

Abstract

The process of cultural hybridity is inevitable in the era of globalization and glocalization. Globalization accelerated in the nineteenth century and the twenty-first century marks the third stage of it where inter-connectivity between the nations of the world has become very convenient. In this postmodern globalized world, consequently, the concept of cultural hybridity has become a key concept and a metaphor to conceptualize and analyze cultural contact, transfer and exchange in postcolonial cultural studies. And therefore, it has become an important concept in the study of the postcolonial discourses. In *Memory and Modernity: Popular Culture in Latin America* (1991), William Rowe and Vivian Schelling define cultural hybridization as the process in which the existing cultural practices reintegrate with new forms in order that new cultural practices are created by detaching from the existing practices. In my thesis, “A Study of Cultural Hybridity in Paulo Coelho’s Select Novels”, the proposed area of study is cultural hybridity and the various phenomena like creolization, transculturation, multiculturalism and cross-culturalism associated to it. And based on the study of the works on the concept of cultural hybridity by numerous cultural theorists like Ortiz (1970), Rama (1974/1982), Canclini (1989), Gilroy (1993), Bhabha (1994), Hall (1996), Pieterse (1996) and Parekh (2000), the select novels of Paulo Coelho namely *The Alchemist* (1988), *The Zahir* (2005), *The Witch of Portobello* (2006) and *Aleph* (2010) are analyzed. This thesis consists of seven chapters and they are as follows: “Introduction”, “Cultural Hybridity: Deconstructing Culture and Identity”, “Third-World Cosmopolitans and Paulo Coelho’s Art of Fiction”, “Cultural Hybridity in Paulo Coelho’s Fictional World”, “Creolizing Diaspora: Songs of Exile in Paulo Coelho’s Select Novel”, “The Narrative Perspectives and Cultural Hybridity: An Analysis of the Select Novels of Paulo Coelho” and “Conclusion”. Paulo Coelho de Sousa, a Latin American author, is one of the best-selling authors in the globe, a recipient of abundant international awards like the Crystal Award by the World Economic Forum. He writes in Portuguese language and his works have been translated into many languages. In this thesis, his novels are analyzed on the

context of cultural hybridity based on the works of cultural theorists like Canclini (1989), Gilroy (1993) and others. In the “Introduction” chapter, aims and objectives along with the review of literature and methodology of the thesis have been emphasized. It is followed by a second chapter “Cultural Hybridity: Deconstructing Culture and Identity”, in which the concept of cultural hybridity is analyzed by deconstructing the essentialist conceptions of culture and identity. Through the deconstruction of essentialist components of culture and identity, the attributes and different phenomena like creolization, transculturation, multiculturalism, and cross-culturalism associated to cultural hybridity are highlighted. In the third chapter, “Third-World Cosmopolitans and Paulo Coelho’s Art of Fiction”, the select novels of the “Third-World cosmopolitans” are analyzed and the parallel themes on their works under the framework of postcolonial cultural studies are highlighted. Then, Paulo Coelho’s location among the “Third-World cosmopolitans” is negotiated in order to define his art of fiction. The fourth chapter “Cultural Hybridity in Coelho’s Fictional World” includes the analysis of the concept of cultural hybridity in the various phenomena like transculturation, multiculturalism, creolization, culture, nation and globalization in Coelho’s fictional world. The fifth chapter, “Creolizing Diapora: Songs of Exile in Paulo Coelho’s Select Novel”, explores Paulo Coelho’s portrayal of the cultural reconstruction of the diaspora population through the process of creolization involving the concept of cultural hybridity in Coelho’s select novel. In the sixth chapter “The Narrative Perspectives and Cultural Hybridity: An Analysis of the Select Novels of Paulo Coelho”, the theme of cultural hybridity in Coelho’s select novels is analyzed on the basis of the narrative perspectives. In doing so, this chapter also offers a rhetorical analysis of the theme of cultural hybridity in Coelho’s select novels in terms of its impacts on transnational readers of the postmodern globalized world in relation to Coelho’s cosmopolitan personality. The “Conclusion” chapter is a closure of the entire thesis.

In the era of globalization all cultures are in contact with one another, therefore, no culture exists in isolation. It may be argued that traditions and

cultures of a particular social group in the world is in one way or the other amalgamated and consequently, the purity of traditions and cultures are under consideration. As a result, this thesis analyses Coelho's select novels explicitly from the perspective of cultural hybridity. The concept of cultural hybridity is explored by correlating it with the phenomena like creolization, transculturation, multiculturalism and cross-culturalism in the select novels of Paulo Coelho. His novels otherwise have been possibly read only from the perspectives of spiritualism, mysticism, feminine divinity, magic realism and others. This thesis also discusses Coelho's art of fiction by negotiating his position among the 'Third-World cosmopolitans' which otherwise has not been discussed yet. Accordingly, this thesis will definitely help the future researchers and scholars in exploring his novels further not only in the area of cultural hybridity but also in other areas as well.

Keywords: Cultural Hybridity, Creolization, Cross-culturalism,
Multiculturalism, Paulo Coelho, Transculturation.