A Remark of Feminism -- Based on the Analysis of Film and TV Works in Different Times

Xuan Deng[1, †] Borong Lin[2, †] Chang Xu[3, *, †]

[1] Radio and Television Director, School of Humanities, Jinggangshan University, Ji'an
[2] Accounting, International Business School, Tianjin University of Finance and Economic, Tianjin
[3] Drama, Film and Television Literature Major, School of Humanities and Communication, Haikou
[*] Corresponding author. Email:20192314310055@hainanu.edu.cn
[†] These authors contributed equally.

ABSTRACT

With the development of society, the power of women is increasing. However, they are still defined as weak and not free group and face many social problems. Equality of women's rights is a pillar of social development, which is related to everyone's life and the healthy development of society. This paper aims to sort out the development history of women's rights movement through film and television works, show the changes of women's status, and discuss how women defend their rights in the development of modern society, and call for social attention to women's unresolved problems. In this paper, we describe the materials used in the research, explore their background, and choose to reflect the changes of women's social status in the real society through film and television works. In the selection of materials, we focus on the literature that has more description and development of the social background, including some materials that analyze films through the social status quo. By reading lots of literature, we choose the famous movie as part of the main female characters, such as Hua Mulan, princess Anne, through the analysis of their social background, social status and behavior, etc., to explore the role they had played in the feminist movement time, and the positive influence on the social feminism. In our research, we find that women do make sustained efforts and sacrifices for their rights. From the pursuit of freedom of marriage to their pursuit of independence and gender equality, women have been trying to change their subordinate social status. Also, we analyze a series of films good reveals the women of generation process of constant struggle for himself, but more important is the feminist movement in the independent group of women has grown to encourage women to be brave to say no to inequality, to fight for their own rights, to find more possibilities through the process of potential digging.

Keywords: Feminism, Film, The feminist movement.

1. INTRODUCTION

Today, with the prevalence of feminism, more and more people participate in the activities to safeguard women's rights and interests, but there are still many problems in the society, and women have not achieved equal rights with men. The most important problem that modern women have to confront with is how to change their subordinate status in a powerful patriarchal society. This is not only a problem for women, but also would be a restriction the development of the human world. indispensable part of human society and the backbone of social development. The equality of women's rights is related to everyone's life.

In today's era, women's rights, as an important issue, are constantly discussed and studied by people. After the Enlightenment, that is, the first feminist movement, women began to realize the importance of feminism and found relevant contradictions in the society, such as discrimination, labeling and objectification of women, which further triggered disputes between the two genders in the society. These issues and debates have been discovered and recorded by writers of different eras, and their thoughts and views on this issue have been preserved through the medium of film and television series. We hope to explore the process of feminist movement by analyzing films and TV plays related to women's rights, explore the changes in social views on women's rights, and analyze the problems encountered by contemporary women's rights, so as to conduct in-depth research on the transformation of feminism.

In this paper, we hope to analyze the general situation of women's rights in the society at that time by conducting research on the core female characters in different films and television works and their behaviors, images and social backgrounds, and dig the development of women's rights movement and its impact on the society. From the pursuit of freedom of marriage to the pursuit of independence and equality between men and women, the change of female images in film and television works reflects the change of women's rights and interests in the society. Besides, the social problems in film and television works are also the best portrayal of practical problems. We try to understand the real society through movies and TV plays, which is the main research method of this paper. We hope to analyze the social influence of female characters through the analysis of films and television works with wide social influence such as Beauty and the Beast, Mulan, The Devil Wears Prada and Gone With the Wind. We try to find the contradiction between modern society and women, explore the evolution of feminism in film history, and summarize whether the The society has brought women mental and life pressure and other issues. Further digging, we hope to see that in today's society, women can have more choices and pursue more of their own value. We also hope that through our research, women are no longer required to rely on men to realize their own value.

2. FEMINISM AND THE FOUR WAVES OF FEMINISM

2.1 Feminism

Also known as feminism, it is a social theory that opposes gender discrimination and strives for equal rights between men and women based on female experience and motivation. Since women in western societies often fight for their rights in the form of large-scale social movements, the term "feminism" is also often used to refer to the feminist movement. The United States is a country with frequent feminist movements. Before this century, there were three waves of feminist movements in American society which had a significant impact on American politics and law. Since the beginning of the 21st century, stimulated by the rapid development of Internet and we-media and the resurgence of anti-feminist conservative forces, the Feminist movement in the United States has undergone important changes, showing different characteristics from previous feminist movements. It is generally believed that western feminism originated from the Enlightenment movement in the 18th century. Up to now, feminist theory has developed into an interdisciplinary theoretical system[1].

