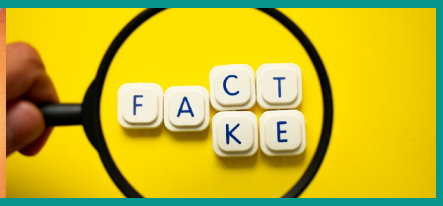
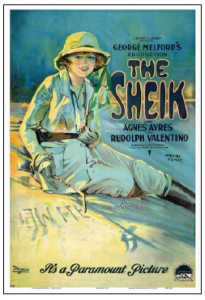

Fig. 44.—Man's head plotted on stereographic projection.
Fig. 45.—Man's head plotted on Mercator projection.

The damaging consequences of discourses: Construction of *The Sheik* and the Other

I. FIRST PART: What to expect from *The Sheik*?

In groups, carefully study the posters for the 1921 American silent movie *The Sheik* starring Rudolph Valentino and Agnes Ayres and get ready to discuss the following questions.







1.Paying close attention to clothes and gestures, imagine the plot of the movie.
2.What would you say about the presentation of the cultural setting in general, and more specifically of the male character?
3.Do you think a love story can be expected between the female and male characters? Why or why not?

II. SECOND PART: Edward Said's *Orientalism* (1978)



4.Get more familiar with the concept of "orientalism" by watching and taking notes about the *BBC* video available here: https://www.youtube.com/watch?v=ZST6qnRR1mY.

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III. THIRD PART: The Other in *The Sheik*

5.It has been polemically suggested recently, notably because of the historical, racial context in Victor Fleming's 1939 movie *Gone with the Wind*, that warning labels and disclaimers should accompany works of art.
Given the conceptual framework provided here, can you try and explain to viewers it might (legitimately) offend that line from *The Sheik*, uttered by the female character sitting at the bedside of the Sheik after he has been wounded in battle? How does it relate to Orientalism?




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6.In this light, can you comment upon the closely linked gender and racial issues raised by the movie as far as Rudolph Valentino's character is concerned?

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7.In this context, what would you see as one of the reasons Rudolph Valentino, who became Hollywood's first male sex symbol, was chosen for the part?

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8.At the end of the day, given everything that has been said, do you believe a love story between the characters is still possible? Why or why not?

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9.The following article, entitled "Valentino's Sheik: An 'Other' Made to Swoon Over," tackles most of the questions we have been dealing with. You may read it as a summary: https://www.npr.org/templates/story/story.php?storyId=18602260&t=1613900360683.