

PT BARNUM'S IDEA OF DISPLAYING THE ORIENT AS BARBARIC AND OCCIDENTAS CIVILIZED.

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ABSTRACT

The paper is about throwing some light on the auto-biography of P.T. Barnum and his ideologies which made him rags to riches in short period of time. He has toured almost all over Europe and America with his show troop and has made great shows. The different hoax names which he himself generated for the publicity of his show. The different publicity stunts which created controversies and cases for criticizing his own show. These all were made up by himself for the promotion of his show. The mindset of the whites is being discussed in the paper as they considered the others as inferior to them. Barnum brought the socially backward people who were especially differently abled into mainstream and he arranged different acts with them. What the whites thought was that the orient were the exotic people and were ready to be explored. P.T. Barnum claims that he has travelled around the world, but what really happened is that he bought his exhibits from other showmen at a price and he created backup stories to make it amusing and exotic. Barnum changed his shows accordingly to his audiences. The representation of unique people with cooked up names which created talks within the public that finally resulted in the gathering of people for his show. He saw everything in his view of business and made huge profit from each of his exhibits. *THE GREATEST SHOWMAN* the film is also compared in the paper in contrast with the autobiographical instances and the different situations which Barnum created in making his life journey a successful one. The movie is

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seen as a colorful one with clearly cooked up stories that is usual in the field of films. History is altered in the way which is suitable for the audience to enjoy the movie. The reality is being blurred in the false interpretations. In short, the paper discusses about the occident overpowering and orient and considering them barbaric and uncivilized.

Keywords: Barnum, showman, Orient, Occident

INTRODUCTION

This paper is mainly focusing on the incidents which happened in between the lifespan of a famous showman named P.T. Barnum. His shows and exhibits were world famous. The problems which were faced by the people who acted in his shows are being described in the paper. The whites considered themselves to be far more superior to the other races and they saw others in an exotic view. The easterners were just some mystery to the westerners. They thought of the east as the land of snake charmers and of mythical background. They considered the eastern as uncivilized and barbaric.

Barnum knew about this ideology and took advantage of it. He made a huge profit from the shows and museum which he bought by exhibiting different shows and exhibits. This discriminative view of the whites were considered to be the real barbaric mind. The people which Barnum used were not normal ones. Some were retarded and some were born with strange physical abilities which the so called civilized gazed upon with great wonder. This business technique made Barnum a successful one fame, wealth and many other things were added upon automatically.

There is also a comparison done with reference to the film The Greatest Showman which was released in 2017. In it no real incidents are being spotted. It

is altered for the well-wishing of the audience. The protagonist being a man of hoax is only being shown in the correct manner. The occident being the force over the orient is clearly visible in his book and film.

P.T. Barnum & The Greatest Show on Earth

Cineas Taylor Barnum, popularly known as P.T. Barnum is one of the greatest showman that America has seen in all time. His life spanned from 1810 to 1891. He was a politician, businessman and a showman. His life is an example of how an ordinary man transforms himself from rags to riches with his different strategies. The early life of Barnum is being described by himself in his autobiography. It is clear that he spend most of the time with his grandfather Phineas Taylor during his childhood. He was very fascinated by the shows and tricks which he watched while growing. In his youth he had realized that making money and being rich would bring fame and power to his hands. He started working on that point onwards and he became successful in that. Barnum knew the technique of making money easily.

The whites were amazed by the exotic people around them. They were so curious and mostly looked downwards to other races. They considered others to be inferior and themselves to be superior. This was used by Barnum in an efficient way which benefitted to him. In the mind of the whites during that time all other races were considered to be their slaves. It was the time which slavery existed. Most of the colored people were inferior to the whites. Barnum knew the business behind building up the circus with the outcasts in the society. The main attractions in his shows were these so called 'freaks' in the society. The postcolonial view of the colonizer which brings the idea of the colonizer being superior to the colonized was prevalent. Barnum knew how to take advantage of this scenario and establish his empire by bending it to his way.