2.1.1 First Wave of Feminism

The development of the first industrial Revolution greatly changed the face of the world and people's way of life, and also formed a great impact on people's ideas. Women began to show their talents in the field of social production, and the social experience and inspiration they received prompted them to rethink their status and value. At the beginning of the 20th century, a large-scale feminist movement began to take shape. Women's pursuit of equal rights with men reached the first climax of the feminist movement.

2.1.2 Second Wave of Feminism

The second wave of feminism occurred in the 1960s and 1970s. During this period, western feminists tried to establish the main space of women themselves. Although the postwar western countries to improve women's status, women in the field of political economy and the education equality on efforts to made obvious progress, but the condition of the patriarchal culture and gender discrimination was not improved, the desire of the women's liberation and the real equality between men and women were still real and objective. There was still a big gap between the true equality of men and women.

2.1.3 Third Wave of Feminism

In the 1980s and 1990s, feminists began to pay more attention to academic and cultural studies. On the basis of continuing to study the root causes of gender inequality, postmodernism and other new disciplines and theoretical schools emerged. They shifted their focus from economic and political equality to cultural equality and cultural identity, not only focusing on the differences between men and women, but also the differences within women. However, there were still many differences between the sexes and within the female group that cannot be eradicated. Therefore, they criticized the patriarchal culture and tried to construct a pluralistic female discourse system that emphasized and focuses on differences, gradually weakening the deep influence of patriarchy on the feminism of the first and second waves[2].

2.2 Background: Analyze Historical Reasons, Social Reasons and Economic and Social Basis

The feminist trend of thought has its special social and historical background and ideological and theoretical origin. The feminist trend of thought and feminist movement in the real sense are conditional on the certain development of capitalism. Both the large-scale feminist and socialist movements emerged in the middle of the 19th century. After the rise of the international women's movement and the socialist movement, the mutual influence and close trend in the development process provided a direct social background for the emergence of feminist thoughts. With the advent of the Great Depression of capitalist economy, prejudice against women's employment in Europe and the United States

soared. After Hitler came to power, he expanded wildly and launched the Second World War, which destroyed women's organizations in some European countries. After world War II, capitalist countries led by the United States pursued the anti-communist "Cold War" policy, and the international women's movement was suppressed as well as the labor movement. Especially in the 1950s, in particular, the anti-feminist movement reached its height in the United States, and there was a backlash against women's participation in public life[3].

In period of the 1920s and 1930s, the two world wars broke, and also, the first and the second feminist movement happened during the period. At this time, American society had experienced economic prosperity，in a sharp transition period of American women's life had became rich and colorful. Their appearances, behaviors, marriages, family and employments have taken on new characteristics. Appeared in the 1920s with the prosperity of economy, the consumption society, the new mass media promoted the formation of information communication and national values. American women enjoyed the modernization of material and spiritual wealth, so the maverick, particularly striking "new women" groups, became the most outstanding representatives of women's freedom and liberation in the 1920s, and a symbol of the tumultuous 1920s. But with the coming of the great depression, America plummet women's living conditions during the 1930s the United States women's marriage, family, jobs had been huge impact of the great depression, who were under the double tribulations of lack of material and spiritual pain, trying to cope with the crisis, striving to maintain the family and its own survival. They not only had withstood the test of the great depression, and simultaneously, their status in the family and society had improved.

Women's living conditions are regulated by the external world, and social political, economic and cultural changes have a fundamental impact on their lives. Women's own efforts are the key to real liberation, and economic independence is the basis for women's equality and liberation. Either in the private sector or the public domain, women's status and role largely depend on its economic independent ability, which is a motive force of the women thought liberation, individual development, but economic equality not only depends on the life level of productivity development, also is subject to the social and cultural development level, all of these need to be achieved through long-term efforts. At the same time, the influence of traditional and cultural factors is also powerful. On the road of women's equality and liberation, ideological liberation is as important as economic equality [4].

2.3 Problems: Problems Encountered by Feminists in the Feminist Movement

It is generally believed in the academic circle that there were three waves of feminism in the History of the United States before this century, and the time division of each wave of feminism is basically the same as that of the western feminist movement. The current feminist movement still belongs to the residual wave of the third wave feminist movement. However, Prudence Chamberlain, Helen Pankhurst and other contemporary feminist scholars believe that the post-2012 feminist movement can be seen as the fourth wave of feminism in the United States.

The most important problem faced by modern women is how to change their subordinate status in the face of a powerful patriarchal social and cultural system. This is not only a women's problem, but also a human problem. The personal development of women, who account for half of the population, is of great significance to the development of the human world.

