

CHAPTER 4

DATA ANALYSIS

In this chapter, the writer analyzed the data related to Artemisia found in *300 : Rise of An Empire* . The data collected was obtained by downloading the movie. The writer analyzed the visual images of Artemisia in the movie using the theory of Girl Power from Chapter 2.

300 : Rise of An Empire is a movie that contains war scenes within which the character of Artemisia appears, as a naval commander. The images of Artemisia in the movie show that Artemisia, as the only woman that ever become a commander, is powerful, independent, and able to choose the job or whatever she wants to be in life. The analysis below explains Artemisia's appearance through the visual images which depicts her masculine and feminine according to Girl Power theory.

4. 1 Physical Appearance

Physical appearance is the easiest way to differentiate whether someone is considered feminine or masculine. The ideal appearance of women is always depicted as 'feminine' with long hair, curvy body, and flawless, clean, and fair skin. As said by Knight (2010) which was mentioned by the writer on the second chapter, women with short stature or shorter than men, curvy body, and smooth musculature were considered as the ideal. On the other hand men always are

depicted as masculine with physical power, muscular body, and tall stature. .



Figure 4.1 The stereotyped ideal type of a woman



Figure 4.2 The stereotyped ideal type of a man

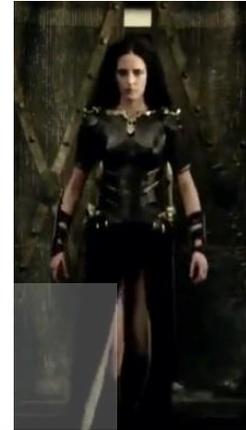


Figure 4.3 Artemisia's physical appearance

Figure 4.1 and 4.2 above show the the image of ideal physical appearance of a woman and man. Meanwhile, Figure 4.3 shows the image of Artemisia's physical appearance compared to the ideal type of a woman and the ideal type of a man. Women ideally look curvy with just a small percentage of muscle, meanwhile men ideally appear to be non-curved and more muscular than women. Women also ideally appear with long hair, and men ideally come up with shorter hair. Additionally, huge breast has been a standard of ideal feminine. Wood (1993) wrote a journal entitled *Gendered Media : The Influence of Media on Views of Gender* talks about women and men bodies in the media. She mentions that starting in 1980, the cultural standard has changed and large breast defines as the feminine ideal (Wood, 1993).

Based on the movie *300: Rise of An Empire*, the writer will discuss Artemisia, who appears as a woman and a commander, thus shows uncharacteristical features. From the beginning, Artemisia is not depicted as feminine; she is not short and she is also not curvy. Although she is a woman, Artemisia always shows the masculine side of herself. Her muscular body, tall stature, and physical power are shown when she was in the middle of the war. She also wear armors which stereotypically used by men at the war. Although, Artemisia still shows her feminine side with her long hair, and other feminine accessories such as make up, earrings, and dresses, she still domnantly looks masculine.

4.1.1 Muscle

Physically, both men and women have muscles as part of their body. Men tend to have more muscular body than women do because men are stereotypically stronger than women. Muscle is a symbol of masculinity. As written by Susan Bordo (1993) muscle is a representation to indicate masculine power in physical strength. As an example, the iconic actors such as Sylvester Stallone, Arnold Schwarzenegger, and also Dwayne ‘The Rock’ Johnson show muscle in their movie, more specifically in action-genre movie, to emphasize the image of stronger, powerful, brave, and adventurous person. Meanwhile women are usually stereotyped as feminine with their non-muscular body. Knight (2010) says in her book,

Men epitomized physical power, emotional control, and brawn, and women were deemed to be their polar opposites. [...] Women with a short

stature (shorter than men), curves, and smooth (undefined) musculature indicating a high percentage of body fat (not muscle) were considered the ideal.

However, having no muscular body does not mean that women are not strong, or not powerful and brave. There are also women who can be categorized as masculine, for example the singer Pink, even though they are not as muscular as the men. Pink in her music video entitled “Try” shows her muscular arms which shows woman’s power and her masculine’s side.



In the movie *300: Rise of An Empire*, there is a scene that shows Artemisia’s muscular arms which indicates her masculine and powerful side.



