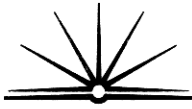


Through the study of Jane Austen's "Emma" and Amy Heckerling's "Clueless" one becomes aware of how the contexts of these texts have shaped their form and meaning. Also interesting is the comparison of the values of each text.

The context of Austen's "Emma" was nineteenth century Highbury, England. It was set in the time it was written and was a precise account of the the people, <sup>values,</sup> and mannerisms of the time. The society of the time was concerned with status and wealth and so was the main concerns of the novel. Like Austen's novel, Heckerling's film transformation "Clueless" was set in 1990's Beverly Hills with a significant portion of the film shot in the main character Cher's High School.



The values of "Emma" which were marriage, wealth and social status have tried to stay the same in "Clueless" but due to the recontextualisation from nineteenth century novel to 1990's teen film, some of these values have changed to appeal to a modern audience.

The value of marriage in "Emma" is the "Clueless" equivalent to the importance of having a boy/girlfriend. In 'Emma' you marry into a higher social position and never below. This can be seen in "Clueless" where Dionne informs Tai that Cher ~~is~~ "believes she is beyond high school boys"