

The Impact of Cultural Hegemony on the Intertextuality Between “Diamonds are Forever” by Ian Fleming and “Diamond Shine” by Nabil Farooq, Based on Homi Bhabha’s Post-Colonial Theory

Hamid Valizadeh*

Assistant Professor, Department of Arabic Language and Literature, Faculty
of Literature and Humanities, Azarbaijan Shahid Madani University

Mahin Hajizadeh**

Professor, Department of Arabic Language and Literature, Faculty of
Literature and Humanities, Azarbaijan Shahid Madani University

Arezou Sheidai***

PhD Graduate, Department of Arabic Language and Literature, Faculty of
Literature and Humanities, Azarbaijan Shahid Madani University

(Received: 02 February 2020, Accepted: 08 January 2022 Date of publication: August 2022)

Abstract

Postcolonial intertextuality is a new theory that aims to analyze the intertextual relations between the texts of the colonized countries and the extent to which they are influenced by Western texts. The central core of these studies is culture and cultural hegemony. Post-colonial theorists argue that the colonizers prefer to induce the subordinate countries to obey the dominant countries by instilling Western culture as the dominant culture through the media. Texts play a key role in this as an important medium. Spy literature is one of the genres produced in the Eastern countries adapted from the West. Nabil Farouk's “Diamond Shine” is an example of an Arabic story in the spy genre which evidences attest has evolved from the English story “Diamonds are Forever”. The present study, in an analytical-descriptive method, has attempted to draw upon Homi Bhabha's post-colonial theories to describe how the colonized author has related to the Western text. The results indicate that, firstly, in the relation of adaptation in this story, serious change prevails over imitation; Secondly, this eastern writer's adaptation of the western espionage style was conscious and not only did not lead to blind imitation, but also has become a factor to show his ability to produce new texts, along with preserving Arabic culture and inviting other cultures to connect and respect humanity regardless of color and race. He produced new texts along with preserving and introducing the Eastern-Arab culture and inviting other cultures to bond and respect humanity regardless of color and race.

Keywords: cultural hegemony; postcolonial intertextuality; spy genre; Imitation; Diamonds Are Forever; Diamond Shine

* Email: drhvalizadeh@yahoo.com(Corresponding Author)

** Email: hajizadeh_tma@yahoo.com

*** Email: payamsheydai@yahoo.com