

The Alienation of Gaze — the Construction and Gender Practice in the Fanfiction

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ABSTRACT

There are many similarities in the Fanfiction literature in online literature and Tanbi literature, but the texture logic of its text is obviously different from the creation of Tanbi. This article explores the text analysis and participation research methods to explore the creation of the same humanistic creation. Women's writing and gender practice. Studies have found that women have built a unique reading space for women through their fanfiction writing. Its unique production text is a great challenge to the traditional gender order of patriarchal system. The alienation of gaze, the female gaze in the fanfiction creation is a woman staring at men from a male perspective, and a woman's evasion and disguise of gender order.

Keywords: *fanfiction, heterotopia, gender practice*

1. INTRODUCTION

Fanfiction, that is, on the basis of forming literature or film and television works (usually referring to fictional literature and film and television works), borrowing the existing characters, character relationships, basic storylines, and world view settings of the original text, the second creation of the original text, basic storyline, and world view setting. It is a very important part of today's online writing. These writing are more character-centered starting points, presenting as an imagination about intimacy and love. ^[1] The word of fanfiction originated from Japan. Originally refers to the people who are the same. In the late 1990s, due to the prevalence of Japanese anime culture, the word of fanfiction gradually derived into a specific term, refers to the second creation of existing animations, novels, games, and comics, and its forms include derivative novels, second-created videos, pictures, etc.

The development and popularity of fanfiction have become a major trend on the Internet. With the development of the Internet, fanfiction has formed a minority cultural on the Internet. Domestic research on fanfiction culture focuses on two aspects. On the one hand, the study of the fanfiction text, Shengtao Li proceed from the anti-classic nature of fanfiction literature, and believed that the online fanfiction storyline, character relationship, and theme settings broke the traditional

aesthetics of the novel; ^[2] Xiqing Zheng regards the writing of fanfiction as a transformation of writing, pointing out the importance of the inter-text nature of the fanfiction in literary creation ^[3]; in addition There is an analysis of specific fanfiction texts, showing the practical significance of the fanfiction's writing and the inheritance of classics, or starting from the screening of revolutionary narrative and the screening of fanfiction literature, and explore the aesthetics of fans displayed in the fanfiction. ^[4] For the research of the fanfiction group, starting from the perspective of the group of fans, the group of the fans is regarded as a type of network fans. Studies have found that the motion of Tanbi in the group mostly manifests the burnout and the desire for heterosexuality and the desire for the opposite sex, and the resistance to the existing gender order; ^[5] The writing motivation of the fanfiction group is group identity and emotional effort. ^[6] The group of fan groups has been condensed as a group with community characteristics. The group behavior can be regarded as a ritual, based on emotional connections and built collective identification of common identity. Actions have built a unique language mode and established clear access standards. ^[7]

In many studies with different perspectives and different values, it can be determined that fanfiction creation is a cultural form that is established as a female construction and is mainly involved in women, and has formed a unique cultural landscape. Existing research is

mostly explored from the characteristics of the fanfiction and the characteristics of the fanfiction group, and lacks sensitivity to the characteristics of the unique women's culture production as a unique women's cultural production. Most of them have been brought in the study and have not been discussed in depth. Fanfiction culture, as a strong sense of gender, is worthy of deeper and detailed research. The changes in women's mental state, reflection and resistance to the existing gender order are also deeper interpretation. Therefore, the theme is to answer two questions: First, how the fanfiction culture of the heterotopia is built, which reflects what aesthetics of modern women. Second, does the writing of fanfiction represent the gender awakening of women? It is hoped that through the answers to the above two aspects, the status quo of the different traits of the same person's culture and depict the gender practice of modern women in writing.

In the Internet era, the trend of decentralization has never stopped, Minority culture also needs to be treated seriously. Under the patriarchal tradition, female writing once lacked development space. As Woolf said, women are poor, uneducated and lack of writing tradition. Women always exist as the object of male gaze in literature and are trapped in the identity of family, wife and mother. It has been hundreds of years since Woolf lived. Today, female writers are no longer regarded as heresy, women can write freely, and many literature written by women and serving women have obtained living space. However, the cultural space constructed by women, such as Tanbi literature and fanfiction literature, which takes women's aesthetics first, has been lack of attention. Researchers rarely bring it into the scope of research, which is a pity. Through text analysis and participatory observation in recent five years, this paper hopes to make a certain interpretation in the gender practice research of fanfiction and enrich the existing research perspectives

