

NEW IMAGES OF CHINA AND THE CHINESE IN WESTERN FILM AND NARRATIVE
FEDERICOGRESELIN

In the last decade the representation of China and the Chinese in Western popular fiction has undergone changes from the oversimplified and stereotypical images that many critics in the USA and in Europe have treated in their works. This essay, through a detailed examination of meaningful examples in Western mystery fiction and popular cinema, suggests that a connection among many different cultural levels is actually taking place. The analysis developed through three main topics constituting the following subchapters: "Old and new myths" deals with the persistency of old stereotypes and the creation of new ones; "Good and bad Chinese" is focused on the dichotomy in the representation of the Chinese in popular culture and particularly in the roles played by Chinese stars in Hollywood movies and "Another language is possible" deals not only with the new usages of Chinese language in movies and fiction, but also with the transformation of the audience's attitude in consuming language-related products.