Barnum knew different business strategies as he had worked in different fields. He had worked in the newspaper company and knew clearly about the advertising techniques of that time. Before establishing his show he worked in the newspaper. Barnum always had that spark in him and the thirst for being successful in his life like everybody else has. The only difference is that he channeled his experience and his hard work into bringing up the downtrodden in his society. Through this technique he gained fame and wealth in short time. Barnum always visited other places to find variety and to be fascinated by the sights. In his journey through Philadelphia he came to know about a lady named Joice Heth. She was exhibited in a room. She was given the title "the nurse of Washington". There is a reason behind it, the reason is that she is said to be 161 years of age and she had looked after one of the all times American hero George Washington. The exhibition was named as "Aunt Joice" by Mr. Levi Lyman. Barnum came to know about this in the newspaper. The importance of media and publicity was so important during those days too. Posters were flooding the city during those days. Notices were distributed in every corner of the city for publicity. The advertisement was given in the following manner:

'Niblo's Garden- The greatest curiosity in the world, and the most interesting, particularly to Americans, is now exhibiting at the Saloon front- Joice Heth, nurse to Gen. George Washington,(the father of our country,) who has arrived at the astonishing age of 161 years, as authentic documents will prove, and in full possession of her mental faculties. She is cheerful and healthy, although she weighs but forty-nine pounds. She relates many Revolutionary War, but does not appear to hold them in high estimation.

"She has been visited by crowds of ladies and gentlemen, among whom were many clergymen and physicians, who have pronounced her the most ancient

specimen of morality the oldest of them has ever seen or heard of, and consider her a very great curiosity. "She has been a member of the Baptist church for upwards of one hundred years, and seems to take great satisfaction in the conversation of ministers who visit her. She frequently sings and repeats parts of hymns psalms." (The Life of P.T. Barnum)

In the above said news about Joice Heth it is clearly visible that in the beginning when she is mentioned as a curious object that too particularly to Americans. Normally all the slaves which served under the whites were blacks and Joice is also black. When she is being papered as being immortal with 161 of age it turns into curiosity. This curiosity of the whites lead to the marketing technique of collecting money to see her. Joice Heth was a slave and she didn't have anything on her own. All she did was sit quietly and become a living mannequin for the curious gazing of the whites. Different newspapers and many articles were produced in the name of Joice Heth and in all of it she was not even considered to be a human being. Some newspapers even mentioned her as a creature which shows more cruelty towards Joice and the evil views of the so called whites. This below mentioned example is an apt one to justify the above said details:

"This old creature is said to be 161 years of age and we see no reason to doubt it. Nobody indeed would dispute it if she claimed to be five centuries, for she and the Egyptian mummy at the American Museum appear to be about of an age." – New York Courier and Enquirer". (154, The life of P.T. Barnum)

When an ex congress man and his family came to see the exhibition there took place an incident. His mother was an elderly one and she on seeing Joice couldn't believe that she was a human being but an automated machine that simulates life like movements and sounds. A laugh spread through the hall as technology was not developed during that time as it is now. She uttered that 'this thing is not alive at all' to her son. The way of calling Joice a thing which shows

the superiority of the whites during that time. The others were not even considered to be mere humans. Barnum knew that Joice Heth was a precious start for his business venture and he took Joice to lease for a year and his income increased by exhibiting Heth in different places. Joice was the first attraction which Barnum brought to his field of business. All these were just different business techniques brought in by Barnum for gaining fame and wealth. It is clearly impossible for a person to live till the age of 161 and Joice's age were just created to create curiosity among the whites. The whites considered themselves to be superior from others and they always looked down to others in a way of being superior to them. The names which Barnum used was a hoax. He even named his show the greatest show on earth in order to bring in the maximum number of people into his show. The more number he had the more profit he gained. There were more attractions added to Barnum's show. Barnum made money through many hoax ways. The name itself indicates that his show was a hoax.

