

Research on the Change of Women's Influence in Media Works

Feiyu Zhang^{1,*}

¹*School of Journalism and Communication, Hebei Normal University, Shijiazhuang, Hebei Province, China*

**Corresponding author. Email: 1985167548@qq.com*

ABSTRACT

The change of women's image in media works is the breaking and reshaping of female stereotype, and also the manifestation of the change of women's status in social development. However, the image of women or the influence of their status are still easily not treated equally. For example, in the real society, there are still many people who believe that women are weak, not strong enough to attack and have the ability to face difficulties alone. This is also reflected in contemporary media works. Although women groups are trying to break the deadlock of stereotypes, it is not easy to make people's minds change. So there's still research blank about female images are being liberated from the neglected groups. This research is about the changes and reasons of breaking female stereotypes in the society and media. This paper is intended to point out the trend of breaking female stereotypes in modern and contemporary media works, so as to liberate and expand readers' minds. It is not only to point out the key points of image shaping in future media works, but also to provide ideological inspiration for improving the status of women in the real society and breaking gender stereotypes.

Keywords: *Female social influence, Gender stereotypes, Female images in film and television works, Superheroes, Melting media era*

1. INTRODUCTION

The social status of women is becoming higher and higher with the coming of the new times. Although there are many studies on the breaking of female stereotypes in media works, there are few studies related to women's social status. There still a research gap about the specific causes of women's stereotype breaking and social status rising. This paper mainly explores the relationship between women's social status and female images in media works, and whether changes in women's social status will lead to changes in female stereotypes. When it comes to specific issues, the reasons for the change of women's social status and how to reflect the impact of the improvement of women's social status before and after the change of female stereotype are presented. Through the process of the research, Wanfang Database and CNKI are both used as the reference material. Finally, it presents the rising of the female image, which is the key to the development of future media works and represents the development of women's status. This research may open up a new height for the female image in the future media works. Women are no longer a

vulnerable group in the media and in the audience's mind, but independent individuals. In order to break the stereotype of female and achieve certain results in the future, this paper aims to guide readers' thoughts by explaining the changes of women's real status and the changes of women's image in media works. This not only provides a new and clear direction for the transformation of the role focus of future media works, but also provides ideological enlightenment for women to re-understand themselves and gradually obtain equal social status.

2. THE CHANGES OF FEMALE STEREOTYPES IN FILM AND TELEVISION WORKS

When Marvel and DC carved out their own cinematic universes, women were subconsciously molded into images steeped in male stereotypes. In some specific situations, superheroes need a girlfriend waiting to be rescued to complement their heroic colors, such as Peggy Carter, Captain America's girlfriend, and Lois Lane, Superman's girlfriend. The plot of the movie shows the heroism of women suffering and being saved

by men, and even the machismo is promoted and developed. To some extent, this reflects the female image from the perspective of men. "Independent women" cannot leave the protection of men. This is not only the representation of stereotypes in film and television media works, but also the result of unfair treatment of women's social status[1]. But compared before and after ten years, we can find that the writers shape women's roles are slowly changing, female images in the film gradually get rid of the bondage of male, become an independent individual, shoulder the heavy task to save others, which gradually let the audience get rid of the inherent impression that female characters are "eye witnesses" and weak in superhero movies, and fully tapped the value of women in narrative. This is not only try to break the female stereotypes of step, also will be a great innovation in superhero movie.

2.1 The status quo of female images in film and television works in the era of integration of media

Taking the most classic and continuously inherited superhero movies as an example, during the establishment of the DC Universe, the changes of female images were very obvious. As one of the pillars of Hollywood commercial films, comic adapted films did not adapt the traditional male-centered creation mode in the initial film model. However, with the rise of the feminist movement, their creation ideas were also influenced by The Times and they sought for a balance point in film and television creation. We can find that in films and television works featuring female images, works can not only strengthen the narrative, but also make female images fuller. Early in the 21st century, the birth of DC movie "Cat-woman" make an exploration of heroines of independent film, but the mould for the plot, character end hole and other reasons, it also suggests that the DC company didn't realize the change of female image, respect for women based is still an unequal basis. But in 2017, Wonder Woman learned the lesson of Cat-woman, and the director showed us the power of women. Captain Marvel and Black Widow have all shown the benefits and value of female hero films. It can be seen that innovation brings competition and competition brings development, so the rise of women's rights will become a major market for commercial film competition in the future.

