduced to a pulp and flushed away. No odors—no clogged pipes!

The G-E Disposall comes as part of the G-E Electric Sink—or can be separately installed in your present sink.

New General Electric Sink Ends The Two Most Distasteful Kitchen Tasks

HOUSEWORK now becomes easier for both women with servants and those without help. Two tedious kitchen tasks are gone! The new General Electric Sink "does the dishes" and disposes of garbage mechanically.

Protects China from Breakage

Stack the dishes in the dishwasher trays—turn a switch—and quickly the job is finished! The G-E Dishwasher cleans and dries itself. Your dishes are safe from chipping and handling.

Down the sink into the Disposall go all food wastes—to be *instantly* disposed of!

The G-E Electric Sink brings you dishwashing and disposal services at small cost. Visit your dealer's, or write for information. General Electric Co., Specialty Appliance Sales Division, Sec. DR9, Nela Park, Cleveland.



GENERAL  ELECTRIC SINK

WITH DISHWASHER  AND DISPOSALL 







Discovering America



1st, 2nd, 3rd and 4th World



English Language



Civilization



Representation of Arabs in movies



Literary Canon



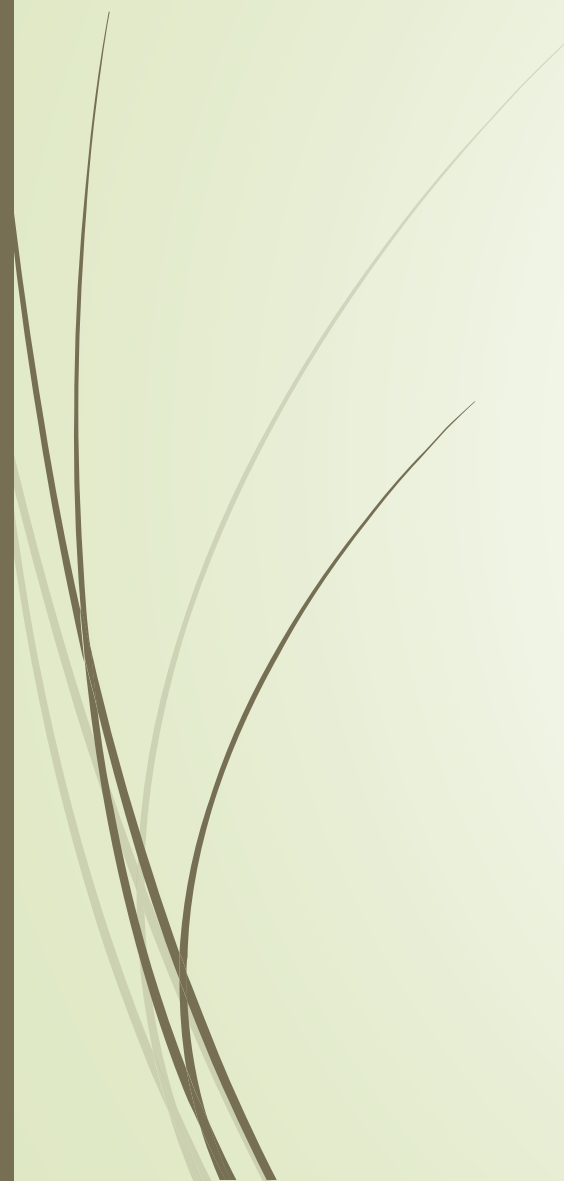
Classical music



Beauty standards



Universal Human Rights



NIVEA

Keep it clean, keep bright. Don't let anything ruin it, #Invisible

before

after



Visibly more beautiful skin from the most unexpected of places – your shower.

