CHAPTER ONE

INTRODUCTION

A. Background of The Study

“Film”\(^1\) is a term that encompasses individual motion pictures, and the motion picture industry.\(^2\) Film is recognized as a unique and powerful art form (painting art, sculpture, music, literature, and drama) which can savor by almost our sense of humanity. These are whole package in an art of film; someone can see compositional elements just by watching film. Film exploits the subtle interplay of light and shadow. Like in painting art and in sculpture, film manipulates three-dimensional space, in particular of poetry film can communicates through imagery, metaphor, and symbol, in drama film can communicates visually and verbally.\(^3\)

By watching films viewers can see the illusion of movement and can exactly reproduce the original movement when the film was shot. Since viewers watch the film (motion picture) and follow the plot at the same time, it makes them easy to

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1 Film: The origin of the name “film” comes from the fact that photographic film (also called film stock) had historically been the primary medium for recording and displaying motion pictures. Many other terms exist for an individual motion picture, including picture, picture show, photoplay, flick, and most commonly, movie. Additional terms for the field in general include the big screen, the silver screen, the cinema, and the movies.


understand the story. The viewers can be carried away by watching films. They can feel sad, happy, even very upset.

The viewers know film as an art form, but the important thing the viewers should know that film is unlimited, not only in its choice of subject but also in its approach to that material. So, if the viewers look in point of view way a film can cover the full spectrum from the purely objective to the intensely subjective; in depth, it can focus on the surface realities and the purely sexual or it can delve into the intellectual and philosophical.\(^4\) In other words film can also as a medium, media for other knowledge which is social as an approach way to explain or know what something we do not know in aspects films.\(^5\)

As a social medium film mostly reflects the social condition in certain community. One of the social conditions that many films raise is “gender” issues. In social condition between men and women we can find something like treat differently, and make gender inequalities.

For example we can see it in domestic, education, and job sphere. Some of these films are: *Erin Brokovich* about Erin a single parent who struggles to find some job, but she does not forget to care her children even though she worked; *Monalisa*


\(^6\) Gender: The Historical meaning of gender is something like “things we treat differently because of their inherent differences”. Gender refers to the differences between men and women. Encyclopedia Britannica notes that gender identity is “an individual’s self-conception as being male or female, as distinguished from actual biological sex.
*Smile* is about a woman teacher who tries to break the tradition in woman senior high school; *Miss Congeniality* is about a woman who treats differently in her office until she can handle a case and she proofs to her boss (man) which she can do what men do; and *Vanity Fair*, about a woman who struggles to get her social status by married rich man. Then, many more films that rise about gender issues.

Another film that raises gender issue is *Down with Love*, written by Eve Ahlert and Dennis Drake, this film deals with how women are treated differently either at work or in the love life.

*Down with Love* film is set in the early 1962 in New York. The new author (Barbara Novak) tries to publish her controversial book (about women making a life on their own without the pitfalls of love) in 1962 era. Her effort to publish the book creates problems from patriarchal group (senior editor in Banner House publisher), also from a famous journalist (Catcher Block).

The problems Novak faces and the efforts she does to achieve her goal indicate gender inequality faced by woman in a male dominated world and how she struggles to achieve gender equality. It is interested to analyze how the main female character, Barbara Novak, turns from treated unequally to be treated equally by her opposite sex.

**B. Focus of the Study**

In this study, the writer tries to focuses on film “*Down with Love*”, directed by Peyton Reed which analysis woman character of Barbara Novak through *feminism* approach.
C. Research Question

Based on the background of the study above and the focus of the study, the writer would like to concentrate the statements of the research as:

1. How does the film present the major female character?
2. How does the film apply the feminism value through Barbara Novak?

D. The Significance of the Study

The writer hopes, this research can be used and give the detail information or an accurate evidences in feminism which is to struggle in equality of economy, class, position and work through male domination to female in main character of film “Down with Love”. Especially, as one of the reference in English educational institution, which for The English Letters Department of Faculty of Adab and Humanities, State Islamic University (UIN) Syarif Hidayatullah Jakarta.

E. Research Methodology

1. Objective

The objective of this research is to reveal the feminism on the character of Barbara Novak in Down with Love. The writer wants to explain the film present the major female character and Barbara Novak applies the feminism values at the story in film Down with Love.

