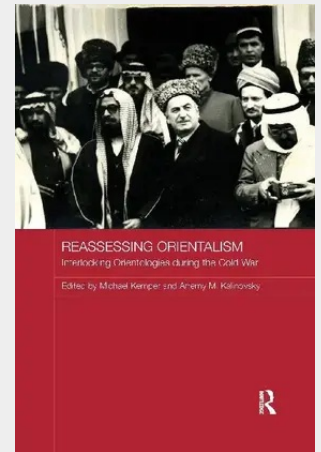


Reassessing Orientalism

Interlocking Orientologies during the Cold War

Orientalism as a concept was first applied to Western colonial views of the East. Subsequently, different types of orientalism were discovered but the premise was that these took their lead from Western-style orientalism, applying it in different circumstances. This book, on the other hand, argues that the diffusion of interpretations and techniques in orientalism was not uni-directional, and that the different orientologies – Western, Soviet and oriental orientologies – were interlocked, in such a way that a change in any one of them affected the others; that the different orientologies did not develop in isolation from each other; and that, importantly, those being orientalised were active, not passive, players in shaping how the views of themselves were developed.



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