In the private space, the patriarchal society adopts a series of sexual political strategies to ensure the dominance and leadership of men in the private sphere, and women are constructed as a subordinate gender both physically and mentally. In public space, the sexual political strategy of private space makes women subject to the ubiquitous gaze of the patriarchal society, while only positions the value of women on her biological attributes, and refuses to allow women to participate in all creative public things. In a society that flaunts equality and democracy, men and women still maintain the unequal gender pattern of dominance and subservience, master and servant. There is no way for women to revolt, and the return after the failure of revolt makes women fall into a more passive and helpless situation. The female becomes symbolic existence and completely loose themselves. Women's liberation becomes an equation with no solution [5].

At the present stage, the Feminist movement in the United States has fallen into the dilemma of alienation in the aspects of ideological orientation, expression of demands and movement achievements, and the feminist movement of American women is facing severe challenges.

3. FEMINISTFILM AND TELEVISION

3.1 Extension and Change of Feminism in Film and Television

The fact that the social meaning of gender is forced upon us does not mean that we are passive recipients of cultural meaning. We have choices: we can accept cultural norms, we can fix them, or we can reject them altogether[1] .Entering the 20th century, Western society is faced with science and technology as well as social culture, and at the same time, the two also have related intersection and connection. Science and technology drive the change of social and economic structures, and

thus have a huge impact on social culture. In this case, the feminist movement has been accompanied by women fight for their right to vote and has became a new and rich typicality of social phenomenon. It is the traditional concept of social value, especially to the deep-rooted patriarchal an unprecedented shock, the feminist movement has been controversial and challenging. At this time, due to the development of science and technology, mass media has expanded from paper media to the field of video, and gradually been recognized by all social strata, warmly welcomed. With the development of image technology, as an epitome of social culture, image works are also an effective platform to reflect ideology. Whether it is film, TV advertisement or TV drama, we can also appreciate the different social positioning of women and the changes with the social development from this series of media culture [6].

3.2 Development of Feminism in the Early 20th Century

During the Great Depression of 1929, the two traditional media, film and radio, also became popular pastimes for the American-dominated society at that time. In the first decades of the emergence of film culture, the female orientation in film and television works is still the mainstream of the traditional gentle and virtuous. But in the meantime, the movie Gone With the Wind, based on American novelist Margaret Mitchell's novel Gone with the Wind, has turned the traditional image of women in film and television on its head. As the daughter of a southern farmer, she was not your typical lady. She hated etiquette, rebellious character, dare to love and hate, and even a variety of shortcomings and behaviors that could not be accepted by traditional values. But the role has been embraced by the public. In particular, after losing the war in the film, Scarlett witnessed a series of tragedies, including the destruction of her home, the death of her mother and the mental disorder of her father. The scene in which she stood under the sunset and swore her vows has infected countless Americans. It was a time when the United States was struggling to get out of the economic crisis, especially the shadow of unemployment and hunger, which were the most urgent aspirations of the underprivileged. Therefore, "Scarlett spirit" was derived from the film. Scarlett not only became the most distinctive female image in the film history, but also became a spiritual symbol in a special era.From this example, it can be seen that sometimes there are certain limitations in interpreting films with feminist arguments, and only by combining the relevant historical background can we have an objective and fair understanding. Although Scarlett is not a feminist, she does have the characteristics recognized by radical feminists. This indomitable character has been recognized in the real society, while is only the tip of the iceberg -- feminism is intrinsically linked to cultural politics, "popular culture has been the object of many feminist analysis articles. As

Michelle Bartlett has pointed out, 'cultural politics are essential to feminism because they involve struggles over meaning.'[6]"

4.CHARACTER IMAGE ANALYSIS OF TYPICAL FILM AND TEVEVISION WORKS

4.1A Brief Introduction to the Individual Characters Selected

4.1.1Smart and Selfless

Princess Belle in Beauty and the Beast is a pioneer in breaking through traditional women, she is intelligent and independent, studious and enterprising. The beast lifts the curse because of Belle's kiss, the first Disney film that requires a princess to save the prince, and the swap of male and female characters demonstrates the power of female characters. Disney is no longer satisfied with the adaptation of fairy tales, and finding materials from reality is closer to reality and realizing business model innovation. Princess BulgarConti was portrayed as an Asian princess with a face, Caucasian figure, and was an idealized beauty of exoticism shaped according to the aesthetics of Western men. Although she fell in love with the British explorer, a happy life was not the final outcome of the two, and BulgarConti used sacrifice to prove the value of love. In the movie "Frozen", Disney created two princesses with three-dimensional personalities, sharp contrasts and unique characteristics in a movie. One is Princess Anna, who is lively and cheerful, optimistic and persistent, and attaches great importance to family and friends. The other is Princess Elsa, who is dignified, elegant and reserved, has the appearance of a king [7].