There were many other attractions that Barnum found for the gaze of the whites. The famous Josephine Clofullia, The Bearded Lady was one of the other attractions which Barnum recruited for his growth.

"Josephine Boisdechêne was born in Switzerland in 1827, and she suffered from a condition known as hypertrichosis. By the time she was 8-years-old, she already had a beard on her face that was 2 inches long. Barnum hired Josephine, but decided to change her last name to "Clofullia." Barnum believed that when audiences saw her, they would debate over whether she was truly a bearded lady, or just a man wearing a dress. Much to his disappointment, guests tended to accept Josephine's gender.

In order to spark his own debate and attention, in 1853 Barnum hired a man named William Charr to sue him for fraud. After the case appeared in court, both

Josephine's father and husband gave their testimony to the court, and three different doctors confirmed that she was, in fact, a woman. This publicity stunt worked. The case was reported all over the press, and it led to thousands of New Yorkers pouring into his American Museum to see her."(toptenz.net) Josephine was considered a freak among the other freaks in Barnum's show. There were many others with her and she was not the only one to be called as a freak. Although her ethnicity was white she had an unusual appearance and she was considered to be a freak. The beard on her was the reason to calling her a freak. One positive aspect with her meeting Barnum is that she moved out of her low profile to much higher one. Barnum made many publicity stunts as he wanted to be more famous. He filed fake cases on himself that she is not a woman but a man dressed as a woman. When there came such situations of criticizing it became a public situation. The case was moved to court and she was proved that she was a woman by doctors. All these stunts were made up by Barnum in order to make Josephine and her condition famous. When it is criticized more and more people came to know about it and this resulted in the profit for her master. Thinking on the side of Josephine she has done nothing wrong. The condition of growing beard was not chosen by her. She was questioned many times about her identity and her femininity.

She was not responsible for her identity being questioned. Her state of mind and her emotions are not mentioned anywhere. When it comes to Barnum, for him everything is a business. He does whatever that is good and profitable for him. All his acts were covered up with lies and hoax in away to make the audience fill with curiosity and for their praise. The clever idea of filling his pocket by giving out false information and making the people believe it. For this Barnum was good at. He would make innumerable lies and stories about different acts in his shows which attracted the whites, because they were curious about the so called

'freaks'. His acts were only made to make the whites feel more superior than the others and to make a fortune out of the money he got from displaying them.

Coming to the next so called 'freak' was William Henry Johnson also known as 'zip the pinhead'. "William Henry Johnson grew up in a family of former slaves. He had a medical condition known as "Microcephaly," which is when the brain does not develop properly, and someone has an abnormally small head. Since the brain is underdeveloped, people with microcephaly are also mentally challenged. Barnum added William Johnson to his show, calling him "Zip the Pinhead."

Barnum claimed that he was the "missing link" of evolution between man and ape, so he put him inside a large cage, and when the curtain was pulled back, William would screech and shake the bars. As time went on, Barnum claimed that he had "tamed" this missing link, and Zip the Pinhead stood alongside other "freaks" on display. The shape of the skulls of people with microcephaly were soon nicknamed "pinheads." In the 1932 movie *Freaks*, several "pinheads" were featured among the circus sideshow acts."(toptenz.net)

Just because William had this condition of being mentally challenged and having a small head he was presented as an uncivilized man who got stuck in the evolution of man from ape. His condition was much worse as he was shown as an animal in front of the people. The only aim was to make profit to Barnum as he ran all this in his risk. The views of the whites were so discriminative as a result it made more and more people to flow into the show of Barnum. As mentioned earlier Barnum knew what the Americans loved to see and he brought it in front of them at any cost. Whatever that raised curiosity in the minds of the whites Barnum brought them for exhibiting in his shows. The lies which Barnum made were innumerable. Next ventures were the most important in his career: Tom Thump, Jenny Lind and The American Museum.