2. Method

The writer uses descriptive qualitative method in analysis of the film. This method describes and analyzes the collected data from the film. In analyzing the data, the writer uses feminism approach.
3. Instrument

The instrument of this research is the writer herself as a tool to get data. First of all, the writer watches *Down with Love* film and read a script text. Second, the writer focuses on *feminism*, main character and social settings in this film. Third the writer tries analyzing the theory and finds other resources to complete the research references.

4. Technique of Data Analysis

The technique of data analysis the writer will analyze by using technique of qualitative analysis. This analysis, the writer will explain the data in the film and try to figure the relation out with feminism approach. By watching the film, the writer will analyze the film present the major female character and apply the *feminism* values of Barbara Novak, both visual and textual data in *Down with Love* film.

5. The Unit of Analysis

The unit of analysis is *Down with Love* film and original script text of Down with Love film, written by Eve Ahlert and Dennis Drake, Directed by Peyton Reed and Release date on May 9, 2003.
CHAPTER TWO
THEORETICAL FRAMEWORK

A. The Definition of Film

The unit of this study is film. To analyze film the writer must know the definition of film. There are some definitions of films. Film is a motion picture, and the motion called intermittent movement. Movement that showed because of limitedness of human eyes and brain ability to catch changing pictures. Ankersmit says “The change from one to the other is so quick – at least 16 times per second – that the eye has no time to appreciate the stillness of each picture, but blends the whole sequence into continuous movement.”

According to Oxford Dictionary that “film is a series of moving pictures recorded with sound that tells a story, show on television or at the cinema/moving theater.” Film is not always as an entertainment but also recognized as an art form. Boggs and Petrie says “The tremendous expense involved in producing motion pictures reminds us that film is both industry and an art film. Film employs the compositional elements of the visual arts: line, form, mass, volume, and texture.”

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10 Joseph M. Boggs and Dennis W. Petrie (2000), loc. cit.
That means with watching film someone can see the art side and audiovisual
at the same time; also make the viewers not bored and easy to remember the story
because it has an interesting form. Unlike the novel and the poem, film communicates
concrete images and sounds. Yet, film is a new way to enjoy one of an art form,
because the viewers directly watch the image, hear the sound and follow the plot with
gratify.

1. Character and Characterization in Film

There are five elements present in all films: (1) plot, (2) emotional effect or
mood, (3) character, and (4) style or texture.\(^{11}\) Those are basic elements described on
film. Film can visualize from story fiction and played by a figure. A figure in film or
the viewers know it as a character, may be described as actors or actress.

A character is any person, persona, identity, or entity whose existence
originates from a work of fiction.\(^{12}\) With character in film you can visualize the story
of character and can represent the emotion of character performance.

Some of us maybe not interested in a film’s most human elements – but from
character – there is little change that we will be interested in the film as a whole.
Because from the true thoughts, attitudes, and emotions, character can be revealed in

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\(^{11}\) Ibid. p. 11.

subtle ways through word choice and through the stress, pitch, and pause patterns of their speech.\textsuperscript{13}

That means the viewers can watch what the film author expressed, which about the person or story life. Character is a big part of films. It is representing the emotion between the performance and audiences. By character the viewers can get the theme and understand the story. Alfred Hitchcock says “I don’t want to film a “slice of life” because people can get that at home, in the street, or even in front of the movie theater. They don’t have to pay money to see a slice of life. And I avoid out-and-out fantasy because people should be able to identify with the characters.”\textsuperscript{14}

Yet, the viewers must know what the character is. If the viewers can recognized how the characters they can feel the emotion and memorable personality of the characters.

Characters must seem real, understandable, and worth caring about. That means, characters conform to the laws of probability and necessity (by reflecting externally observable truths about human nature), they conform to some inner truth (man as we want to him to be), or they are made to seem real by the convincing art of the actor.\textsuperscript{15}

Character also has characterization. Characterization is a way to identify a character. In films, characterization depends on functions. The character is followed

\textsuperscript{13} Joseph M. Boggs and Dennis W. Petrie (2000), \textit{op. cit.} p. 50.

\textsuperscript{14} \textit{Ibid.} p. 31.

