CHAPTER II

THEORETICAL REVIEW

This chapter explains about the study of theory associated with this research. The theories that have been in quotes will be explained descriptively.

2.1 Consciousness

Consciousness can be said as a delineation of one to behave, talk, and act upon their logic. Their logic is limited by many circumstances; status, interaction, and professional life. Those circumstances lead them to have particular perception, awareness, and thoughts. It is inevitably from someone's daily life, because without consciousness, a person will know nothing; he/she will just become an uninformed person.

According to Wegner (2003), consciousness is an active force, an engine of will. It means, consciousness causes the action; a person thinks about doing something and then he/she does it. This action appears in order to fill his/her desire based on one perception whether it is accepted or not by the society. The society in consciousness issue can be said as a sintagmatic; the society infected a person action. Whereas, the action can be said as paradigmatic; how a person thinks about what they will do.

Consciousness also guides a particular individual to have knowledge about what their aware of, for instance, a person think of cooking some meals for dinner and then

do it. What kind of meals that he/she prepared, or why that person served the dinner are part of a consciousness. For the other instance; a person think of going to the mall for window-shopping and do it. Which mall that he/she wants to visit, or which store that he/she choose to window shopping also part of their consciousness. Therefore, both of them have awareness on particular activities they perform based on their consciousness. This is also mentioned by Barry (2000) that awareness is a part of consciousness, what a particular individual experience and something they can notice are also the part of consciousness. Thus, awareness can be seen from the phenomenon of action by a particular individual who make them able to decide whether to perform the action or not.

Based on the description above, it can be assumed that consciousness caused by experiences, and collective-agreement. The experiences which embedded in someone's mind will construct the consciousness. For instance, a person got a car accident because of being a careless driver. That person awares with the mistakes and will be more careful when he/she drives another time. In other word, collective-agreement also constructs the consciousness; according to Bourdieu (1984) the society agreed that people occupied the middle-class will turn into arrogance in order to show their status. The comprehension of Bourdieu concept is similar to Luckas (1971) idea which said that status is covered the consciousness.

Related to consciousness, it also adopted psychoanalysis concept on consciousness. The concept is related with consciousness as "id", "super-ego", and "ego". "Id" is indicated primordial instinct, such as; love, hunger, and fear of death

(Freud). “Super-ego” is positioned as the critical and moralizing role to control the “id”; while “ego” is a mediator between the desires of “id” and “super-ego”. In consciousness issue, the “super-ego” has an ability to master a person desire if it is not accepted by the society’s values.

Therefore, someone’s existence is determined by collective-agreement. Related to this issue, Sarte also states about the consciousness. He said that *“Consciousness causes there to be things because it is itself nothing. Only through consciousness is there differentiation, meaning, and plurality of Being.”* (1956:xx)

From his statment, it can be assumed that through the consciousness, a particular individual will recognize whether he/she know or not about certain information. It is because, only through the consciousness, a particular individual can make a differentiation about something (good or bad), or understand about the meaning of something, for example:

a. Andrea is aware that she is a new employee in her new office, so, she makes an effort to be a good worker for her boss by working very hard and finishing all her tasks on time.
b. Andrea is aware that she came from the middle-class, so, she act like the middle-class people do. She refuses to act or behave like her relations who occupied the upper class.

The consciousness also makes a particular individual notice something, for instance;

He/she notices about his/her weaknesses, such as:

1. Cannot get along with new circumstances

2. Is unable to pay any attentions, and
3. Is unable to communicate effectively

A particular individual notices about his/her ability, such as:

1. Ability to adjust in any environments easily
2. Ability in having positive thought

From the whole explanation above, it can be comprehend that consciousness always stays in a person's mind due to control his/her awareness, and his/her thoughts.

2.1.1 Class Consciousness

Class consciousness is a term that refers to ideas, thoughts, belief, or desires of individual who occupied one's social class. This statement is originated from Luckas (1971) when he explained about the class consciousness as said *"Neither the sum nor the average of what is thought or felt by the individuals who make up the class"* (Luckas 1971:51). According to his statements, it can be said that the consciousness is formed by someone's thought and feeling.

Thus, class consciousness is also known as a tendency of people to think of their position in the larger society in terms of their position in an employing organization. It shows the acts or the choices of individual according their class, because they aware with their position. Any class consciousness in society, leads

people into the groups which suited their class. That consciousness also helps them to avoid the life which will give a hardship for their daily life (Gareau, 2008: 13). That means, through the class consciousness, the group of people who occupied one's social class directs to stay in their position and condition. If that group belongs to bourgeoisie, all the people inside the group must merge into the same group and it is also experienced by the proletariat.

