

The Significance Construction of Film and Television Works on Feminist Values under New Media Background

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Abstract: Under the current digital age, the rapid development of new media has led to the emergence of new value concepts of feminism in film and television works, but relevant research is still insufficient. Although the image of women in new media environments is becoming increasingly diverse, and emerging platforms such as social media provide them with dissemination channels, the in-depth analysis of feminist values is still limited. Therefore, this paper aims to explore the meaning construction of feminist values in new media film and television works, focusing on the expression of feminist values in works and their impact on social culture. The paper adopts a literature review method and combines specific film and television work cases to analyze the meaning construction of feminist values in new media film and television works. The research results reveal how new media platforms use works to build feminist discourse power, and point out the gender stereotypes and cultural barriers that exist, revealing their impact on the shaping of female characters and feminist discourse power. New media film and television works play an important role in the meaning construction of feminist values.

Keywords: New media, feminism, film and television works, gender roles, socio-cultural influences

1. Introduction

With the popularization of the Internet and the rapid development of new media technology, the expression and dissemination of feminism in film and television works have ushered in unprecedented opportunities. Traditional film and television works are often limited to the male perspective, and female characters mostly appear in subordinate positions, reflecting the social stereotype of gender roles at that time. With the increasing development of new media, female images have been perfected and supplemented. However, according to the early and even recent film and television works at home and abroad, female roles and their images still cannot completely break out of the gender review framework accumulated over the years. American scholar Mulvey proposed the classic "male gaze" theory, emphasizing the female objectification dominated by the male perspective in traditional film and television works. This theory still has explanatory power in the era of new media[1].

In recent years, with the awakening of female consciousness and the rise of new media platforms, the expression of feminism in film and television works has gradually undergone significant changes. Banet - Weiser, an American scholar, pointed out that new media offers a decentralized platform, which enables women to express themselves in more diverse ways and break the limitation of the

single female role in traditional media[2]. Besides, French scholar Butler 's "gender performativity"[3], provides a theoretical basis for understanding the value of feminism in film and television works. She believes that gender is constructed by repeated performances, and this theory has been widely used in film and television works under new media. Has contributed to the redefinition of gender roles [4].

New media provides a platform for the diversification and complexity of female roles, making women no longer just subsidiary characters in stories, but able to appear in front of the audience with rich images and profound connotations . Research shows that new media platforms expand the transmission channels of feminism in a more flexible and interactive way, and emerging digital platforms give women more voice and expression opportunities, especially in film and television works.

2. The Concept Analysis of Feminism in the New Media Environment

2.1. Define Feminism and its Evolution in New Media

Feminism is generally defined as a social movement and ideological system that pursues gender equality and eliminates gender discrimination[5]. With the rise of new media, feminist expression has changed significantly, especially on social media, blogs and video platforms, where women are able to present themselves in diverse ways. Turkle pointed out that digital technology allows gender identity to be reconstructed in the virtual environment, enhancing the autonomy and diversity of individual expression[6]. In this context, feminism is no longer confined to traditional political movements; instead, it has become an expression of gender identity practiced in daily life. Women's use of social media platforms to share personal experiences has led to more accessible and resonant gender practices that highlight the uniqueness and rights of each individual.

2.2. The Influence of New Media on Feminism

The interactive and decentralized features of new media have profoundly influenced the development of feminism. In the context of neoliberalism, new media provide a new platform for women to challenge mainstream culture and enable women to participate in a wider range of public discourse. This platform allows women to express their individual views and promotes dialogue and collaboration between groups. Chouliaraki emphasized that new media provides an opportunity for cross-cultural feminist communication, enabling different gender ideologies to influence and integrate with each other globally. Social media enables women to directly express gender demands and interact with groups from different cultural backgrounds to form more diverse and inclusive gender discussions. To a certain extent, this has also promoted the attention and action on global gender equality issues [7].

3. Analysis of Female Roles in Film and Television Works

3.1. Types and Characteristics of Female Roles in Film and Television Works

Female roles in traditional film and television works are mostly subordinate to or attached to male roles, reflecting the deep-rooted gender division of labor in society [8]. However, with the development of new media, this phenomenon began to change. In 1990, Brown pointed out that female roles gradually changed from passive to active, occupying a more central position in the narrative [9]. In the new media environment, female roles take on more complex and diverse characteristics, breaking the stereotype of "virtuous mother" or "sex symbol", and instead showing independence, decision-making ability and self-actualization desire, and even not absolutely positive

roles. This change has enriched the expressive force of film and television works, and also reflects the change of social expectations for female roles.