\textsuperscript{15} Joseph M. Boggs and Dennis W. Petrie (2000), \textit{loc. cit.}
from what he has to do in the play. Plays tend to emphasize the distinctions between major characters, whose actions and fate are the focus of the plot, and minor ones, who facilitate what happens.\textsuperscript{16}

Characterization can involve developing a variety of aspects of a character, such as appearance, age, gender, educational level, occupation, financial status, marital status, social status, hobbies, hobbies etc.

The characterization of a character is the identification of a character that is described physically or seen from attitudes and how he/she behaves.\textsuperscript{17} It is also the main point to really know how the character. Such as, in \textit{Down with Love} film, describes about the main female character Barbara Novak, was a smart and struggle woman.

\subsection*{2. Mise-En-Scene}

After viewers seeing a film, we may not recall the cutting or the camera movements, the dissolves or off screen sound. But we do remember the costume in \textit{Legally Blond, Spiderman, or Harry Potter}, chilly lighting in \textit{The Narnia} or cozy place like in \textit{Mother in Law} film. Therefore some of people sharply etched memories of film turned out to center on mise-en-scene.

\begin{itemize}
\item \textsuperscript{16} J. Paul Hunter, et al., (2002), \textit{op. cit.} p. 1044.
\item \textsuperscript{17} http://www.Wilmette.nttc.org/wjhs/staff/barbaric/characterization.htm, retrieved March 21, 2009.
\end{itemize}
In the original French, mise-en-scene (pronounced “meez-ahn-sen”) means “staging an action”, and it was first applied to the practice of directing plays. Film scholars, extending the term to film direction, use the term to signify the director’s control over what appears in the film frame.

Before analyze it, one perception must be brought to light, as the viewers often remember this or that bit of mise-en-scene by standards of realism. Realism as a standard of value, however, raises several problems. Notions of realism vary across cultures, through time, and even among individuals.

Mise-en-scene includes the aspects of film that overlap with the art of the theater, they are: setting, lighting, costume and the behavior of the figures. In this research, the writer refers to setting and costume. The writer uses both aspect to analyze about setting, costume in the film and relates it to feminism of Barbara’s character.

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19 Ibid

20 Ibid. p. 146.

21 Ibid.

22 Ibid.
a. Setting

The setting is the time and place in which the film’s story takes place.\(^2^3\) Some of viewers understood that setting plays a more active role in cinema than in most theatrical styles.\(^2^4\) Andre Bazin writes “The human being is all important in the theater. The drama on the screen can exist without actors. A banging door, a leaf in the wind, waves beating on the shore can heighten the dramatic effect. Some film masterpieces use man only as an accessory, like an extra, or in counterpoint to nature, which is the true leading character.”\(^2^5\)

Setting is an essential ingredient in any story and makes an important contribution to the theme or total effect of a film. Because of the complex interrelationships of setting with other story elements – plot, character, theme, conflict, symbolism, - the effects of setting on the story being told should be analyzed carefully.\(^2^6\) In examining the setting as it relates to the story, it is necessary to consider the effect of four factors on the story as a whole:

1) Temporal factors: The time period in which the story takes place.

2) Geographic factors: The physical location and its characteristics, including the type of terrain, climate, population density (its visual and


\(^{2^5}\) *Ibid*

\(^{2^6}\) Joseph M. Boggs and Dennis W. Petrie (2000), *loc. cit.*
psychological impact), and any other physical factors of the locale that may have an effect on the story’s characters and their actions.

3) Social structures and economic factors.

4) Customs, moral attitudes, and codes of behavior.

Each factor has an important effect on the problems, conflicts, and character of human beings and must be considered as an integral part of any story’s plot or theme. ²⁷

From the text above setting have interrelationship with other story elements – plot, character, theme, conflict, symbolism. Based on this research the writer relates the setting as determiner of character and setting as reflection of character.

1) Setting as Determiner of Character.

The four aspect of setting listed above are important to understanding the naturalistic interpretation of the role of setting. ²⁸ This interpretation is based on the belief that our character, destiny, and fate are all determined by forces outside ourselves, that we may be nothing more than products of our heredity and environment, and that freedom of choice is only an illusion. Thus, by considering the environment a significant shaping force or even a dominant controlling one, this interpretation forces us to consider how environment has made characters what they are – in other words, how characters’ nature has been dictated by factors such as their time in history, the particular place on earth they inhabit, their place in the social and

²⁷ Ibid. p. 90.