Figure 4.4 Artemisia shows her muscular arms (min 00:27:40)

As seen in figure 4.4, Artemisia's muscular arms appear in the scene when in front of the Persian king she raises her hand carrying her enemy's heads from the war to respect the Persian King. Artemisia's muscular arms in this scene portrays the masculine side of herself. This particular scene emphasizes the characteristic of girl power in which women are no longer depicted as weak, dependent, and having lower status than men.

4.1.2 curve and stature

Curve and stature take a big role to create identity between men and women. In these days, curve and stature are used to differentiate a feminine and a masculine character. A feminine woman is usually depicted as having curvy body, wider hips, and short stature, meanwhile a masculine man is depicted as having non-curvy (muscular) body and taller stature than woman. This kind of stereotype is growing in our society. Vinita Dawra Nangia (2010), in her journal entitled "What Makes A Woman Truly Feminine?" writes that her interview with a male

respondent reveals the fact that the man considers a woman feminine because of their curves, softness and coyness. Thus, women who have no curve and short stature will be excluded as feminine. In this movie, Artemisia is the examples of women who are not feminine as she has no curvy and no sexy body as well as tall stature.



Figure 4.5 Artemisia with her non-curvy body image (min 00:37:10)

Figure 4.5 shows the scene on the deck of Persian's ship where Artemisia leads the Persian Army in the first war against the Greek army in Aegean Sea. This image shows unfeminine Artemisia with her non-curvy body standing next to a man. In this scene, Artemisia shows her masculine side even though she still has long hair, a symbol of her feminine side.

Another trait of ideal feminine woman is having shorter stature compared to man. Tall stature is considered as a part of masculinity as stated by George

Yancey quoted by Gareth May (2010) in the journal entitled “Are women more attracted to tall men?”

The masculine ability to offer physical protection is clearly connected to the gender stereotype of men as protectors, and that ‘in a society that encourage men to be dominant and women to be submissive, having the image of tall men hovering over short women reinforces this value’ From the statement above, it can be concluded that tallness represents masculinity traits of protection and security.



Figure 4.6 Artemisia’s tall stature (min 00:38:53)

Figure 4.6 is taken on the deck of Persian’s ship after the first war against the Greek Army has finished. Artemisia, as the commander of the Persian Naval Army stand in the middle of her army. As seen on the scene above, Artemisia shows her masculinity side through her tall stature that is compared with the men who stand around her. However, once again, Artemisia still shows her femininity through her long hair and her dress.

4.1.3 Long hair, make up and feminine accessories

In contrary to Artemisia's masculine traits, the writer will also discuss Artemisia's feminine side. The feminine side of Artemisia is shown in her long hair, the make up she applied, and the accessories she wears throughout the movie.

Traditionally, people will categorize a woman with long hair as a feminine. Long hair is such a symbol of feminine woman. Alana Schetzer in her journal entitled "Can long hair really make someone 'feel feminine'" writes that,

The link between long hair and femininity goes back a long time. In some cave drawings from our earliest ancestors, there are depictions of women with long hair. In medieval Europe, a woman's long, flowing locks were a symbol of her virginity and purity; once she was married dictated that she wear her hair up, or covered. (Schetzer, 2014)

As seen all along the movie, Artemisia keeps her long hair to show her feminine side, even though she also show her masculine side through her role as a commander.

Along with the long hair, as an ideal trait of femininity, women also use make up as part of their appearance. People will easily identify between a feminine woman and a masculine man through the make up. Women use make up to emphasize their feminine side, meanwhile men use no make up and be natural.

These days, many women use make up to look pretty, to look bold, and to boost their confidence by using red lipstick, bold eye-liner and eye shadowed, and any other make up application. Avisha (2015) in her thesis entitled "The

Representation of Girl Power in Miley Cyrus Appearances” writes that the use of bold make up, especially red lipstick, symbolizes women’s empowerment and confidence. In her thesis, Avisha describes the transformation of Miley Cyrus until she is depicted as a powerful and confident woman through her use of red lipstick in her music video.

At the beginning of the movie *300 : Rise of An Empire*, Artemisia is still looking natural because she applies no make up and nude-coloured lip because of her status as a common Greek citizen. Artemisia then changes her lip color with start applying red lipstick when she has already become a Persian Naval commander. She is applying red-coloured lipstick through the rest of the movie, especially when she leads the Persian army at the wars.