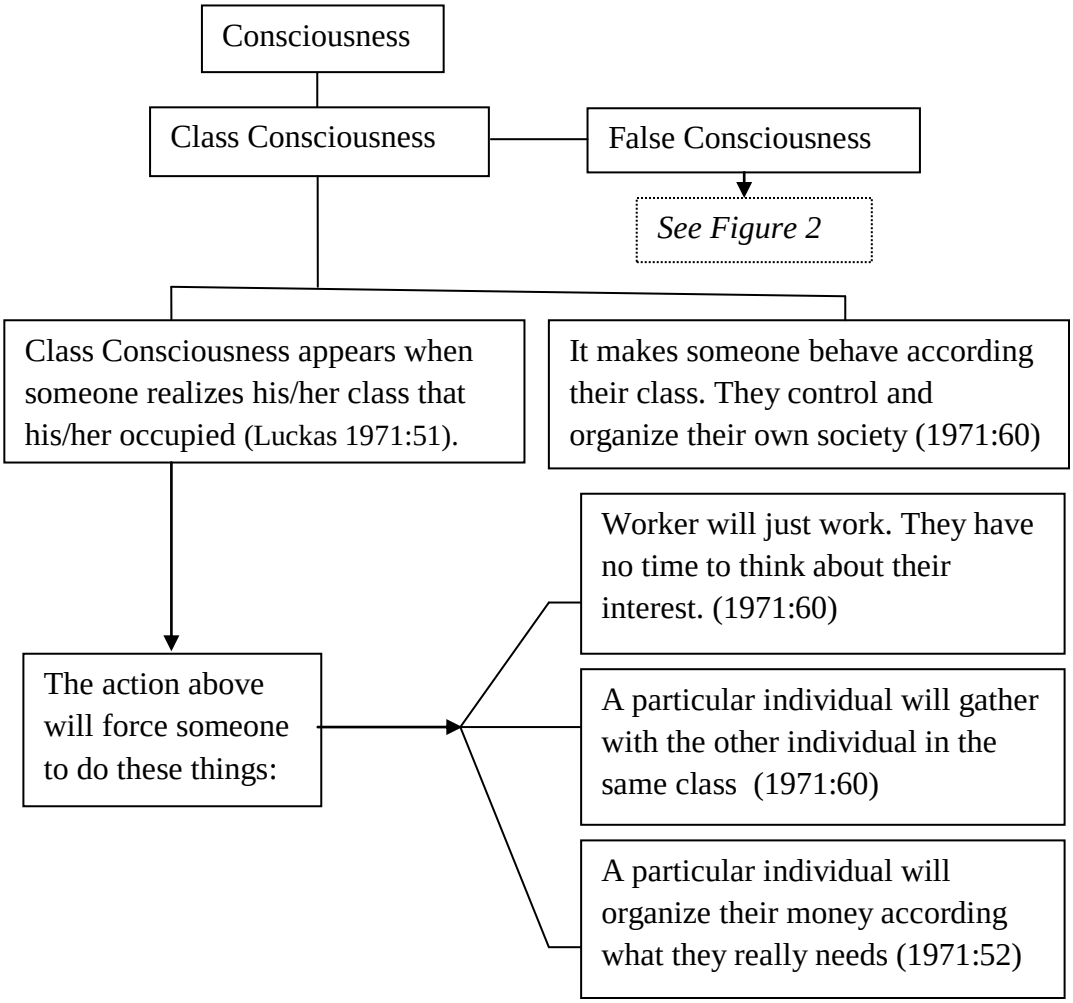


Figure 1. The Emergence of Class Consciousness and the results

All the matters above are discussed by Marx and Engels in their book entitled "Manifesto of The Communist Party" (1848:15) which explained that society is split into two great classes; bourgeoisie and proletariat. Both class are directly facing each other. That is why; both classes have to stand in their own position to avoid the conflict so that they won't fight each other, because the bourgeoisie always considers as an oppressor when the other group (proletariat) becomes the oppressed.

Marx and Engels also told that consciousness also determines by the social, not only from the minds. It will change according the situation of its material existences (1848: 25). The matters above are usually leading a certain group to make a new class by virtue of their condition and position.

According to Marx and Engels (1848: 8-20), this phenomenon is formed because of the historic social and economic factors which define the existence of the proletariat. Proletariat cannot raise itself up, without a help from the people who came from upper class. That is why, proletariat called as the lower strata of the middle class; the small trades-people, shopkeepers, and retired tradesmen generally, the handicraftsmen and peasants.