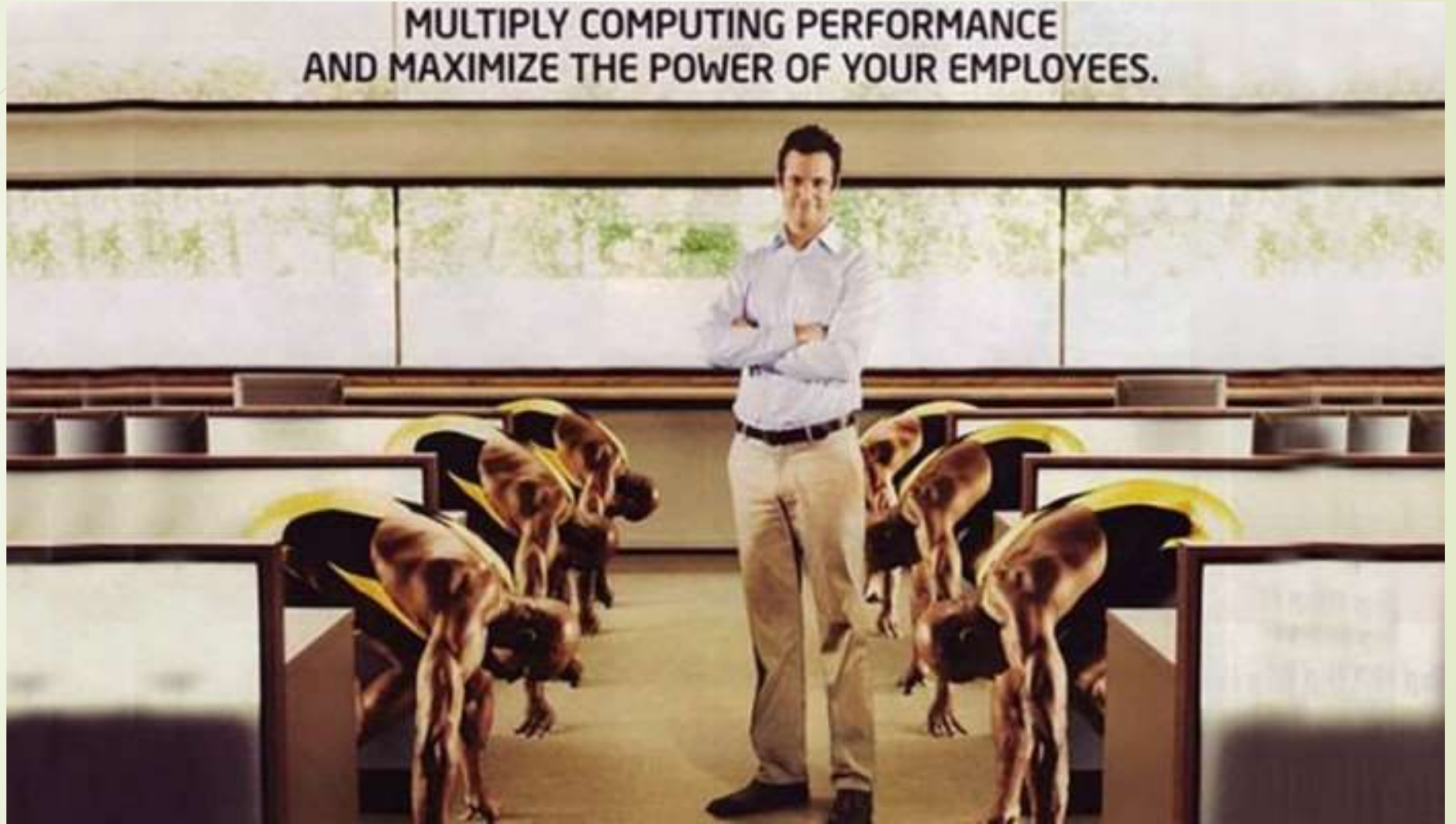
Introducing Dove VisibleCare, our new revolutionary line of body washes that actually improves the look of your skin. With our highest concentration of NutriumMoisture™, you'll see visibly more beautiful skin in just one week. **NEW DOVE VISIBLECARE CRÈME BODY WASH**

dove.com



Average results in 1-3 weeks of daily use, based on clinical testing. In home use testing, consumers noticed visible improvement after 1 week. Photos shown reflect clinical improvement at 3 weeks.

**MULTIPLY COMPUTING PERFORMANCE
AND MAXIMIZE THE POWER OF YOUR EMPLOYEES.**



VOGUE

Perfect Fit
DRESSING
FOR
EVERY SHAPE
FROM
SIZE 0 TO 16

Plus

87

Swimsuits
to Flatter
Every Figure

You Are
(Not)
What You Eat
Debunking
Diet
Myths

NO-EXERCISE DIET
What Happens
When You
Quit the Gym

THE POWER
OF AN HOUR
How Fast Can
You Get Fit?

