

ABSTRACT

This thesis aspires to shed light on Japanese Self-Orientalism by analyzing it through Jacques Lacan's theory of the unconsciousness. Having a long history of being Orientalized by the West, Japan has absorbed the beneficial aspects of it, and made them a part of their cultural identity. This unique way of Self-Orientalization can be seen on daily basis, in television shows such as *YOUは何しに日本へ* (Why did YOU come to Japan?). Japanese people find the need to use the Other as a way to reflect upon themselves and this is why television shows that have foreigners talking about their views on Japan are so immensely popular. The disconnection many Japanese feel with other cultures and sense of uniqueness as a nation can also be linked to Japanese language. By applying the Lacanian theory of the unconsciousness, it is possible to understand that the formal and hierarchical linguistic structure as well as not using personal pronouns allows Japanese to feel a deeper sense of community among each other, while distancing themselves from the rest of the world that does not speak the same language.