"General Tom Thump is the name which Barnum gave to Charles Sherwood Stratton, a four- yearold Connecticut boy who was less than two feet tall and weighed fewer than sixteen pounds. Significantly, Tom Thump was one of Barnum's few original discoveries (most of his exhibitions were purchased or hired away from other showmen who had less capital and less marketing acumen). As such, Tom Thump demonstrates Barnum's ability to train and cultivate a performer who had no previous experience. Tom Thump probably had a condition called ateliotic dwarfism, but he was a quick study and a charismatic performer".(-xix, The Life of P.T. Barnum)

While on his European tour Barnum changed Tom Thump's appearance to an English boy for theEuropean exotics. "It was of no consequence, in reality, where he was born or where he came from, and if the announcement that he was a foreigner answered my purpose, the people had only themselves to blame if they did not get their money's worth when they visited the exhibition. I had observed theAmerican fancy for European exotics".(-244, The Life of P.T. Barnum Written by Himself.)

According to the people and place Barnum changed the looks and talks of his acts. Whatever pleased the audience Barnum did and for the satisfaction of those people only. The portrayal of these extra-ordinary people into so called freaks were given in no time. Through Tom Thump Barnum grew rapidly and became famous all over His parent said that he stopped growing when he was only 6-months-old. Barnum taught him to sing, dance, and impersonate historic figures like Napoleon Bonaparte. He also coupled up with other performers in comedy acts. Barnum gave him the stage name of Tom Thumb, after an English fairy tale character. He told everyone that he was actually 11-years-old, and dressed him in hand-made suits.

"Audiences absolutely adored this tiny gentleman, and he toured all through the United States and Europe. Stratton was able to enjoy a life of wealth and luxury from his performances. He became the world's first international superstar. He bought a beautiful home, and even owned a yacht. By the 1850s, Barnum was one of the wealthiest men in New York, and it was all thanks to the popularity of Tom Thumb. America and Europe".(toptenz.net)

The next exhibit which Barnum produced was the Wild Men of Borneo. They were brothers and they did their act together. They both were known in the name of Plutanor and Waino. They were mentally challenged and but both had great power. They could easily lift weights and this was their main attraction.

Barnum build up a story to make things interesting. He said that both of them were captured from the island of Borneo and when people heard this they thought that everyone from that place were savages like them. The mere misinterpretation of ordinary people into savages were easily made by Barnum. He gave the notion that all the people from this place were savages and none were civilized. This is an example of how the whites viewed other races with their discriminative view and made differences in the society.

"Barnum continued to bring on dwarves to his Freak Show, but with a twist. He met brothers Hiram and Barney Davis. They were mentally disabled, and despite the fact that they both only weighed 45 pounds, they both possessed incredible strength, and could lift up to 300 pounds. One of their main acts would be picking up members of the audience. Barnum decided to call them "Waino and Plutanor," presenting them as the "Wild Men of Borneo." He also invented a backstory that they were natives who were captured from the island of Borneo. The audience was made to believe that everyone from Borneo were "savages" who looked and acted just like these brothers.

During the course of their time performing at Barnum's New American Museum in New York City, they earned over \$200,000, which was a tremendous amount of money back in the 1800s, and was more like making them millionaires today. As they grew older, both twins began going blind. They were taken care of well into their old age, which was into their 90s. However, the lie about their true identities continued in the public eye. Even when the newspapers wrote of the obituary for "Plutanor" they wrote as if he truly a wild man from Borneo." (toptenz.net)

Another hoax which Barnum established was the Fijian mermaid. It was completely made up by him. Barnum made up the mermaid by taking the torso of a monkey and the tail of a fish. It was stitched together and exhibited in his museum shows. The usually seen drawings of mermaids are beautiful. This was not a beautiful one which Barnum made. It brought curiosity in the minds of the people. When they came to know that it was from Fiji the curiosity doubled. Fiji was considered to be the land mythical creatures and mermaids. The whites looked at it with an exotic view of mind and it was curious to them.

