

# **SOCIAL STEREOTYPES IN JOE WRIGHT'S PRIDE AND PREJUDICE: A SOCIAL PSYCHOLOGICAL PERSPECTIVE**



**Submitted to Fulfill Part of the Requirements for Completing a Bachelor's Degree  
in Department of English Education at the Faculty of Teacher Training and  
Education**

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UNIVERSITAS MUHAMMADIYAH SURAKARTA  
2023**

**APPROVAL**

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**PUBLICATION ARTICLE**

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I hereby declare that in this scientific publication there is no work that has ever been submitted to obtain a bachelor's degree at a university and to the best of my knowledge there is also no work or opinion that has been written or published by another person, except in writing referred to in the manuscript and mentioned in the text of bibliography.

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Surakarta, 07 Februari 2023

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## **SOCIAL STEREOTYPES IN JOE WRIGHT'S PRIDE AND PREJUDICE: A SOCIAL PSYCHOLOGICAL PERSPECTIVE**

### **Abstrak**

Stereotip adalah penilaian yang tidak seimbang terhadap suatu kelompok masyarakat yang terjadi sebagai akibat dari kecenderungan untuk menggeneralisasi tanpa pembedaan. Film *Pride and Prejudice* tahun 2005 karya Joe Wright merupakan salah satu film yang mengandung stereotype. Penelitian ini menggunakan teknik analisis sastra. Tujuan dari penelitian ini adalah untuk mengidentifikasi indikator stereotip sosial, mendeskripsikan bagaimana sutradara menampilkan stereotip sosial dan mengungkapkan mengapa sutradara menampilkan stereotip sosial dalam film. Berdasarkan teks dan konteks film, penelitian ini menggunakan perspektif teori psikologi sosial dari Kurt Lewin, yang dijelaskan melalui analisis kualitatif deskriptif. Sumber data primer diperoleh dari film itu sendiri, dan sumber data sekunder diperoleh dari buku, jurnal, website, dan naskah film *Pride and Prejudice*. Studi ini menarik kesimpulan, seperti mengidentifikasi indikator stereotip sosial dalam film, mendeskripsikan stereotip sosial dalam film, dan memahami alasan sutradara membahas stereotip sosial dalam film.

**Kata kunci:** Stereotip Sosial, Joe Wright, *Pride and Prejudice*

### **Abstract**

A stereotype is an unbalanced evaluation of a community group that occurs as a result of the tendency to generalize without differentiation. Joe Wright's 2005 film *Pride and Prejudice* is one of the films that contain stereotypes. This study employs a literary analysis technique. The goal of this study is to identify social stereotype indicators, describe how directors display social stereotypes and reveal why directors display social stereotypes in movies. Based on the text and context of the film, this study employs Kurt Lewin's perspective of social psychological theory, which is explained through descriptive qualitative analysis. The primary data source is obtained from the film itself, and the secondary data sources are obtained from the book, journals, website, and the manuscript of *Pride and Prejudice* film. This study draws conclusions, such as identifying indicators of social stereotypes in movies, describing social stereotypes in movies, and understanding the director's reason for discussing social stereotypes in movies.

**Keywords:** Social Stereotypes, Joe Wright, *Pride and Prejudice*

## **1. INTRODUCTION**

In everyday life, it is often heard in casual chats and official forums that women are generally considered to have a low self-concept. Not only are gender issues of concern, the lives of many people sometimes become a topic of conversation in a group. As is often the case today, people often judge someone on appearance to determine social status. And even people who have no education are considered stupid, and so on. Society often imposes stereotypes and expectations on a person's gender, status, or

education. The difference in the treatment of the two will also strengthen this labeling and expectations (Judd & Park, 1993).

Stereotypes are often carried out by humans by generalizing the image of other groups of people, especially about their psychological characteristics or personality traits (Kreitner et al., n.d.). Stereotypes are judgments or views of a person towards a group or individual that carry expectations relevant to society's social, political, economic, and cultural life, including gender, race, age, religion, and ethnicity (Hilton & Von Hippel, 1996). Stereotypes reflect broad assumptions about members of specific social groups (Ellemers, 2018). Stereotypes play an important role in the psychological process of developing a sense of self and self-concept (Martin & Hewstone, 2007). They are so closely linked to emotions, values, and the core of the self that is changing them is difficult (Dasgupta, 2013). Stereotypes are simplified models of reality that consist of features or types that come to mind when thinking about a group. Several factors, according to psychologists, influence which types come to mind and become stereotypes (Suparyanto dan Rosad (2015, 2020). The environment is one of the reasons people can stereotype people or even vice versa. People can get stereotypes based on their environment (Szumowska & Kruglanski, 2019).