3.2. Discussion on Complexity and Diversity of Roles

New media give film and television works more opportunities to show complex female characters, and the inner conflicts and multiple identities of female characters can be presented more comprehensively [10]. New media platforms enable women of different cultural backgrounds and social classes to be more represented. Dines studied the phenomenon of "post-feminism" in new media, arguing that new media presents more independent female images to break the inherent framework of traditional gender roles, and the complexity of roles reflects the audience's diverse demands for gender expression and the society's increasing emphasis on gender equality [11].

4. The Significance of New Media Platform to the Dissemination of Feminism in Film and Television Works

4.1. The Transformation of the Gaze Subject

In 1975, the "male gaze" theory proposed by Mulvey was gradually challenged in the new media environment[1]. On the new media platform, women are no longer a single "gaze" object, but can self-express and create content, forming a new narrative form of the "female gaze". New media platforms provide women with a complete chain of autonomy from creation to dissemination, changing the traditional male-centered gaze structure in film and television. This shift has increased the representation of women, provided viewers with a richer perspective, and enhanced their understanding and identification with women's stories.

4.2. A Change in Attitude towards the Casting and Ending of Female Characters

The characters and endings of female characters in new media films and television works reflect, to a large extent, the change in society's attitude toward women's rights [12]. These works no longer focus solely on traditional themes such as love or family, but increasingly show women's independence in career, social issues and so on. Butler pointed out that female characters in new media works use career success and personal growth to realize their self-worth, and can also show more resistance in the face of social injustice. Such characterization helps the audience re-examine the multiple identities and powers of women in society [4].

4.3. The Promotion of Women's Voice

The rapid development of new media has significantly enhanced women's public voice, enabling them to participate in discussions and express their views on a wider range of social platforms. The emergence of social media allows women to directly respond to gender issues in films and television productions and make critical interpretations. New media also provide a relatively safe discussion space for women, enabling them to share their own experiences and tell their own stories in combination with the characters in film and television works. This sharing not only helps them to vent their emotions, but also provides support and inspiration for other women, forming a network of mutual help. Such interaction promoted the spread of feminism in the new media environment, making it more flexible and diverse, and at the same time strengthened the gender equality consciousness of the media, and promoted the formation of a broader social consensus and action by being more cautious about gender in news reports[13].

5. Conclusion

New media platforms have played a key role in the spread of feminism in film and television works. This paper discusses the meaning construction of feminist values in film and television works under the environment of new media, and analyzes the influence of new media on female role expression and gender discourse. Research shows that the rapid development of new media provides a new platform for the diversity and complexity of female roles, which not only reflects the promotion of women's status in social culture, but also promotes the spread of feminist ideas. Through the case analysis of certain film and television works, this paper successfully reveals how new media can break traditional gender stereotypes and create more abundant and three-dimensional female images. In this process, women are no longer simply passive, but can actively participate in the narrative, self-expression of the subject. This shift has helped to change the audience's perception of women's roles and promote further attention and discussion of gender equality issues in society.

Although this paper discusses the relationship between new media and feminism to a certain extent, it also finds some shortcomings in the research process. First of all, empirical research is relatively scarce, mainly relying on literature review and case analysis, failing to verify conclusions through large-scale investigations or experiments. In addition, the existing literature is also limited, especially in the study of feminist expression in new media film and television works under different cultural backgrounds, as well as some niche works under related categories, more cross-cultural comparative studies are urgently needed. This affects our overall understanding of the expression of feminism in the new media environment, as well as our in-depth assessment of its potential impact. Future research should strengthen empirical research and systematically analyze the influence of feminist discourse on new media platforms by using quantitative and qualitative methods. For example, by investigating female audience's viewing experience and value identification of new media film and television works, the influence of different types of film and television works on audience's gender concept is evaluated. At the same time, comparative studies in different cultural and regional contexts should also be considered to explore the differences in the performance of female roles in new media environments in different countries and their socio-cultural roots, which will provide a richer perspective on gender equality issues on a global scale. In addition, conducting in - depth research on the impact of new media platform characteristics (such as social media, video - sharing platforms, etc.) on feminist communication, increasing the number of specific cases, and making scientific statistical inductions will help to better understand the changes in women's expression modes and discourse rights in different media.

New media film and television works play an important role in the meaning construction of feminist values, and promote the diversity and complexity of female roles. However, there are still gaps and deficiencies in relevant studies. It is hoped that the future research can further broaden the horizon, deepen the discussion on this important issue, and provide more theoretical support and practical guidance for the development of feminism.

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