"The Fiji Mermaid was a hoax promoted by P.T. Barnum during the 1840s. It was the most famous of several fake mermaids exhibited during the 19th century. The Fiji Mermaid was exhibited in New York, Boston and London. Its whereabouts after 1859 are uncertain. The Fiji Mermaid and other hoax mermaids had the upper bodies of apes sewn to fish tails, according to "The Fiji Mermaid and Other Essays in Natural and Unnatural History" (Cornell, 1999), by Jan Bondeson. The Fiji Mermaid was probably made from an orangutan and a salmon.

Unlike images of mermaids in folklore and popular culture, such mermaids were unattractive, often described as hideous. In his autobiography, Barnum described the mermaid as "an ugly dried-up, black-looking diminutive specimen, about 3 feet long. Its mouth was open, its tail turned over, and its arms thrown up, giving it the appearance of having died in great agony." The Fiji Mermaid was

instrumental in Barnum's success as a master showman. Not only was it hugely popular, it is emblematic of Barnum's ingenious plots to generate interest in his curiosities.

"Barnum concocted quite an elaborate scheme to expand the curiosity into 'mermaid fever,'" said Adrienne Saint-Pierre, curator of the Barnum Museum in Bridgeport, Connecticut".(live science) For many years Barnum trained animals, locked them up, even locked up humans for his profit. He saw his customers just merely as suckers who would take in everything which he showed in the stage. Different rules are being circulated now also in the case of keeping animals in circus. There were problems then also, but with his influence and wealth he made it all disappear. He had mastered all the ways of giving advertisements to all newspapers and before even keeping his hands on the exhibits he would give advertisements about it. These different strategies and techniques made Barnum a successful business man and one of America's greatest showman.

"Barnum's exhibits included a caged human being with microcephaly who was billed as "the connecting link between man and monkey" with the tagline "What is it?"(PETA.org) The exhibition of a man with a disability in the most degrading way is seen here. The connection of a man with monkey and he is described as link between them. The way of explaining him as a savage is being shown here. Without any hesitation Barnum shows his exhibits as barbaric and uncivilized not even giving them the priority that they also are human beings. Barnum made his imaginative characters real by making them profitable. For making his exhibitions get more publicity he deliberately created exposed his illusions in many occasions. Barnum knew the power of advertisement and he took advantage of it in many levels. None of his exhibits were authentic in a way. If the person included in it was authentic, the backup story would be fake.

Either way his authenticity is questioned in every exhibit, but the whites never questioned him. Yet they turned onto the exhibit in order to make it more vulnerable and to get the feeling that they are superior to others. What the whites considered is that they are civilized and other people are barbaric. Many other cruelties were reported by different sources. The cruelty towards animals. There is no circus without the acts done by animals. They are strictly trained and brought in front of the people just for money. Many cruelties are being faced by them in many situations.

"He chartered a ship to steal elephants from their homes and families in Sri Lanka. Nine elephants, including one calf, were forced into a cramped ship hold for four months—without any fresh air or being able to take a single free step. One elephant reportedly died on board".(peta.org)

Barnum's show even if they were false and misleading it was amusement for the ordinary people as they had not seen such acts before. Out of curiosity and amazement the civilized people gazed upon the people who were in less proportionate to them. He is considered to be the prince of humbugs, the soft con but Barnum managed to get away with whatever he had done.

To conclude, the different ways of making profit by exploiting the differently abled people are being described in this chapter. Barnum's transformation from rags to riches is being briefly defined. It is clear that his technique of giving the idea of the whites being superior to the blacks was a brilliant one and he made a fortune out of it.

Barnum's Portrayal at present

Through this chapter the portrayal of P.T. Barnum at the present age is being discussed.