Stereotypes are not only a concern of society in general but also the attention of Joe Wright, a British director. One of his works, released on September 16, 2005, entitled '*Pride and Prejudice*' is a movie adapted from a novel by Jane Austen in 1813, showing the stereotypes at that time. In this movie, Joe Wright wants to re-present to the public what the situation in the old Victorian era was about inequality between men and women and views between the lower and upper classes. *Pride and Prejudice* is a movie that tells the story of a woman who is persistent and steadfast in her convictions with the desire to live according to what she wants rather than because of a compulsion to marry a man who will love her later and vice versa. She seeks her true love. On the other hand, the movie focuses not only on the main character's story but also on other supporting characters, the plot, and the setting of the place that is made so real with people's lives at the time, in the 18's era.

The studies on Wright's *Pride and Prejudice* can generally be classified based on the theoretical perspectives into two groups, namely: text-oriented approach and context-oriented approach. The studies based on the text-oriented approach are those by

Imamasari (2008), Maharani (2022), and Rahmah and Iman (2022). Imamasari (2008) found there were significant differences between the novel and movie in terms of character and characterization, plot, setting, and theme. Maharani (2022) discovered that there are various types of love concepts in movies, such as Liking, Romantic Love, Companionate Love, and Consummate Love, and she examined how an individual can experience multiple types of love concepts at the same time and how to find true love. Rahmah and Iman (2022) found that there were even differences in place settings and conflicts in Joe Wright's *Pride and Prejudice* movie, which was adapted from Jane Austen's novel.

The studies based on the context-oriented approach are those by Rahayu (2011), Ratri (2011), Kumar and Fatima (2015), Fitriyaningsih (2008), and Varghese (2018). Rahayu (2011) found a lot of evidence that there is women's equality, as in the principle of equality itself, she found economic stability and self-expression. Ratri (2011) found that the main actors had equal positions during the English society period, such as women's roles, women's positions, women's rights, and women's participation. Kumar and Fatima (2015) found that Jane Austen presents us with a realistic picture of society and how it oppresses and constrains women, as well as her own views, in her novels such as *Pride and Prejudice*. And on how a woman like Elizabeth can let go of these boundaries and emerge as an independent woman.

The purpose of this research is to fill the gap between the previous studies used and this research. This research focuses on examining the social stereotypes in Joe Wright's *Pride and Prejudice* movie by using the social-psychological perspective to find out the relationship between a person's psychological Behavior in carrying out the stereotypes depicted in the movie. This study uses a social psychological perspective based on Kurt Lewin (1936), in which Lewin's equation is  $B = F(P, E)$ . B is Behavior = function of P (person) and E (Environment). Social Psychology can be defined as the study of the relationship between Behavior and the environment (Adelman, 1993). In Lewin's field theory, Behavior is never solely caused by the person or determined by factors in the surrounding environment. Preferably the person's Behavior is an interaction with individual factors in the surrounding environment (Questions, 2019).

This research focuses on analyzing the social stereotypes in Joe Wright's *Pride and Prejudice* 2005 from a social psychology perspective. Based on the background of

the study, the researcher intentions to examine the problem as follow: (1)What are the indicators of Social Stereotypes in Joe Wright's *Pride and Prejudice*?; (2)How are social stereotypes depicted in Joe Wright's *Pride and Prejudice*?; (3)Why did Joe Wright address the social stereotypes in *Pride and Prejudice*?

## **2. METHOD**

This type of research is a literary research, The goal of literary research is to discover the relationship between literature and the social context in which the literary work was created. There are two objects used by researchers in this study, the researcher used the movie *Pride and Prejudice* by Joe Wright in 2005 as the material object and discussing the stereotypes that occur in the movie as the formal object. These studies consist of two data sources. The first is the primary data source of the study in the form of text and images taken from *Pride and Prejudice* movie directed by Joe Wright in 2005. And the second is the secondary data sources are obtained from books, journals, and the internet including, references and materials related to the study, such as the theory of literature book, social psychological perspective theory, and the manuscript of *Pride and Prejudice* movie. In finding research data, researchers use three ways. The first is by taking screenshots of *Pride and Prejudice* movies, the second uses the audio cutting method on the sound shown in the movie, and the third, the researcher used the note-taking and copy-paste methods in retrieving data in the form of text on movies.

## **3. FINDINGS AND DISCUSSION**

### **3.1 Findings**

Related to the research objectives, the researcher wanted to: (1) find out the indicators of social stereotypes in Joe Wright's *Pride and Prejudice* (2) find out the depicted of stereotypes in Joe Wright's *Pride and Prejudice* (3) the reason for addressing the social stereotypes.