2.1.2 False Consciousness

According to Luckas, false consciousness is a moment when a group of people who feel oppressed by the oppressor misinterpret about everything that they thought or felt. That people who feel oppressed fails subjectively to reach their goals (1971: 50).

This issue is moldable not just from someone minds. A social is also contribute to formed the consciousness. It directs someone who has a consciousness to do something which make them win a higher place in a social, such as recognize by the other or make them well-known.

> *"[a] group's presence or absence in the official classification depends on its capacity to get itself recognized, to get itself noticed and admitted, and so to win a place in the social order"* (Bourdieu 1984: 480-481)

According to the Bourdieu statements, it can be said that the group will be noticed and admitted, if that group can provide themselves to get recognized by the other. Usually, that consciousness makes a class struggle and directs someone into the false consciousness, because in order to make an equivalent with the oppressor, the oppressed who realize about their condition will strive to equalize themselves. For example; generally, people will try to act, talk, behave, buy something fancy or use a famous brand due to increase social encounter and make their existences presentably for the other groups. It is because they do not want to feel lack of confidence, and social insecurity. This comprehension about false consciousness also supported by Delgado who states:

> *"The term 'false consciousness' refers to a phenomenon in which the oppressed come to identify with their oppressors, internalize their views, and thus appear to consent to their own subordination*" (1993: 674).

It can be said that "false consciousness" explains the failure of the oppressed to behave and talk in ways that one would expect oppressed people to behave and talk. It happens because the class consciousness of a group of people who live within means make them struggle to make an equivalent with the upper-class, so that, their existence can be recognized by the other.

