

## **Imagology: The Study of Multicultural Imagery Reflected in the Heart of Elif Shafak's 'The Bastard of Istanbul'**

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**Abstract :** Internationalization and modernization of the globe have played their roles in the process of cultural interaction between globalized societies and, consequently, found their way to the world of literature under the name of 'imagology'. Imagology has made it possible for the reader to understand the author's thoughts and judgments of others. The present research focuses on the intercultural images portrayed in the novel of a popular Turkish-French writer, Elif Shafak, about the lifestyle, traditions, habits, and social norms of Turkish, Americans, and Armenians. The novel seeks to articulate a more intricate multicultural memory of Turkishness by grieving over the Armenian massacre. This study finds that, as a mixture of multiple lifestyles and discourses, *The Bastard of Istanbul* reflects not only images of oriental culture but also occidental cultures. This means that the author has attempted to maintain selfhood through historical and cultural recollection, which resulted in constructing the self and another identity.

**Keywords :** imagology, Elif Shafak, *The Bastard of Istanbul*, self-image, other-image

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