²⁸ Joseph M. Boggs and Dennis W. Petrie (2000), op. cit. p. 90
economic structure, and the customs, moral attitudes, and codes of behavior imposed on structure, and the customs, moral attitudes, and codes of behavior imposed on them by society.\textsuperscript{29} These environmental factors may be so pervasive that they serve as something much more important than a backdrop for the film’s plot.

In some cases the environment may function as an antagonist in the plot. Protagonist may struggle against environmental forces pressing upon them, seeking to express some freedom of choice or escape from a trap.\textsuperscript{30} Thus, the serious consideration of the cruel, indifferent, or at least powerful forces of the environment is often a key to understanding a character and his or her dilemma.

2) Setting as Reflection of Character

The environment in which a person lives may provide the viewer with clues to understanding his or her character.\textsuperscript{31} This is especially true for the aspects of their environment over which individuals exercise some control. The filmgoer must be aware of interactions between environment and character, whether the setting is serving as molder of character or merely as its reflection.

b. Costume and Make up

Like setting, costume can have specific functions in the total film, and the range of possibilities is huge.\textsuperscript{32} Costumes maybe quite stylized, calling attention to

\textsuperscript{29} Ibid

\textsuperscript{30} Ibid.

\textsuperscript{31} Ibid.

\textsuperscript{32} David Bordwell and Kristin Thompson (1993), \textit{op. cit.} p. 150.
their purely graphic qualities. By costume the viewers more interested to watch film, because it could be a trend setter of fashion.

To successfully transform an actor into his or her character requires that the actor feel a comfortable sense of rightness with the clothing. For many actors, the process of internalizing the character to be played really begins when they see themselves in costume. Costume designer Edith head describes the interaction of designer team members and performers “In the real life, clothing is worn for protection, to look good, or whatever reason you like. In motion pictures, it’s to help the actress on the screen give the impression that she is the person in the story.”

Film genres make extensive use of costume props – frontier six guns, the gangster’s automatic pistol, the top hat and cane. Costume applies equally to a close related area of mise-en-scene, the actor’s make-up. Make-up was originally necessary because actors’ faces would not register well on early film stocks, and up to the present, it has been used in various ways to enhance the appearance of actors on the screen.

Make up can enhance the natural look of an actor or transform an actor into different version of himself or herself or into a totally different person. Although

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34 Ibid.
36 Joseph M. Boggs and Dennis W. Petrie (2000), op. cit. p. 100.
some actors begin to internalize their roles with costuming, make up can also be an important step.\textsuperscript{37} Such as Sir Laurence Oliver, whose stage experience taught him the skills of make up claimed that he couldn’t “get” a characteristic until he find the right nose.\textsuperscript{38}

Make up can aim at complete realism. When Barbara’s character as a beautiful woman with blond hair, she strove to published her book and have an equality class with the patriarchal group. Therefore, make-up, like costume, becomes important in creating character traits or motivating plot action.\textsuperscript{39}

\textbf{B. Feminism}

Films mostly reflect the social condition in certain community. It rises about feminism issues. Feminism theory emerged in the 1970’s stating that modern society and construct (law, religion, politic, art etc) are predominantly the product of males and therefore have a patriarchal character. The feminist theory is very important to study about women; therefore the writer use some definitions about feminist and feminism to overview Barbara Novak’s character in \textit{Down with Love} film.

Feminism comprises a number of social, cultural and political movements, theories and moral philosophies concerned with gender inequalities, and equal rights

\textsuperscript{37} \textit{Ibid.}

\textsuperscript{38} \textit{Ibid.}

\textsuperscript{39} \textit{Ibid.} p. 152.
for women.\textsuperscript{40} The word ‘feminism’ itself originated from the French word \textit{féminisme} in the nineteenth century, either as a medical term to describe the feminization of a male body, or to describe women with masculine traits.\textsuperscript{41} When it was used in the United States in the early part of the twentieth century it was only used to refer to one group of women: ‘namely’ that group which the uniqueness of women, the mystical experience of motherhood and women’s special purity’ (Jaggar 1983:5).\textsuperscript{42} Yet, feminism is to make an equal position between men and women.

