

THE INTERTEXTUAL IMAGINATION IN CHIMMANDA ADICHIE'S PURPLE HIBISCUS.

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ABSTRACT:

Literature is the expression of the life of an individual and the society. Chinua Achebe has said of her as the writer who came "almost fully made"; a huge praise coming from one whom many consider the father of Modern African literature. Adichie's 'womanism' as in my earlier critical essay entitled "*Chimamanda Ngozi Adichie's Purple Hibiscus*. In the novel *Purple Hibiscus* there is an evident that Father Amadi changed Igbo people to Christianly. . Even though, Nigeria has gained its independence from the British, the influence of the coloniser is still seen in political, economic and socio-cultural mechanism in country. The effect of this form of cultural imperialism is that the middle class and elite who were mainly beneficiaries of western education such as Eugene see the coloniser and is language at culture as superior to the indigenous Igbo culture.

Introduction:

Culture is considered a central concept in anthropology, encompassing the range of phenomena that are transmitted through social learning in human societies. This article is about culture as used in the social sciences and humanities. Cultural universals are found in all human societies; these include expressive forms like art, music, dance, ritual, religion, and technologies like tool usage, cooking, shelter, and clothing. In common parlance, culture is often used to refer specifically to the symbolic markers used by ethnic groups to distinguish themselves visibly from each other such as body modification, clothing or jewelry. Mass culture refers to the mass-produced and mass mediated forms of consumer culture that emerged in the 20th century. "culture" is also used to describe specific practices within a subgroup of a society, a subculture a counterculture. Culture is the set of knowledge acquired over time. In this sense, multiculturalism values the peaceful coexistence and mutual respect between different cultures inhabiting the same planet. "The very word culture meant 'place

titled' in Middle English, and the same word goes back to Latin colere, '*to inhabit, care for, till, worship*' and cultus, '*A cult, especially a religious one.*'

Cultural studies:

In the context of cultural studies, the idea of a text includes not only written language, but also films, photographs, fashion or hairstyles: the texts of cultural studies comprise all the meaningful artifacts of culture. Similarly, the discipline widens the concept of "culture." "Culture" for a cultural-studies researcher not only includes traditional high culture (the culture of ruling social groups) and popular culture, but also everyday meanings and practices. The last two, in fact, have become the main focus of cultural studies

Cultural background variables into two main groups:

1. The first group covers the variables that represent the "efficiency orientation" of the societies: performance orientation, future orientation, assertiveness, power distance and uncertainty avoidance.
2. The second covers the variables that represent the "social orientation" of societies, i.e., the attitudes and lifestyles of their members. These variables include gender egalitarianism, institutional collectivism, in-group collectivism and human orientation.

Chimamanda Ngozi Adichie grew up in Nigeria:

Her work has been translated into over thirty languages and has appeared in various publications, including *The New Yorker*, *Granta*, *The O. Henry Prize Stories*, the *Financial Times*, and *Zoetrope*. She is the author of the novels *Purple Hibiscus*, which won the Commonwealth Writers' Prize and the Hurston/Wright Legacy Award; *Half of a Yellow Sun*, which won the Orange Prize and was a National Book Critics Circle Award Finalist and a *New York Times* Notable Book; and *Americanah*, which won the National Book Critics Circle Award and was named one of *The New York Times* Top Ten Best Books of 2013. Ms. Adichie is also the author of the story collection *The Thing Around Your Neck*.

"Culture does not make people. People make culture. If it is true that the full humanity of women is not our culture, then we can and must make it our culture."

"I wasn't black until I came to America. I became black in America."

They still encounter a lot of pushback, and much of that pushback is couched in the language of culture. People will say, *"Well Africa doesn't support feminism because African culture says that the man is superior."* What I find interesting is that actually, it's global culture that says the man is superior. It's everywhere in the world. Culture is never static. The places where women were considered property some years ago, now, women are not considered property. So, things change.

Inculturated Catholicism in Chimamanda Adichie's Purple Hibiscus :

Chimamanda Ngozi Adichie addresses the complexity of melding cultural traditions with modern Christianity. Heroine Kambili is raised with her brother, Jaja in a strict Catholic home. Not just strict as in practice – though it is to an abusive level – but strict in the sense that “true” Catholics are white and European. And as Nigerians, they must act as white and as European as possible to truly reflect God and His religion. On a visit to their liberal Auntie Ifeoma’s house, Kambili and Jaja are shocked to experience the world of Catholicism combined with traditional Igbo song and culture. Because of her abusive indoctrination into what true Catholicism should look like, it takes Kambili quite some time to warm up to the idea that one can practice both native rituals and still be Catholic. As Adichie so beautifully illustrates throughout her novel as Kambili discovers a grace-filled faith, filled with the teachings from her childhood but also the rich song and belief of her ancestors, she finds herself emerging from a muteness caused by abuse.

Conclusion:

The findings about culture can help leaders understand their own cultural biases and preferences. Different cultures have different ideas about what they want from their leaders, and these findings help our leaders adapt their style to be more effective in different cultural. Kambili and Jaja both come of age in Kambili and Jaja both come of age in *Purple Hibiscus* as a result of their experiences. The book opens with Jaja rebelling against his devout Catholic father by skipping communion on Palm Sunday, an important religious holiday. The following chapters detail the events that culminate in Jaja’s defiance. The book is narrated by Kambili three years after this incident. Since she has been stunted by the severe punishments of her father, Kambili barely speaks. Her narration is striking because it can be concluded that she finds her own voice throughout this ordeal. Both Kambili and Jaja take steps towards adulthood by overcoming adversity and being exposed to new thoughts as a result of their experiences.

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