Figure 4.7 Artemisia applying red lipstick in the movie (01:22:06)

Figure 4.7 is taken from the scene where Artemisia stands in the middle of her army to give command and about to fight against the Greek army for the last time in the last war from this movie. This imagery of Artemisia applying red lipstick affirms her powerful side as a leader.



Figure 4.8 Artemisia uses bold make up such as eye shadow and shading (min 00:21:17)

In this movie, Artemisia also uses another type of make up. As seen from figure 4.8 , Artemisia is shot using natural kind of make up, but she applies dark-coloured eye shadow that makes her look bold. The look is also supported by the use of shading that shapes her jawline and her high cheek bones which emphasizes the image of strong, powerful, and confident woman as a commander.

In *300 : Rise of An Empire*, Artemisia is not only showing her masculine side through her act in the wars. Some scenes from this movie show Artemisia's feminine side, is portrayed by the use of earrings, necklace, and dress. The first example of femininity that will be discussed by the writer is the use of earrings. Earrings is usually worn by women because it is symbolizing femininity. As written in her thesis, Avisha (2015) says that earring, as a part of piercing, used by Indonesian parents to tell people that their child is a girl; piercing is also used to symbolize maturity phase (Avisha, 2015). In this movie, Artemisia does not

only wear earring that pierces her left ear, but also wears necklace and dress to emphasize her feminine side.



Figure 4.9 Artemisia using red lipstick, necklace, and dress (min 00:52:27)

According to figure 4.9, Artemisia is using red lipstick, necklace, and dress as her femininity traits. This figure is taken from the scene where Artemisia is standing on her ship, waiting for the arrival of Themistocles as her enemy, and dressing herself up to impress Themistocles.

To conclude through all figures, Artemisa gives us viewpoint of her masculine side while she keeps her feminine side inside her as a woman. Even though in many scenes in the movie, she still appears wearing armour and carrying sword and dagger to fulfill her role as a Persian Naval Commander. This shows the Girl power spirit which emphasises the freedom for women to express themselves that they can be anything they want to be in their lives.

4.2 Costumes and Weapons

In the past, clothes were one of the equipments to differentiate whether a person was a feminine or a masculine. Women stereotypically wore skirts or dress

to symbolize their femininity, while, men wore pants to show their masculinity. The explanation about stereotype of wearing clothes in the past above emphasizes the idea that dresses were worn only by women and pants were worn only by men. This kind of practice continues until the emergence of feminism movement.

Nowadays, people have freedom to choose whatever they want to wear. There is no restriction for both men and women to wear what they like. They can wear whatever they want to wear without having to care of the stereotype that dictates women to wear dress or skirt and not supposed to wear pants or trousers, the clothes typically worn by men. This freedom of wearing clothes is confirmed in the article entitled “11 Commonly Feminine Fashion Items To Wear Regardless Of Gender Identity” by Komar (2016) which stated,

Clothes are there to have fun with, be creative with, and as tools to best express ourselves to the world. Because of that, it's time to stop looking at certain items as “hers” and “his” and instead see it as “ours”. Think of the possibilities if we got on board with that idea. (Komar, 2016).

Nevertheless, there are many women who still choose to wear dresses to show their feminine sides, even though they have rights to wear whatever they want as a symbol of their expression.

In this part, the writer will talk about the clothes / costumes worn by Artemisia in the movie *300: Rise of An Empire*. Artemisia, in this movie, acts as a woman who is also a commander of a Persian army. This movie takes place in the year 480 BC, where all women wore dresses and men wore pants as their identity. The setting is obviously take far before the existence of feminism

movement. Artemisa, as one of the women in that era, shows her role as a woman who chooses to show her feminine side by mostly wearing dress, but at the same time she is also able to show her masculinity by becoming a naval commander at the wars.

Below, the writer will explain the clothes / costumes worn by Artemisia in the movie *300 : Rise of An Empire* when she leads all four wars against her enemy. The writer will also talk about the equipments she uses in the movie that show both her feminine and masculine side.