Women were placed in the second position which is always depending on men.\textsuperscript{43} This condition makes women as a weak person in physic and intellectual. The tenet that women’s virtues differed from those of men was canonized in Aristotelian philosophy. Based on the commonly held belief in women’s relative physical weakness and rational inadequacies in comparison to men, Aristotle (384-382 B.C.E).\textsuperscript{44}

The other definitions are in the \textit{Oxford Companion to American Literature} by James D. Hart (1985), feminism reform movement aiming at the social, educational,

\textsuperscript{40} \url{http://en.wikipedia.org/wiki/Feminism}, retrieved March 21, 2009.

\textsuperscript{41} Jane Pilcher and Imelda Whelehan (2004), \textit{loc. cit.} p.48.

\textsuperscript{42} \textit{Ibid}

\textsuperscript{43} Asmaeny Azis, Feminisme Profetik, (Yogyakarta: Kreasi Wacana Yogyakarta, 2007), p. 54.

and political equality of women with men, which arose during the late 18th century. Therefore, feminism takes sides of women who exploited, ignored and discriminated. Feminism means talks about oppression, domination, hegemony, unfair, and violence.

The aim of feminism is to have an equal right’s with men, and women try to reach the aim. In cultural women live in traditional value and this make women in second position. In domestic sphere, women want to be fair, not always taking care children, cooking for their family but they can active in intellectually which men do usually. Charles and Hintjens says “Men are active in the public sphere; women are centered in the private domain where cultural continuity is guaranteed along with the identity of family, community and nation. They require women to be mothers first and foremost and to produce sons who can defend the nation and daughters who can carry on its traditions. Women’s sexuality is to be put to use for the cultural community-nation or ethnic group-to which they belong.”

Women are start to active in intellectually, they are learn about politic, economy, and social, so their can active in public sphere and not always doing in domestic sphere. Women are refusing to be cast in the role of passive and problematically complex territory for men to fight over. They are self-determining


subjects, and may often pay a high price for being so.\textsuperscript{48} Women’s association with motherhood and the domestic sphere can also be used to resist authorian regimes, colonial domination or totalian states.\textsuperscript{49}

Feminism is a term with a great deal of baggage. For some it is positive and empowering. For others it conjures up negative image of “ugly” women in overalls and flannel shirts, women who do not wear makeup or shave their legs or underarms and who are said to be lesbians, man-haters, or “ball-busters”.\textsuperscript{50}

The feminist tried to liberate women from their second position. By studying they have more knowledge and can be the same position with men. For example in politics, economy, social sphere etc. It happens at the late 1960s, there is women’s liberation movement which called NOW (National Organization Women) is succeed to break the traditional culture, decrease the suspicion to women in politic, social and economy assuming to have the equality place with male.\textsuperscript{51}

Thus it is clear the main objective of feminism is to encourage the idea that women and men are totally different but have the same position right, also to understand and end female oppression.

\textsuperscript{48} Nickie Charles, (1998), \textit{op. cit.} p. 5

\textsuperscript{49} \textit{Ibid.} p. 5


Those definitions of feminism relate to and support each others. In other words, each of definition completes and affirms the other definitions. Therefore, those definitions are not contrary.

1. Gender

The concept of gender, as we know to use it that came into common parlance during the early 1970s.\(^{52}\) It is used as an analytical category to draw a line of demarcation between biological sex differences and the way these are used to inform behaviors and competencies, which are then assigned as either ‘masculine’ or ‘feminine’.\(^{53}\) The purpose of affirming a sex/gender distinction is to argue that the actual physical or mental effects of biological difference has been exaggerated to maintain a patriarchal system of power and to create a consciousness among women that they are naturally better suited to ‘domestic’ roles.\(^{54}\)

Gender is an element of social relationships that operates at multiple levels to categorize and distinguish the sexes; as we shall see, it interacts with race, class, ethnicity, and sexuality to rank men above women of the same social group.\(^{55}\)


\(^{54}\) *Ibid*

Muniarti, A.N. Prasetyo said about the condition of women as a weak person physically and intellectually, makes them as the second class.\textsuperscript{56}

Women everywhere suffer restrictions, oppression\textsuperscript{57}, and discrimination because they are living in patriarchal societies. It has been long tradition that oppressed female, because gender perspective connected to social system, culture, religion, and politic.\textsuperscript{58}

Gender according to Unger is the term used to encompass the social expectations associated with feminity and masculinity.\textsuperscript{59} The rules for feminity and masculinity are grounded in the biological/anatomical distinctions between women and men (what we call sex differences), but go well beyond such distinctions.\textsuperscript{60} For example, one important sex difference is that women can become pregnant and men cannot.