Barnum's name was long forgotten in the previous days. The reason why he came to the mainstream again after these years is that, in 2017 a film was released named *THE GREATEST SHOWMAN*. The cast of the film was a wonderful one starring Hugh Jackman, Zac Efron, Michelle Williams and many more. The movie is directed by Michael Gracey. The movie is based on the autobiography and Barnum's life history. If we analyze the movie it is clear that the incidents shown in the movie is clearly modified and made it as a colorful one. The real incidents are actual opposite to the instances shown in the movie. The role of P.T Barnum played by Hugh Jackman is a fantastic one. He has done it according to the scripts which he was given. All the ugly sides of the history is being erased and twisted for the audience to feel good about Barnum and his life story. Many real facts and incidents were removed in order to make the movie a bright one. The genre of the movie is romantic drama. From this we can understand the lack of importance given to the business statistics and strategies of Barnum. The movie is a musical drama where most of the time they are expressing their emotions through dance and songs. These songs and dances were inserted in order to make the movie a cheerful one. The movie mainly aimed at portraying Barnum as a versatile character, the one who adjusts with all the situations which he faced.

All the acts which was staged in the movie is clearly made up except the bearded lady and General Tom Thump. In them also they made alterations which tells about different stories and completely different history. In reality Tom Thump was a boy who was a dwarf. He was a quick learner and Barnum taught the things to say in his acts. He was dressed as dwarf General in order to make the whites open their mouths with curiosity. In the movie he is shown as an older gentleman who is a dwarf which is opposite of the real story. The reel story is much different from the real story. When it comes to the satisfaction of the

audience alterations need to be made to the history. If it is a boring one then it won't have any role in the present scenario of the community.

The fact that is given through the movie is quite misleading. There are many instances made in movie in order to make it interesting, for example:

"Did P.T. Barnum almost have a love affair with Swedish opera singer Jenny Lind? No. In the movie, P.T. Barnum (Hugh Jackman) initially becomes infatuated with Swedish opera singer Jenny Lind (Rebecca Ferguson), who quits the tour in a huff after he rejects her advances. This is complete fiction, as there is no evidence that the two ever had a romantic relationship. The movie does a disservice to Lind by painting her as the jilted lover. In real life, the only reason she agreed to the American tour was because P.T. Barnum promised her a great deal of money. However, she didn't keep a dime of it and had never planned to. She donated the \$350,000 in profits to charity, specifically the endowment of free schools in Sweden. The \$350,000 would equal roughly \$10 million today.

While fact-checking *The Greatest Showman*, we discovered that the real reason Jenny Lind (also known as the "Swedish Nightingale") quit the tour was because she was uncomfortable with Barnum's relentless marketing of her. After 93 concerts, they broke ties and she completed the tour under new management.

In 1852, she married Otto Goldschmidt, a German conductor, composer, and pianist." (historyvshollywood)

There is a situation where the famous Jenny Lind who is known as the 'Swedish Nightingale' gets in an affair with Barnum. It is only shown in the movie. In reality there is no such situation. This is only created for the audience to enjoy the different situations in the movie. The story takes a turn in the beginning where Barnum is shown to be growing in the streets like a street rat. A boy who steals from road side vendors and falls in love with a rich girl in the city. Barnum sets

his ambition to get rich and marry the girl of his dreams. He then becomes an employee in the newspaper company. After a while his thirst to become a showman comes to his mind and he quits the job. At first he struggles to become a showman. He then with all the business techniques and strategies comes out as a fiery showman with flying colors. The real transformation and story is being completely modified to make the audience like it. No one would like to see the protagonist or the main character of the movie to be a slave master or the one who finds profit by selling their identity. The notion which is hidden in the movie is the same but it is represented in a much different way. No signs of slavery or discrimination is being shown in the movie. The only truth is all his acts had disabilities and none were perfect.

In the movie there appears two imaginary characters to the main roles done by Zac Efron and Zendaya in the name of Philip and Anne. This was made up for the interracial love story in the movie to make the audience feel sympathy for a young hotshot rich gentleman falling for a trapeze artist in the show. These are different techniques employed by the makers to deploy the idea that what Barnum did was a good thing uniting the romantic couples.