2. PRODUCTION OF HETEROTOPIA—— THE CONSTRUCTION OF WOMEN'S READING SPACE

In 1967, Foucault first proposed the concept of heterotopia in heterogeneous space. Compared with the utopian world, heterotopia is illusory, but it can be realized with the help of people's imagination and experience. "Heterotopia" is fictional, just like the world in the mirror, "an illusory place without a real place".^[8] With the development of the Internet, media technology creates a dystopia space through the imitation of the real world. The production content of the same culture is mostly based on the form of intimate relationship in the real world, derived from the real imagination. Through the "mirror" of the network, it creates cultural content completely different from the reality, forming a real "cultural dystopia".

The construction of fanfiction and heterotopia is a long process. Although the same person culture originated in Japan in the 1970s and 1980s, and in the 1990s, Nagasaki's classic masterpiece "absolute love" emerged, which has been pursued by a large number of fans. However, just as the definition of heterotopia cannot be separated from the emphasis on "illusory places" and the reliance on the "mirror" of the Internet, in the early days when Internet technology was not developed and formed, the fanfiction culture was a minority culture that only existed in a very small number of people. Its dissemination depended on the publicity of traditional paper magazines, so it was difficult for readers to communicate with each other and build a common imagination, and the imaginary community could not be formed through communication. Based on this, the construction of the dystopia of the same culture in China should be traced back to the Lucifer club, a female to original literature website established in 1999. Since then, similar female to original literature websites and forums have emerged in endlessly. Its main production content is beauty seeking and human works. It has clear access rules and group language to distinguish between our group and others.

With the launch of ao3, in 2008, the largest fanfiction website in the English Circle has established. English Circle fans have ushered in an exclusive living space. The App Lofter launched by chinanetase in 2012 is a software similar to ao3. It clearly takes the fanfiction as the main content of the software. Based on the development of Internet technology, this mirror that reflects reality to build illusion can play a role. Female authors and female readers gather in cyberspace, Completed the construction of virtual heterotopia based on imagination and experience. On the one hand, the construction of fanfiction cultural heterotopia stems from the maturity of Internet technology. On the other hand, complete circle rules, shared identity and low degree of commercialization are also important factors in the formation of heterotopia. In this way, a heterotopia that belongs to the survival of female readers and authors can be constructed

This unique reading space constructed by women has two characteristics. First, it has distinctive cultural characteristics. Within this space, a new set of discourse methods and codes of conduct have been formed. Based on the reference of foreign experience and the practical experience of heterotopia space, a new gender concept has been formed in the space, which is very different from the heterosexual gender order under the patriarchal tradition in the real world. The works depict homosexuality in the mainstream culture, and weaken the homosexuality in the majority of the works. Even based on the realistic gender order, he developed the unique minority gender concepts, and practiced these illusory gender concepts in writing.

Second, fanfiction culture is the product of pure female gaze. In this space, women write, read and pursue. Based on their love for the characters in the original story, women gather here to gaze at the characters, place individual imagination in the public view, and stare at the characters in an all-round way from their own preferences. On the contrary, women are often in the state of "being stared" in real life. In this space, women become the absolute staring subject, and this desire to stare is also the foundation of the development of human culture, which is a space with strong feminist color.

3. THE ALIENATION OF GAZE——THE MISPLACED OF IDENTITY

In her 1975 paper visual pleasure and narrative film, Laura Mulvey used psychoanalysis to reveal the theory of "male gaze" proposed in this paper goes beyond the scope of film analysis and extends to cultural theory and perception theory.^[9] There are two ways to understand Mulvey's male gaze theory, which is greatly influenced by Lacan's gaze theory and Foucault's discourse power. Lacan defines gaze as the mirror reflection relationship between self and others. He regards gaze as a way of self-identity. In the process of the subject looking for himself from the inside out, the subject will inevitably be influenced by the other, and even castrated to meet the desire of the other. In Foucault's eyes, gaze also has the meaning of "seeing and being seen". However, in Foucault's eyes, "seeing and being seen" contains the power of gaze and the obedience of being stared, which condenses the core concept of Mulvey's male gaze theory. There are two ways to understand Mulvey's male gaze theory, which is greatly influenced by Lacan's gaze theory and Foucault's discourse power. Lacan defines gaze as the mirror reflection relationship between the self and the other. In his theory, the subject's self-perception comes from the subject's own otherness gaze. It can be seen that Lacan regards gaze as a way of self-identity. In the process of the subject's search for self from the inside out, the subject will inevitably be influenced by the other, or even castrated, to meet the desire of the other. In this process, the subject finally becomes the desire object of the other, so he finally concludes that human desire is the desire of the other. In Foucault's eyes, gaze also has the meaning of "seeing and being seen". However, in Foucault's eyes, "seeing and being seen" is regarded as a power relationship. What other people's gaze brings to the subject is not perceptual cognition, but a discipline and oppression. Just like the panoramic open prison described by him in discipline and punishment, the viewer is exposed to countless possible sights. Eventually, whether there is a person staring at them or not, the viewer will be trained and persuaded, and forced to obey this conquest. "Seeing and being seen" contains the power of staring and the submission of being stared, which is the core concept of Mulvey's male gaze theory.