2.2 Performance of the status change of female images in the era of integrated media

With the advent of integrated media era, mass media is the most important form of expression in modern society, which can intuitively present the gender relations in modern society based on social economic relations and modern values. As social learning suggests,

We can learn about other groups through mass media. Contact is "parasocial" or "mediated." Learning = reduced stereotyping. Multiple studies show that intergroup prejudice can be reduced thru mediated contact[2]. Promote male cognitive remodeling and enhance female subject's sense of self-identity. The discourse power of the female subject and the popularization and promotion of the development of the female concept get a new focus.

Tuchman believes that media cannot operate without audiences as a prerequisite. In order to attract more audiences, media must reflect social value standards. It is through media that culture is expressed and reflected, culture is constructed and unique media culture is formed.

In the era of integrated media, variety shows, as the most important form of artistic expression of edutainment, have a direct impact on the value orientation, trend and trend of the whole society. On the one hand, through the "female-oriented" variety shows in the media era, men can recognize modern female images through multiple channels and in all aspects. On the other hand, variety shows with women as the main body also enable women to have a more intuitive understanding of themselves, so as to gain recognition of their own value, status and influence.

3. THE REASONS FOR THE CHANGES OF FEMALE IMAGES IN FILM AND TELEVISION WORKS

Female images in nearly 10 years of development of disruptive change, no matter from saving "wait" to "self-salvation" film and television image changes, or social life brought about by the feminist movement in the change of the status and influence, make the equality of women and men in all aspects gradually, makes the female image has become more independent and strong even masculine image of strong. With the rise of the feminist wave and the emergence of the progressive male movement, feminism was supported to a certain extent, and reflection on patriarchy and promotion of gender equality began to sprout in the multi-dimensional space[3]. In addition, with the emergence of various forms of media works, the female images have become more popular and easy to understand, enabling the female subjects in the society to have a more rapid and comprehensive cognition of themselves. After all, there are only two reasons for these changes. One is the self-awakening of female subject consciousness and reaching a certain degree of social consensus. Second, the development trend of The Times, the rise of women's status has brought considerable influence, not only the film and television media industry has a new development goal, but also the performance of social progress and development.

3.1 Comparison of before and after changes of female images in film and television works

In the past decade, film and television works of female characters of prejudice and injustice are reflected in the traditional mainstream film and television works and women almost no ability to save itself, even the high IQ of women - Thor, Jane or foster students with excellent grades excellent female performance —the lattice temperature in the extraordinary spider-man Stacy. In the film, they show the image of being unable to deal with the crisis calmly. But in the film "Thor, when Jane foster is a nurse in the original cartoons, slice of the hope that the image of the heroine after discussion to comply with the conditions of the modern women, so in the film will be set to beautiful intellectual female astronomer, this change and the rise of modern women's status, women vulnerable image is no longer the public attention[4]. The shift in female stereotypes is even more evident in Thor: The Dark World, which revolves around its heroine. Then in 2010, Kick-Ass brought the image of "Super Girl" onto the screen, subverted the traditional female image and created a calm and self-saving character. It also led a craze of super Girl in The United States, and the audience gradually realized that "she" could be so strong. A more subversive image appeared on the screen in Avengers: Age of Ultron in 2015. The complex character of Scarlet Witch, both good and evil, was loved by many audiences. With the character's personality and ability, the audience also shifted from the outside of the character to the inside. Up to now, the transformation of female image shaping from "saving" to "being saved" also benefits from women's continuous struggle and struggle for their social status. Cyber films shown in the first half of 2019 "rita: fighting angel" is also can be used as a female image film, after becoming a bounty hunter, gathering in a bounty hunter, rita bar called on you and her together to defend the peace of the city of steel, but the other male bounty hunter scorn and contempt. This is both a climax of the film and a huge breakthrough for Alita. She takes on the male bounty hunter in a challenge that can also be seen as an independent woman's challenge to paternity in the steel City. In Donna Haraway's writing, the deconstructive deconstructions of male-female, mind-body and other binary opposites represented behind the cyborg concept carry utopian social functions, thus helping women to overcome the current identity dilemma and impact the patriarchal social order in the West

It can be seen that the relationship between self and others only inspires a way of self-reflection in reference. Only after self-awakening, obtaining female consciousness and constructing female subjectivity, can this kind of female self really grow up. From the reference to the patriarchal society, Alita's self-awakening and growth, and then breaks the original

female stereotype to reshape and construct herself. From the beginning of the women's movement in the late 19th century to the second wave of the movement in the 1960s and 1970s, feminists of different cultures, classes and regions made progress towards the common goal of achieving equality between men and women in all fields. Feminist theory and feminist film criticism theory are the products of women's movement and have made indelible contributions to female images in films [5].