4.2.1 Armour Dress

In the war, armours are worn to protect those who wear it. Armours are also used to identify and mark the status of the person who wear it. Armours are usually worn by men, considering that in the past men were the ones who commonly went to wars. Women, on the other hand, were restricted to do what men do and were only able to be housewives and work at home because women were portrayed as weak, dependent, and simply having lower status compared to men. Armours indeed also reflect power while in the war, the usage of armours emphasizes that one's side is more powerful than the enemy.

The movie *300 : Rise of An Empire* shows us many scenes of the war between the Greek Army against the Persian Army. The Greek Army only uses an-underpant-look suit, and the leaders who have higher status wore blue capes to reflect their simplicity. Meanwhile, the Persian Army wears all-black armour with some metal and leather accessories stick to it, which look powerful and undefeatble/unbeatable/invincible.

Artemisia, in this movie, is a part of the Persian Army. She takes her place as a Persian naval commander by joining the war against the Greek army. Consequently, she wears mostly all-black armour dress. The usage of armour formed as a dress projects both power and femininity because it is obviously symbolizing her gender as a woman. However, instead of only becoming a mother or a housewife, she chooses to be a Naval commander. As a leader of an army, Artemisia is also emphasizing her freedom and masculinity side by using the armour at the war. This imagery of Artemisia wearing armour dress at the war to lead the Persian army is a way to identify her power as a woman because in this movie, she is the only woman who go to war and stand amongst the men before at the end the Spartan queen joins the war. In these pictures below, the writer will shows t the armours she wears during the war that shows both her feminine side and masculine side at the same time.

The story begins when the young Artemisia was still a part of the Greek where she was betrayed by his own people. She got to see her family slaughtered and in the end she was violently abused, nearly killed, and dumped on the side of the road by the Greek army. Artemisia is then found by the Persian King's right hand who taught her to fight and use sword to survive. Not taking a long time, under the name of Persian kingdom, she becomes a sword master. By the grace of King Darius, the Persian King, and because of her deadly skill in the battlefield which always brings the Persians into victory, Artemisia becomes a Naval commander. After she become a Naval Commander, she is joining Xerxes, King Darius' son to the war against the Greek army to avenge the murder of her family,

an incident she has experienced when she is a child, and as the outrage of losing of King Darius that has been taken away by the civil Greek army.



Figure 4.10 Young Artemisia was taught to fight using sword by King Darius' right-hand man (min 00:27: 03)

Figure 4.10 above is taken from the scene where Artemisia was taught to protect herself using sword and finally becomes a swordmaster. In this scene, Artemisia has not used any armour yet because she is still a young woman who only exercised of using sword.



Figure 4.11 Artemisia wears armour shaped like a dress to lead the Persian army on the first war (min 00:31:35)

Figure 4.11 is taken from the scene where Artemisia stands among her army on the Persian ship to lead them in the first war against the Greek army. As seen in figure 4.9, Artemisia has become a naval commander and wears all-black armour dress to differentiate her gender and also shows her masculinity.

In this movie, Artemisia mostly uses all-black coloured armor dress from head to toe as a part of Persian army's characteristic color. This armour is also a means to show her power and independence as a commander. Black colour is a very powerful colour, it is also showing sophistication, control, seriousness, and independence, however, it can also be used to show evil, and also death (Wirrenga, 2016). By wearing Black-coloured suit and armours, Artemisia wants to emphasize the power within herself as a commander who always brings victory and is feared by her opponents / enemies.



Figure 4.12 Artemisia wears black coloured armour dress before the second war against the Greek Army (min 00:47:17)

Figure 4.12 is taken from the scene where Artemisia stands among her Army to give command to fight against the Greek army in the upcoming second war. Artemisia is using black armour dress, but with golden accent in the middle which shows her femininity side.



Figure 4.13 Artemisia is about to throw arrow to the Greek Army (01:00:08)

Figure 4.13 shows the scene when Artemisia is leading her army in the third war against the Greek army. She stands among her army and is about to throw an arrow to one of the Greek army's leaders. As seen in the figure 4.13, Artemisia wears sleeveless black armor dress with net accent on her left arm which shows her upper body curve and also wears earrings on her left ear. This scene portrayed the imagery of Artemisia who chooses to look sexy as a woman but still looks powerful as a commander. Artemisia's choice of how she appears is consistent with the girl power theory.