The fanfiction cultural gaze also contains the above two meanings. On the one hand, under the patriarchal tradition of the real world, women, as the object of gaze, constantly castrate their own desire to meet the expectations of the traditional gender order. As Lacan summarized, human desire is the desire of others, so it can be said that women's desire is men's desire. However, in the fanfiction world, women take men as the writing object and men as the staring object. In this space, they reshape masculinity and gender order, and women are completely invisible. In this space, the subject of the story and the object of gaze are both men, and women are absent in this space. Absence means that they are not bound by any gender norms. They imagine and arrange the men in this space as ubiquitous gaze, so that the men in the fanfiction heterotopia all take their desire as the growth direction. On the other hand, with regard to the power relationship of gaze, women are indeed the controller of power in such a space. In this space created by women, the imagination of rules, order and intimate relationship is defined by women and is the concentrated expression of women's imagination.

However, it cannot be ignored that the female gaze in the fanfiction heterotopia still does not get rid of the shackles of the traditional patriarchal gaze. In the close relationship with fanfiction culture, the weak man always seems to receive more attention. Women in the fanfiction heterotopia are more likely to substitute themselves into the perspective of the strong side, fantasize that they are the perfect man in the novel, and call the weak side man as "wife". Their self-identity is invested in the men of the strong side, and they expect to have power, power and status like men, so as to complete the romantic relationship with the men of the weak side in such a fantasy. Although their gaze is still a female gaze, they stare at men from a male perspective in self-identity. There is a dislocation in identity, which is the alienation of gender gaze.

It can be seen from this that although the fanfiction and heterotopia constructed by the production and creation of women's gaze is still full of the implementation and implementation of the gender order and power order of the traditional patriarchal society. It is women who have the power to gaze, and it is women who can relax their desire to meet their own imagination. However, the world they build is the same as the patriarchal order they escape from. In this heterotopian space, male gaze just turns gender into female gaze. However, the way and way of gaze are the same as that of the patriarchal society. The gender order has not been subverted, but continues in another way. Women only enjoy the pleasure of gazing in such a heterotopia space, and even the perspective of gazing is alienated into the perspective of men. For the same person heterotopia, the presence of women is just another escape from the real order and norms, and the awakening of women's self-consciousness still needs a long process.

4. CONCLUSION

In general, the construction of the fanfiction heterotopia is a beneficial attempt for modern women, at least in the existing space women has the ability, space, interest and experience of writing. As Woolf said, women have "a room for writing" and "an annual income of 500 pounds". It is based on the increase of material conditions and education that modern women have such a complex and huge heterotopia space full of female consciousness. His fantasies in heterotopia and brand-new prospects for gender order and gender relations also show women's unique imagination and subconscious dissatisfaction with the real order. At the same time, the creation of bold female gaze space is a kind of gender practice worthy of affirmation

The study of fanfiction culture promotes the mainstream public's understanding of the minority cultural and clarifies the legitimacy of its existence. As the representation of female consciousness awakening in writing, the unique gender concept of fanfiction culture is the reflection and resolution of the real gender order, and expresses women's negative resistance to the traditional gender order. The study of fanfiction culture is also helpful to understand women's new imagination and interpretation of gender order in the background of the new era. However, in terms of the depth of research, this paper still has a great lack. The construction mechanism of heterotopia involves the communication between women as the main body and the external environment, and its specific construction mechanism still needs to be explored. In the field of fanfiction culture, how women build heterotopia through common imagination and how to achieve common imagination are issues to be studied.

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