3.2 Reasons for the change of women's status and influence in reality

Women in the patriarchal discourse system have long been absent in the multi-level social space such as social status, power structure and language space, and the road of female development is still bumpy. Since March 8, 1909, the United States Chicago labor women strike parade and assembly, the international women's movement has gone through more than a hundred years of history; Since the second half of the 20th century, feminism has gradually developed into a theoretical paradigm with interdisciplinary influence[6]. Joan W. Scott says, "Feminism is not a clearly defined entity, but a place where differences clash and go hand in hand. Where common interests are expressed and debated; Here, identity is temporarily stabilized; It was here that politics and history were formed.

It was in the 1960s and 1970s that feminist cultural criticism had an important impact on the field of science fiction. The radical feminism generated in the 1960s was inspired by the "new left" men's insolence towards women. Similar to Marxist feminism, radical feminism also began to subvert the economic structure under patriarchy, and became more powerful. It put forward many radical ideas to reconstruct the living space for women. At this time, many works also appeared no longer conservative about humanism, but pointed questions about gender issues and other social and political issues in reality. Donna hara and Catherine hals, sci-fi works embody a concentrated reflection of science and technology of human individual life, it is at this point, "he" the birth of the female subject became the most is expected to break gender stereotypes, she not only is the combination of technology and machines, and biological and non-biological rebirth, This perfectly shocks the dualistic boundary of "living and non-living" in the former conservative humanism. Similarly, the boundary of "male and female" is also questioned and challenged[7]. In Donna Haraway's writing, the deconstructive deconstructions of male-female, mind-body and other binary opposites represented behind the cyborg concept carry utopian social functions, thus helping women to overcome the current identity dilemma and impact the patriarchal social order in the West.

With the rise of middle-class women, radical discourse related to feminism and liberalism has been widely popularized and become a popular norm since 2000. However, in today's integrated media era, women's image is developed by relying on multiple media so as to enhance the status and influence of women in reality. Whether it is "female variety shows" or films and television works featuring female images, First, the realization of women's life value is the narrative core. Taking "female orientation" as the starting point of the program has changed the pattern of men taking the initiative in traditional movies to some extent and improved the social status of women. The second is to provide women with spiritual strength and practical methodology reference, so that women can have emotional resonance and value resonance, so that they can see their own life, and then reflect on their own life form, mode and pursuit, to find a "model" for seeking their own transformation[8].

4. CONCLUSION

From the perspective of film and television media, the development of film and television works with women as the main characters can make the audience in front of the screen have a new understanding of women, and promote women to give a stronger response with the endogenous logic of reconstructing the value of women.

From the perspective of women's social status and influence, the rise of women's social status not only guides the iterative development of mainstream media, but also acts on the improvement of women's status. The two complement each other and make progress mutually.

The change of women's image in media works is the breaking and remodeling of female stereotype, and also the manifestation of the change of women's status in social development. However, the image of women and their status are still not treated equally. It is the general trend to promote men's cognitive remodeling and women's affirmation of themselves. Looking at the development of film and television works today, the image of women is liberation from the neglected group. Integrating media era is the female image to deconstruct and reconstruct the future. The trend of the development of film and television is to break the female stereotypes, analyze the reasons for stereotypes, and development differences between women and men in real life. The feminist movement, as represented by Donna Hallaway and other feminists, constantly attacked the idea of male supremacy. In addition to the awakening of the independent consciousness of contemporary women, their social status is also improving, and women are gradually getting rid of the patriarchal society, which will make women more independent and active roles in media works, rather than passive roles waiting for rescue. In the future, the narrative of the film should not

stick to the rules and regard men as the only a narrative perspective, which can guide the female perspective to the narrative structure. Male and female perspectives alternately to meet different views. Everyone's aesthetic needs and full understanding of women's personality characteristics and behaviors method, only in this way can we balance the men hidden in the hearts of some audiences sexual center, the tendency of women to be marginalized[1]. The change of female image in film and television shows that female image is rising, which is the key to the development of future media works. Not only about the breaking on the vision of the female stereotype, but also on everyone's mind. This paper is intended to break the female stereotypes, improve women's social status, and make efforts to further emancipate the readers thought, change ideas in the patriarchal society at the same time, also inspired by the group of women to position themselves, which leads the social thought and works of media shift female character set key, let more groups in an effort to break the stereotype.

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