Figure 4.14 Artemisia leads her army in the last war against the Greek Army (01:21:31)

Figure 4.14 is taken from the scene when Artemisia is coming out from her room in the Persian ship to lead her army in the last war against The Greek army. In this last war, Artemisia is still wearing all black colour armour dress with a high slit on the thigh to show sexiness. Similar to figure 4.12, this image is also emphasizing the feminine side of Artemisia in the war. Beside using all-black colour armor dress, Artemisia also adds spike ornament on the back that is stuck into her armour dress in the last war.



Figure 4.15 Artemisia wears black colour armor dress with the spike ornament in her back (01:22:22)

Figure 4.15 is still taken from the beginning of the last war scene. As depicted in the movie, she is the only one who puts this spike into her armour in the war. This spike ornament indicates her power and her status as a commander who has to be feared by her enemies in the battlefield. The use of armor dress and the spike ornament emphasizing Artemisia's power as a commander, is confirmed by Jessica Ciarla, a fashion designer and also a lecturer of textiles and apparel at The University of Texas at Austin. Jessica Ciarla. Ciarla wrote that Alexander McQueen, one of the world's famous designers, uses fashion to portray the atrocities women endured by arming them in couture artistry to empower them. McQueen also said that he wants people to be afraid of the women he dresses, and uses fashion as a form of communicative power to reject the societal standards inflicted on them (Ciarla, 2017).

4.2.2 Boots

Beside using all-black colour armour dress, Artemisia also wears black coloured boots during the war. Artemisia wears black coloured boots as a part of her armour and to indicate her status as a commander. The use of the boots by Artemisia in the movie *300 : Rise of An Empire* is not only to protect herself in the battlefield, but it is also the way Artemisia shows her masculine side. Boots are ideally worn by men because of men's stereotypes of doing the outdoor and heavy activities which require safer equipments to protect themselves. Boots are worn by women because women tend to work at home or any safer place.



Figure 4.16 Artemisia wears black coloured boots (01:32:52)

As seen in figure 4.16, the use of boots by Artemisia in the movie *300 : Rise of An Empire* is not only to protect herself in the battlefield, but it is also a way Artemisia shows her masculine side.

4.2.3 Weapons

During the war, weapon is indeed the most essential equipment. Weapon is used to protect ourselves and to defeat the enemy. There are so many kinds of

weapons that can be used at the war, such as swords, daggers, arrows, guns, spears, and many more.

Artemisia with her role as a commander uses weapons in the movie *300 : Rise of An Empire*. First, she is known for her amazing skill for using sword that makes her a sword master who is feared by her enemy, especially the Persian kingdom's enemy. Then, she uses many kinds of weapons to defeat her enemy during the war against the Greek army. In this part, the writer will show the weapons used by Artemisia along the movie which portrays her power and bravery, her masculine traits, without leaving her feminine side as a woman.



Figure 4.17 Artemisia uses dagger to kill her enemy (min 00:11:47)

The first weapon used by Artemisia in this movie is shown in the scene where she holds a dagger to kill people who have different sight or opinion toward her. Figure 4.17 shows Artemisia holding adagger to kill her enemy to show Artemisia's power to get what she wants in her life.



Figure 4.18 Artemisia use an arrow to kill her enemy (01:00:44)

Figure 4.18 is taken when Artemisia uses an arrow to kill the main Greek army. Artemisia's purpose to kill Scyllias, who is one of the main leaders of the Greek army is to weaken the spirit of Greek army. This shows that Artemisia exactly knows her purpose and what she wants in her life and does anything to achieve it.



Figure 4.19 Artemisia uses sword to defeat her enemy (01:28:11)

Figure 4.19 is taken from the scene where Artemisia uses swords to defeat Themistocles as her main enemy from the Greek army in this last war. Even

though Artemisia loses her battle against Themistocles, she depicts the spirit of Girl Power that shows her bravery and her power to be equal to men.

Artemisia's physical appearance, costumes and weapons worn and used by Artemisia in the movie that have been analyzed by the writer show the spirit of girl power that states that as a woman, she has her freedom to wear whatever she wants to wear and chooses whether she wants to be feminine or masculine and expresses herself by the way she wears her clothes. It also indicates the equality between men and women that people can be whatever they want to be in their life, regardless whether they choose to look feminine or masculine.