"The Greatest Showman, a montage sequence that occasionally turns into a movie musical, steers clear of any contemporary resonance and ignores meaty themes. The first-time director Michael Gracey achieves an aggressively synthetic style through kinetic editing and tidy underdog stories, but none of the true joy of pulling a fast one. It's a standard-issue holiday biopic, one that tells a story about a populist entertainer hungry for highbrow respect, the joys of showbiz and the price of ambition. An amusement park version of P.T. Barnum is fine, as far as that goes, but if you are going to aim for family-friendly fun, you need to get the fun part right."(nytimes)

As above mentioned an amusement park of Barnum is finely represented to make people amazed and be thrilled in his success. The other side of his deeds are not shown in the movie. He is shown as the one who brings out the socially inward or the ones who were considered to be freaks to the mainstream. In the movie it is shown that they are empowered and brought in front of the audience to make themselves believe that they are special and they deserve a better position in the community. Barnum is seen as a fatherly figure rather than a showman to his costars who performed in his acts.

In reality when we analyze the showman it is clear that he is only demanding fame and wealth over any excuse and to be successful in life. He made so many fake names in order to attract the ordinary people around him and to make a profit out of it. He took risks and had great guts for making up such hoax and tricking people into it.

The movie is explaining about the spirit of acceptance towards people from all walks of life, but the real story doesn't the life of people in his shows were no good. What made them stay away from community was attracted by Barnum and he made them to paper it for the public. It was not a good gesture for the whites to see the other races to be lesser than them. Whatever the occident preached was correct and the orient was wrong. They forced their rituals and practices upon the others thinking that they were uncivilized. After seeing the movie we get a positive thought that we can be whoever we want to be. The film mainly aims at the empowerment of the people who are in the backward sections, for them to accept what they are and be best in their lives. Many positive reviews made the movie great and there are no negatives about it.

The only negative that is seen is the exploitation of the people who are considered to be the acts of Barnum's show. "In truth, Barnum tore apart families,

denying them the ability to practice their culture, all the while exploiting the western world's voyeuristic curiosity about the colonies."(theguardian.com)

The self-centered thoughts of the whites which made them to exploit the cultures, traditions, and rituals of the ordinary people for the laugh of sometime in his show. These were only seen as a business by Barnum and just a leisure time laugh for the whites. "The Greatest Showman is a version of Barnum's life story, scrubbed clean of the well documented racist, exploitative bits."([thevox](http://thevox.com))

To conclude this chapter, the comparative study of real Barnum and reel Barnum has been discussed. The different situations which is altered by the film and the different incidents which the movie creates are good, but not authentic. Just like Barnum's acts and shows, it needed to be checked of its authenticity. The self-called humbug, Barnum created many fraud exhibitions but none is shown in movie. Only acts which were staged upon were shown.

CONCLUSION

The paper mainly focuses on the tactical representation of P.T. Barnum's (one of America's greatest showman and business man in the 18 century) acts and shows in his show The Greatest Show on Earth. How he successfully turned the discouragement of people when they saw a differently abled person to keep on gazing on them and their acts. The interpretation of the orient being barbaric and exotic. The occident being superior and controlling the people under them.

The mindset of whites seeing the blacks as slaves. The hoax created by Barnum. The growth of a poor guy to high profile through the tactical hoaxes created by him. Moreover the exploitation of the people with low profile to be presented as mere objects for gazing on them etc.

The overall interpretation of the whites being superior and the colored being inferior. The wrong thinking that the whites had all the good qualities and what others did were wrong. The wrong decision of caging up of mentally challenged men and calling him a savage. The fraud exhibits which were made up for the profit of Barnum. These were all the different gimmicks created by Barnum for making profit and fame. Behind it exists the ugly face of representing the non-whites as barbaric.

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