4.1.2 Resist and Powerless

Audrey Although Ann, played by Hepburn, is a representative of the typical traditional woman, driven by the power of freedom and love, she has also decided to escape the shackles of the royal etiquette, but under the pressure of family and national responsibility, her female heart has not fully awakened in the end, and Anna's female awakening road has finally ended in tragedy, so the awakening of female consciousness in "Roman Holiday" is only temporary, and this consciousness does not prompt the protagonist to completely betray tradition [8].

4.1.3 Be Brave and Strong

Masculine women, once they are no longer women in men's aesthetics, but return to the origin, that is, ordinary women in life, their female identity needs to be re-recognized by themselves, and they also need others to know, but people only see her bright side, but do not see

her pain, helplessness, belongs to some of the weaknesses and nature of ordinary women. Mulan in the first half of the film is weak and feminine, more is to reflect the side of ordinary women, with the experience of military camp life, she gradually masculine, strong and become unusual Mulan [9].

4.1.4 Independent and Greedy

The heroine Scarlett shown in front of the audience by the film and television work "Gone with the Wind" is not a perfect and kind person, who does not bow to the hard life and unfortunate fate in the face of the great transformation of life, and constantly fights against the difficult situation, brave and strong; At the same time, Scarlett is greedy, vain, and selfish, and she can take all kinds of despicable means to achieve her goals. Compared with the positioning of women in the area at that time, everything Scarlett did was beyond the scope of the "lady norms" stipulated by her, and she was not restrained by it, and fought against the society dominated and controlled by the male power. Scarlett has made women clear aware that as a woman, you should be strong, independent, self-respecting and self-loving [10].

4.1.5 Confident and Successful

The movie "The Queen Wearing Prada" also delicately portrays the emotional world and family life of strong women. Miranda, as the highest female leader in the company, puts men at her mercy. Women play a decisive role in world-renowned companies, which contradicts the traditional stereotype of being weak and can only stay at home, rather than having the right to decide in major companies. It makes people reflect on the fact that women can also be successful women in their careers, and even stronger than men [11].

4.2 The Film Contains Feminist Elements in Common

They are the most famous protagonists in film and television works who can represent the kind, brave and independent image of women.

From the first "Snow White and the Seven Dwarfs" in 1937 to "Ocean's Edge" in 2016, the princess image created by Disney animated films has undergone a huge transformation from weak tradition to independent reality, and the princess character has undergone a huge transformation, from flat to three-dimensional, from ideal to reality. The rise of feminism has gradually paled the theme of "kindness and beauty" can be favored, "independent and true" to fight for freedom can reflect self-worth, Disney's animation uses different narrative logic to reveal a deeper inner beauty, with a transformative thinking to portray a deeply rooted, branded with the mark of the times of the classic image [7]. They all change their fate through their own efforts,

and they are not attached to someone or right, only loyal to themselves, and perhaps the consciousness of resistance has not yet fully awakened. Princess Anna lives in the rules of traditional etiquette and morality, and even if there is resistance, it is doomed to success in this context. The film ends in a tragic form that echoes the theme. A glamorous identity does not give Anna happiness and satisfaction, and what she really pursues is stifled by ethics and morality, and the tragedy is strong. Through Anna's layered transformation, the film tells the audience that she dares to resist, reject male control, pursue her own happiness, and most importantly, the awakening of her inner feminist consciousness. The protagonist's ending may not be perfect, they may sacrifice themselves to complete the happiness of others, but it is this embodiment that brings feminism into full play. Mulan is indeed one of the most typical representatives of feminist films, she dressed as a man, joined the army for her father and triumphed, and the strength and suffering in it are not ordinary people can imagine. This breaks the public's perception of women, it turns out that women can still live like this, fearless to protect their relatives, the country, in the face of love, sober and rational, she knows that everything should be the country first, and cannot be enjoyed alone. Women can protect everything they love through their own power, including men, which shows that women's power has risen, and it is no longer the era when they were once at the mercy of men and were regarded as pawns. And these are all presented in film and television works. Scarlett in "Gone with the Wind" is very richly portrayed, after she lost the protection and love of her parents, her life became extremely hard, and after many tribulations, she finally became a southern beauty with contradictory personalities. Her personality is independent, strong, romantic, vain, cold, selfish and cheerful, and she can do whatever she wants. Although this is not a perfect female figure, it is enough to show that Scarlett is a flesh-and-blood female figure who has been devastated by war. Society is increasingly demanding of women, not only to have their own careers, but also to manage their families. Women in society bear no less social responsibility than men, and even, delicate they will pay more patience and tolerance than men. We should not stereotype the image of women in film and television works, portraying them as gentle, virtuous, and only ornamental and sensual characters, who can live with men and families, and cannot see or need to see the outside world. On the contrary, the male image is always so active, authoritative, rational and independent, and only they can build the whole society. This misconception should be given up completely.