#### **3.1.1 Indicators of Social Stereotypes in Joe Wright's *Pride and Prejudice***

To decide what social stereotypes are in *Pride and Prejudice* movie by Joe Wright, the researcher watched the movie and found several indicators which can be considered social stereotypes.

##### **1) Gender Stereotypes**

Gender stereotypes are general beliefs about the attributes and characteristics shared by men and women. Gender stereotypes are broad categories that can convey the

impression of appropriate and inappropriate behavior or actions for both men and women.

## 2) Socioeconomics Social Status Stereotypes

Stereotypes of socioeconomic social status are judgments of a person or group based on their socioeconomic status, usually, people do this stereotype against people who are lower than them.

## 3) Educational Social Status Stereotypes

Educational Social Status Stereotypes are judgments or expectations that arise from someone directed at other people or other groups based on their education. Usually, the judgments of the social status of a person or group can also be seen from how high their education is.

## 4) Generation Gap Stereotypes

Generation Gap Stereotypes are the difference in perspective and thinking between parents and young people in judging things. Usually, this happens because parents want the best for their children and their children feel they know what is best for them.

### 3.1.2 Depicted Social Stereotypes in the movie

The researcher finds several forms of how stereotypes can be found in the movie Joe Wright's *Pride and Prejudice*.

#### 1) Character

Joe Wright uses characters to portray stereotypes in *Pride and Prejudice*, and the character is divided into three, namely the perpetrator character, the victim character, and the neutral character.

##### a) The perpetrator characters

The character who stereotypes the victim is Caroline Bingley, Lady Catherine, Mr. Darcy, and Mrs. Bennett. All four characters except Mrs. Bennet because they come from a noble family, and they stereotype the Bennet Family by saying that they are impolite, uneducated, and look like lowly people.

##### b) The victim characters

The Bennet family, especially Elizabeth. They are portrayed as stereotyped victims in this movie. The character Elizabeth gets stereotyped because of her disheveled appearance when she comes to Bingley's house.

c) The neutral characters

Mr. Bingley and Mr. Bennett both don't do anything bad in movies, not trying to bring other people down.

2) Setting

The setting is where an event in the story is taking place. Setting can be a time, place, or an ongoing situation in a story. Depicted of the stereotype based on the setting can be found in the movie.

a) The Assembly Rooms in Meryton Village

The stereotype here is shown by the upper class, who are surprised by the dancing traditions of the local people and maybe by their clothes that don't look like they are attending a party.

b) Elizabeth's House in Longbourn

c) Elizabeth's Backyard

d) Elizabeth's Backyard

e) Mr. Darcy's Backyard

From the several setting above, there is a difference in the location where someone's stereotype will appear because the houses between the upper and lower classes seem different.

3) Events

The event that illustrates this stereotype is a routine dance party always held by residents. A ball attended by many people, from the rich to the peasants, is invited to dance. Everyone comes with their characteristics.

3.1.3 Reason for addressing the Social Stereotypes

The researcher found information during an interview with indieWIRE, a review platform, that it felt too long, approximately 65 years had passed, and the story in the movie is still relevant today.

### 3.2 Discussion

According to Social Psychology by Kurt Lewin, Pride and Prejudice movie is related to Social Psychology as the study of the relationship between a person's psychological behavior in carrying out the stereotypes depicted in the movie. The theory of social psychological perspective based on Kurt Lewin (1935) in which Lewin's equation is  $B = f(p, e)$ . B is Behavior, f = function of p (person) and e (Environment). This means that

a person's behavior will not appear because of themselves but will also be caused by their environment. The movie, starts with Caroline stereotyping the citizens who are dancing ungracefully, Caroline can give such a stereotype because she is in a rural environment where dancing like that is common and where Caroline comes from an aristocratic environment not used to dancing parties like that, but stereotypes are still said by Caroline because she is seeing and being in that environment.

This research deals with the social stereotypes to complement the previous studies which use *Pride and Prejudice* 2005 as the material object. This research has never been discussed before, several studies use the same material object like in Sofia Fitriani's with the title *Rebellion Against Conventional Norms in Joe Wright's Pride and Prejudice Movie: A Sociological Approach*. The difference between this research and Fitriani's research is in the topic and theory used. So this research was written to complete research that has not been done before.

#### **4. CLOSING**

The findings in this paper are related to the findings mentioned above. Based on a social-psychological perspective, it is evident that in *pride and prejudice* movie. The director shows that there are stereotypes that appear in the movie using the characters when they are in their environment and when they move to other places, other stereotypes will appear by themselves depending on the environmental conditions in which a person.

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