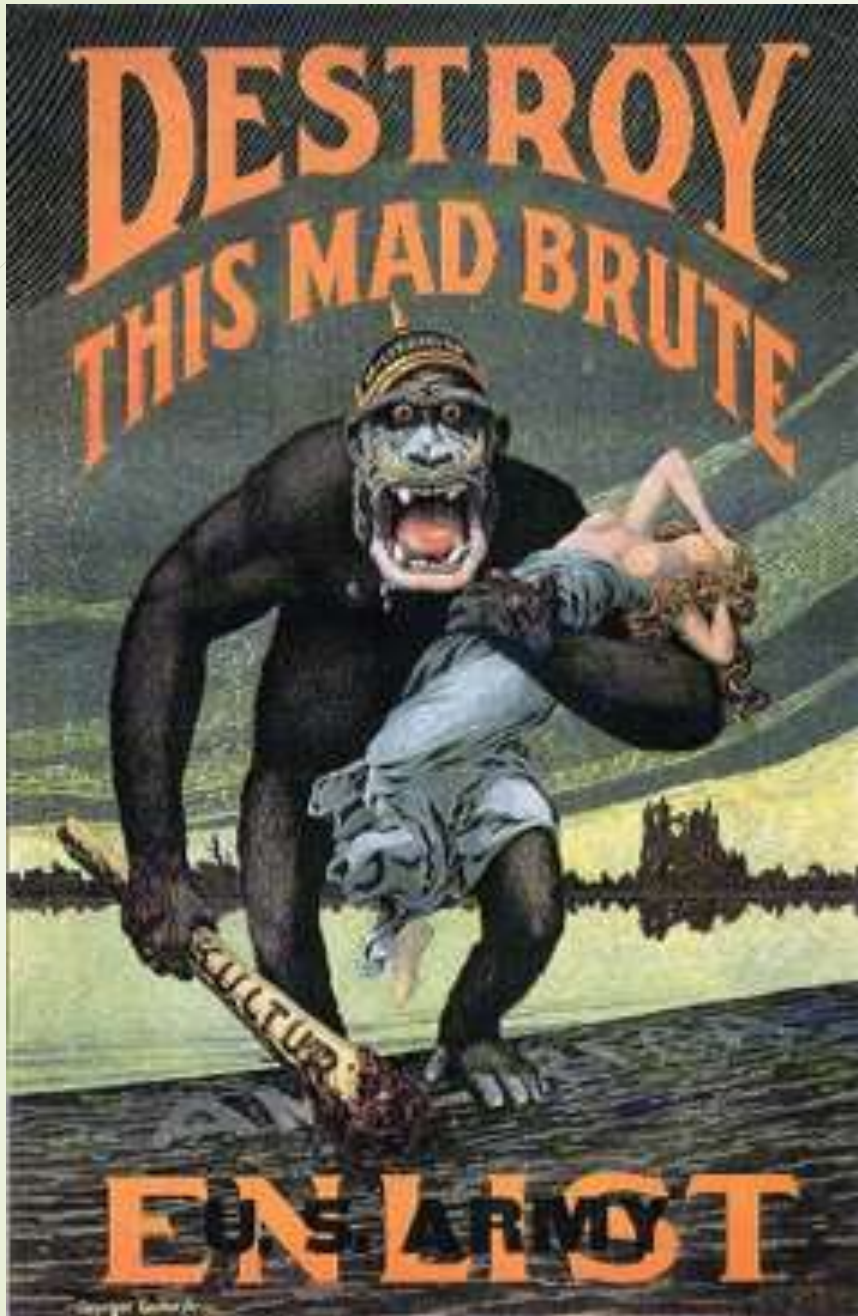
SHAPE
ISSUE

Secrets of the Best Bodies

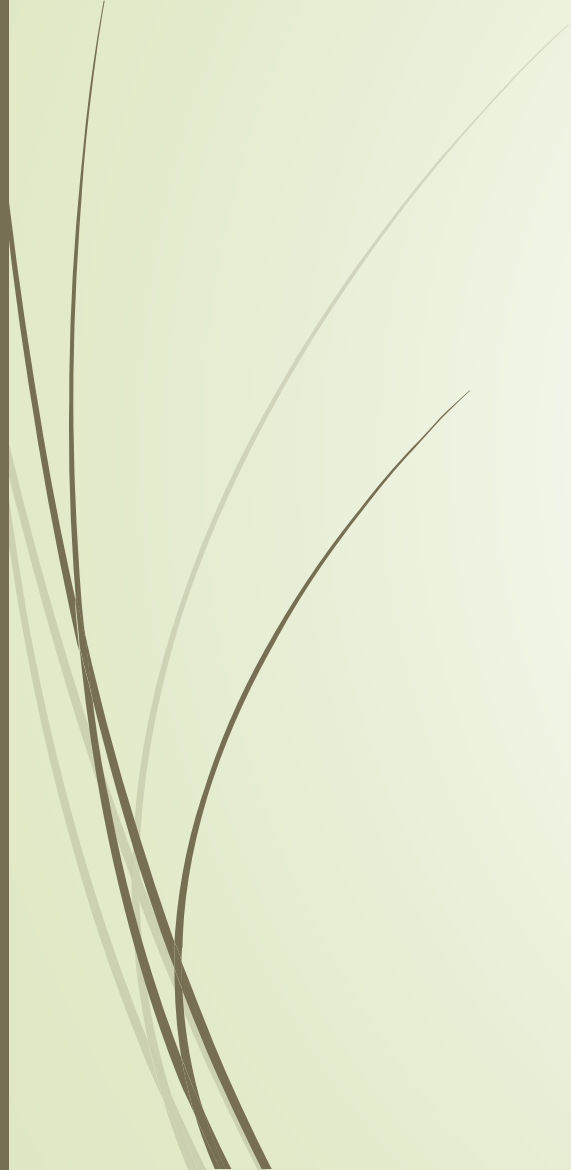
GISELE & LeBRON

+ the World's Top Models
and Star Athletes













What do postcolonial critics do?

- ▶ They reject universalism
 - ▶ They examine the representation of cultures in literature
 - ▶ They expose the underlying colonialist ideology
 - ▶ They celebrate hybridity
 - ▶ They develop a perspective, whereby states of marginality and perceived “otherness” are seen as sources of energy and potential change
- 