For women, there is an irreconcilable contradiction between career and family as wives and mothers. If women want to gain social recognition, they must not only have the maternal characteristics of gentleness, thoughtfulness and sacrifice, but also have sufficient

patience and courage. And to succeed in the workplace, you have to have ambition and some selfish qualities. But "The Queen Who Wears Prada" does not demonize women who have successful careers, but through the fragile side of the gorgeous aura of successful women at home, Miranda, reflects the great contradictions and confrontations that modern society brings to women: on the one hand, society has to recognize the role of women in socio-economic development; On the other hand, there is a fear of women with great power, which causes mental and life pressure on them. But the Miranda image still shows a lot of inherent hidden inequality, not the ideal female image of feminism [11].

4.3 The Film Contains the Differences of Feminist Factors

There are many Disney movies based on fairy tales, such as Princess Belle in "Beauty and the Beast", which is a model of breaking through the traditional female image. Intelligent, kind, hard-working and independent, full of sunshine and vitality, the beast in the movie lifts the curse because of Belle's kiss, which is the first Disney movie that requires a princess to save the prince. These "new princess movies" are somewhat exaggerated and occult. Gradually, the selection of real events to adapt makes feminism more convincing in society. Since the beginning of the 21st century, women have more choices, and society no longer requires women to be dependent on men or families to achieve value. Feminism believes that women should abandon the stereotypes of women by men or society, and let women define their own identity. "Frog and Princess" released in 2009 and "Ocean's Edge" released in 2016 embody these concepts. Obviously, marriage and family are no longer the only choices for female protagonists in this period, and women's lives have become diverse. When there is no need to attach their value to marriage and men, women can turn around and look for their professional social attributes, treating marriage as the icing on the cake rather than a necessity [12]. Later films more and more only focus on the realization of personal value, rather than caring for others.

5. CONCLUSION

The stories and characters in many films are feminist and portray women who break the mold, who are bold and resolute, not as weak as before, and ready to be slaughtered. Women have independent thoughts, independent personalities. Since entering the 21st century, women have more choices, and society no longer requires women to rely on men to realize their value, which is a big step in development and leaps, and men are no longer the only source of women's happy lives. In the future, women are more likely to pursue the embodiment of their own value, pursue economic independence, and be respected by society. The spearhead of film and television works will not always be aimed at men. More female figures will be tapped by directors, who are not necessarily perfect, but have independent personalities and special charms. Women should live seriously, expand the circle of intersections, think rationally, not only pursue personal happiness, but also shine for the collective and society.

Through the analysis of the article, we find pleasantly that even though the society is not completely friendly to women, there are still more and more women who participate in the struggle to safeguard their rights. Since the first feminist movement, they have worked hard to change their subordinate status. In this article, we find the issues faced by women in society by selecting the main characters and analyzing their behaviours and images. In addition, by sorting through time line, we find that women are constantly trying to change the stereotype and gradually becomeing   self-reliant and independent.

Film is the image expression of real life, and the image also affects the society. After going through a series of women's rights movement, our surprise the female characters of the film and television play work gradually become more full, gradually become more independent and more personality from Roman holiday to Mulan, from purple to The Devil Wears Prada, characterization of film and television works of female characters from the pursuit of freedom of marriage to pursue freedom, from independence to self-improvement, The portrayal of women in movies has changed dramatically. In reality, women of all ages and races can stand up and fight for their social status and due rights. They are more independent and powerful, and more conscious about who they are and what they should have. The series of films we analyze is an incomplete representation of this arduous process, and the reviews document the history-making and self-improvement efforts of these great women.In the article we analysis of a series of films good reveals the generation of women from the pursuit of freedom of marriage to the pursuit of independence, equality between men and women, to say the women have been trying to change their subordinate social status, and more importantly, we will be the development of the feminist movement and the growing independent group of women to the society, Thus, women are encouraged to say no to inequality, fight for their own rights and find more possibilities.

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