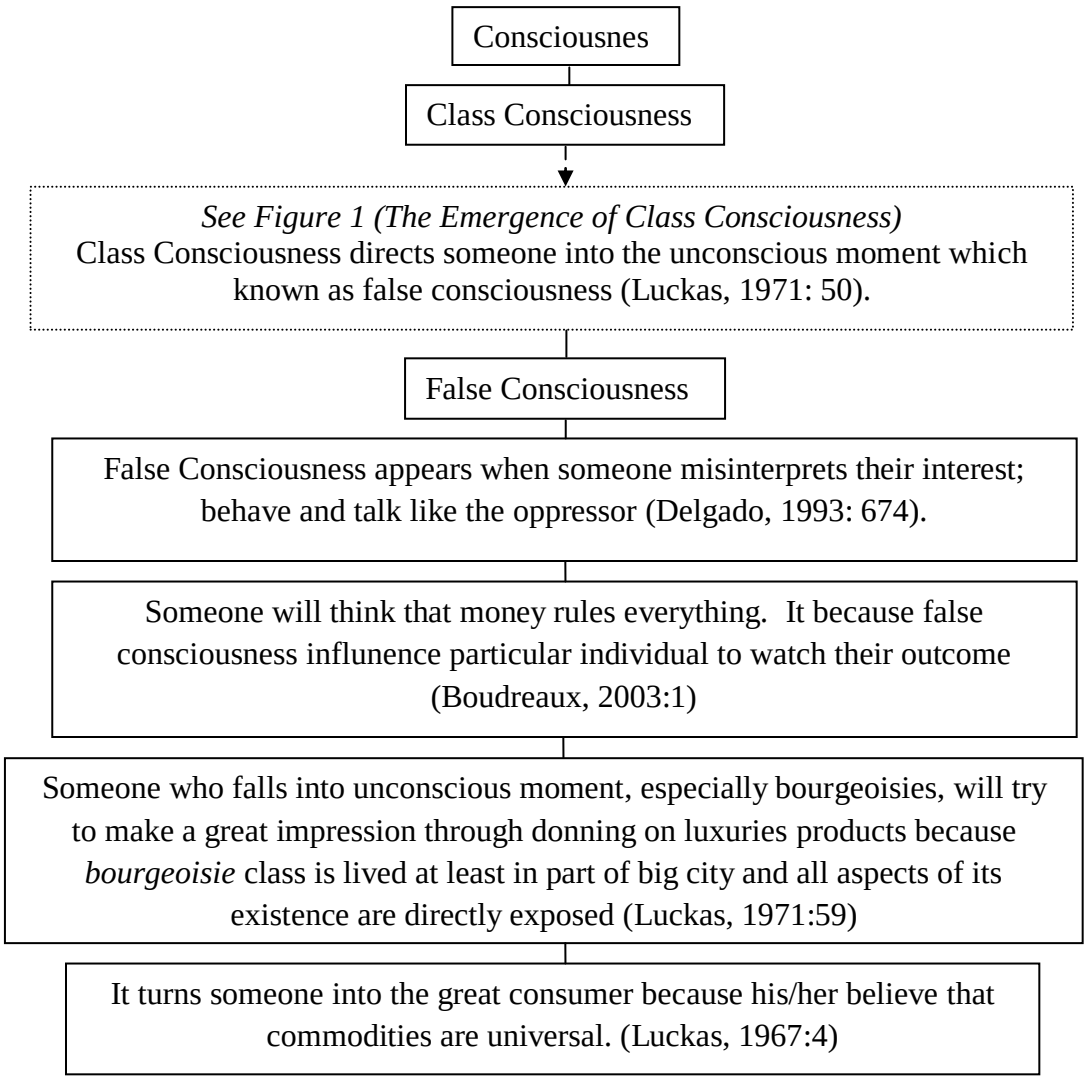


Figure 2. The Emergence of False Conscioueness and the results

In order to solve the false consciousness issue that appears inside the data from‘The Devil Wears Prada’, i took the theory from Luckas which stated that bourgeoisie is group that influenced by unconscious moment insignificantly; they always think that wear the branded outfit can gain their confidence. More than that they are part of a big city, so, the aspect that can show their class must be showed in their society.

2.2 Existences

Existence is a term to explain about the psychic object, so, a particular individual can call that object according to what they see or feel. *Sartre* states that;

> *“As "existed" by the For-itself it is a psychic object; in fact we might more accurately say that the For-itself is its body. Without a body the For-itself could have no relation whatsoever with what we call the world.”* (1956:xxxix)

That object mentioned by Sartre is a human being. According to him, if the object wants to get recognized by the other, that object must be exists. The human being must take the existences through their appearances (1966). Their action must be followed by its responsibility, that is why, the human being must not slip away from his responsibilities from its action to get the existence. Sartre also explained how the existences can be formed;

> *"The world of our desires, our needs, and our acts, appears as if it were furrowed with strict and narrow paths which lead to one or the other determined end, that is, to the appearance of a created object."* (1956:xv)

That means, the desires, needs, and action will lead each person to create the object in order to get exists.

The term of existence also focus on each person's role in creating meaning in their life. Each person will try everything, to make their life more valuable, so that, they can prove to the other that they have good personal qualities. According to Schopenhauer (1966), existence is arise from an appearance; to get an existence, each person keep thinking about what the things that can be grasped to get exist. That huge effort will be needed, because the existence also represents the freedom of each person. (2007:48)

2.3 Aspect of Narrative

When analyzing the novel, the writer must consider about the intrinsic elements. The intrinsic elements are comprised the narrative aspects, whereas the extrinsic elementis comprised the consciousness.

a. Intrinsic Elements

As the writer states above, intrinsic elements are comprised by the narrative aspects; theme, characters, plot, settings, point of view, etc. Those aspects are structured the novel. This statement is supported by Wellek and Warren who said that

novel has a structured, so, the readers will be amused and understand about how the story goes. The structure of the novel are comprised the plot, characters, setting, world-view, tone (1977:214). However, the ones which will be analyzed in this study are character, and setting.

b. Character

Character is important to put inside the novel. It gives contribution for the story, because the character is the one aspect which shows how the story will go. Character is comprised by mental, emotional, and social qualities to distinguish one entity from another (people, animals, spirits, automatons, pieces of furniture, and other animated objects). Hall also explains the definition of character. He states: *"An imagined person in a story whom we know from the words we read on page"* (1983:47).

According to Hall, the writer realized that the character gives the readers a clue about who is the person that plays role in a story. Character is divided into two types; Dynamic and Static character. Dynamic character is a character that changed by events or interactions with others. Meanwhile, the Static character is a character that stays essentially the same.

c. Setting

The time, place, general environment, occupations and manner of daily living of the characters in a book or story are the elements that make up its setting. Usually, setting consists of situation and place which related with the character. Robert defines setting as *"the natural, manufactured, political, cultural, and temporal environment, including everything that characters know and own"* (1998:258).

Setting is really important in one story. It is because setting can prompt characters to act, bring them to realizations, or cause them to reveal their inmost natures (Kennedy, 2007:112). It makes the story will be more realistic for the reader.

A particular individual have to understand where they are, in which period of time, in which society and at which level in that society if they are to interpret correctly the other elements in the story.