According to Priyo, men are always in dominant-superior position, aggressive, prestatif and vice versa with women which is as weaknesses.\textsuperscript{61}

\textsuperscript{56} Priyo Soemandoyo, \textit{Wacana Gender & Layar Televisi} (Yogyakarta: Galang Printika, 1999), p.60.

\textsuperscript{57} Marilyn Frye defines oppression as “living one’s life confined and shaped by forces and barriers which are not accidental or occasional and hence avoidable, but are systematically related to each other in such a way as to catch one between and among them and restrict or penalize motion in any direction.”


\textsuperscript{60} \textit{Ibid}.

\textsuperscript{61} Priyo Sumadoyo, (1999), op. cit. p. 58.
In other words, with function and characteristic between men and women are different. In *Down with Love* Film, Novak have problems with patriarchal group. It means women are dominated by man.\(^{62}\)

It always happen in domestic and job sphere. Men are more visible as experts, hold more high-status positions, and generally are accorded more credibility, authority, and power than women, men’s judgments about most matters, including women, have more impact than women’s judgments.\(^{63}\)

In 1960s, there are some activists who protest and build the civil rights movement of women.\(^{64}\) It replaces women who want an equality between men and women especially in public sphere, even women’s work as a secretary or nurse but still at the end women as a victim or as sub-ordinate position. This happen basically because of stereotype and gender ideology which discriminate women.\(^{65}\)

In short, gender is defined in various ways for different groups. Gender definitions bring with them a distinct set of restrictions and disadvantages for members in each group as well as privileges and sources of power or resistance.\(^{66}\)

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\(^{62}\) Priyo Sumadoyo, (1999), *op. cit* p. 63

\(^{63}\) Hilary M. Lips, (2003), *op. cit*. p. 11.


\(^{65}\) *Ibid*, p. 77

By those definitions, the differences, discrimination, oppression that have been effected by gender make the feminist want an alteration, and feminism want an equal position in gender.
CHAPTER THREE

RESEARCH FINDINGS

A. Description of The Data

Film *Down with Love* portrays feminism of its main character, Barbara Novak. It is shown her independence and struggle to achieve an equal position in patriarchal group. Novak has to struggle to publish her book, because in early 60’s, generally woman works as server, secretary, and even as an editor, they are inconsiderate and discriminated on their office by patriarchal group. With her book, Novak wants some ‘alteration’.

In the beginning of this story, the narration shows the setting in 1962 at New York City. This is the place to make dream come true for every one and one of it is come true. It is explained by the female character “Barbara Novak” who become an author.

(The place, New York City. The time, now, 1962. And there's no time or place like it. If you've got a dream... this is the place to make that dream come true. That's why the soaring population of hopeful dreamers... has just reached eight million people. Oh! Make that eight million and one).

She comes from New England to New York City to publish her book “Down with Love”. She comes to New York City to meet her editor, Vikki Hiller, in Banner House office to discuss about the publishing of her book. Hiller shows Novak the design of her book cover which dominated by pink color and a picture of a broken heart on it (see picture 1). The design of the cover relief the content of the novel which is about women making a life on their own without the pitfalls
A. Conclusion

The writer analysis Down with Love film is aimed to raise the social condition in gender issues, written by Eve Ahlert and Dennis Drake. The film is set in early 1962 in New York, where the condition gender issues was very dominant on that era. 1960, was the year of the civil rights movement of women, these are some activist who protest and built it. They get discrimination, oppression and as subordinate position from patriarchal group. These are effected by gender and feminism want an equal position in gender.

Feminism in this film applies by the female character Barbara Novak, who bring some alteration to women’s thought and personality. Her alteration reflects on her controversial book which is about woman making a life on their own without the pitfalls of love. But to make this alteration gets many problems from men to published her book especially the senior editors of Banner House and Catcher Block, whose underestimate women and treat them as in second position.

By the obstacles that Novak’s faces, she never gives up to make a new situation for women. With her outspoken, determined, ambitious and smart person she always tried to promote her book and tell her independent thought in public area. She wants women on that eras were not treated as the second class. Even though
BIBLIOGRAPHY


