

Research on the Development Trend of the Entertainment Industry from the Perspective of Feminism

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Abstract: The development of the economy has led to the continuous progress and development of the entertainment industry. Nowadays, a variety of entertainment productions occupies an important place in people's lives. Today, with the increasing status of women, the development of the entertainment industry also regards women's preferences and rights as an important one. This paper examines the development trend of the entertainment industry from a feminist perspective. This article believes that with the continuous growth of female consumer groups, the development of the entertainment industry is bound to consider the preferences of female consumers, to produce products that are more in line with women's preferences. This paper finds that this change is inseparable from the mediating role of mass media. At the same time, the development of the entertainment industry and the improvement of women's status are also complementary and jointly promoted. This also shows the importance of women's development and the important role of women in social development.

Keywords: entertainment industry, feminist perspective, women's status

1. Introduction

In China's long feudal society, the concept of "women" was not well-defined. They were not considered independent individuals and had to be subordinate to and dependent on men. However, with the introduction of Western civilization, China's rigid feudal ideology has had to open up, and the term "women" has taken on new meanings. Women have received education in the modern era, their social status has improved, and various women's movements have flourished. The Fourth World Conference on Women held in Beijing in 1995 put forward the slogan "Women's rights are human rights", which greatly promoted gender equality and women's development in China [1].

As China's ideology continues to evolve, traditional culture is being infiltrated and dominated by high-tech, bringing about tremendous changes in the development of culture itself. The cultural and entertainment industry has played an increasingly important role in promoting the economy, especially in satisfying people's spiritual pursuits. This industry includes a wide range of sectors, such as culture and entertainment, which add a lot of fun to people's lives.

In this society, where consumption guides production, consumers have become the core of the market. Women, as a major consumer group in China's cultural and entertainment industry, have a significant influence and guiding role in the market. Their cultural identity has shifted from being on

the edge to the center, from passive to active, and from negative to positive. This shift has a strong guiding significance for the design and production of products in the cultural and entertainment industry market [2]. Despite this, there is still a gap in current research on the development of China's cultural and entertainment industry from a feminist perspective. Therefore, this paper aims to explore the development trends of China's cultural and entertainment industry from a feminist perspective and to study the future development trends based on the past development overview of the cultural and entertainment industry.

2. Development of Women's Status and Feminist Movement in China

There are four parts of women's status in human history, which is peak, contraction, trough, and expansion. At the same time, as women's status declined significantly in the patriarchal society, feminist movements gradually occurred in China. This part will talk about how the feminist movement occurred with the change of women's status in China.

In the matriarchy society of 1.5 to 2 million years ago, women played an important role and had significant power in the family, which means women's status was at the peak of human society. The shadow of Chinese matriarchy society is well expressed in the legend of Nu Wa, which is a goddess with great power to create all the males and females. However, the patriarchy triumphed over differences in physical stature and vitality [3]. Women's status was at the stage of contraction in the Tang dynasty, and Analects for women was used to educate women, which asked women to live in submission to their father, father-in-law, and sons. However, women in this period still had opportunities for higher education [3]. Because of the opportunities for women, in this period, some early feminist movements occurred in Queen Wuzetian's policies, like promoting the equality of duration of mourning gender. women's status was in the stage of trough in the Qing era. They have to bind their feet and have few opportunities to have an education. But some women in power like Empress Dowager Cixi still promoted gender equality in her policies.

In the early twentieth century, the idea of demographics and freedom spread out of the countries. Some feminist activists published newspapers like Natural Justice [4]. Also, feminist thinkers like Tang fought for women's rights in politics and settled up the "Republic of China Women's Political Participation League" in Nanjing in the Republic of China founded in 1911 [4]. They destroyed the senate, had speeches, and other activities to threaten the authorities. They also founded a lot of female schools to promote gender education equality. Also, a lot of female writers wrote novels to explore the ways of gender equality and women's liberalization. However, they still had low status in work and were paid lower salaries. For instance, in the early 20th century, male workers in China's coastal cities were mostly paid 70 to 80 cents a day, while female workers were paid only 40 to 50 cents [5].

After the founding of the people's Republic of China, women's status was higher. Feminist organizations like The Women's Federation were officially recognized. And more and more women participated in Labour. The praise of women like "Iron Lady" was largely promoted in society. However, women still had to do a lot of chores in the home and had relatively low status because they lacked economic power.

In 1976, China started a period of reform. Factories and companies were willing to recruit females as Labour, which gave rise to more power for women. Women gradually had more ability to shop as their economic status was promoted. Their status was at the stage of expansion. Also, more and more feminist parties and foundations formed in China. The feminist movement in China is developing in a flourishing manner.

3. The Development Trend of Cultural Industry

With the continuous development of the economy, China's entertainment industry has also made great changes, and the main characteristics can be summarized as follows.

3.1. Rapid Development and Wide Dissemination of Cultural Industries

From horse racing to movies and concerts, entertainment is constantly evolving and becoming increasingly popular among people in different corners of the world. In modern society, it has become a tool for people to enjoy life and balance the pressure of work and study. Take the modern entertainment industry as an example, video platforms such as Netflix Youtube, and TikTok have dramatically increased its users, it's convenience with the huge amount of creations and movies has made it become part of takes over most entertainment users. Social media on the other hand has been used for social and sharing people's ideas and creations, as another big part of modern entertainment. At the same time, the increasing number of users of these related apps also shows the rapid development and wide coverage of the entertainment industry.

3.2. Feminization Trends in the Entertainment Industry

Due to the spread of the concept of gender quality, society is paying more and more attention to the female group, and because of this situation, all platforms and almost all entertainment have begun to push content related to feminism and women, and at the same time, companies and individuals have used this as an opportunity to produce and sell related products. Under the national humanism in China that has been created by the traditional culture and the concepts that this country has been building since its beginning under the new age and development of its modern culture and the concepts of gender equality, women are respected in the mainstream market [6].

On the other hand, because the highly educated group has started to dramatically increase, the percentage of females taking up high or average-salary careers, which could also lead the consumption ability of females to largely increase and even start to lead the consumption levels [7]. Other groups of female which takes up a much smaller percentage like housewife and students could also be capable of consumption. Another reason to be more specific is that most women have been focused on their appearance and that could be the reason why women with all levels of salary still have the relatively high consumption ability.

Therefore, based on the continuous improvement of women's status and the growth of female consumer groups, the entertainment industry has developed a trend towards women's preferences.

4. The Future Development Trends of the Cultural and Entertainment Industry from a Feminist Perspective

Since China's reform and opening up, its economy has been rapidly improving and developing. As a result, the status of women has also improved, and they are no longer limited to traditional patriarchal family roles. Women are gradually stepping out of the family and into society. This change in societal roles has also altered the social environment in which women live, exposing them to the entire market environment. While women's material consumption has been gradually satisfied, their spiritual consumption needs have also increased [8]. According to the development of magazines and periodicals in the early mainland and the variety of shows that emerged in the mainland at the end of the twentieth century, the development of these entertainment industries is inseparable from the changes in the status of women in society.

4.1. The Common Development of Mass Media and Women's Rights

The co-development of the mass media and women's rights demonstrates the importance of bilateral interaction and mutual encouragement. Take women's entertainment magazines as an example, in the late 1900s, domestic women's magazines were not well developed in China, and foreign publications like ELLE had a great influence. However, these magazines, which mostly feature foreign aesthetics, do not help most Chinese women much and do not effectively promote consumerism. Although a foreign brand, Ruili Magazine can meet the specific needs of Chinese women and has had a significant impact, providing guidance for beauty and lifestyle choices [8]. These magazines have had a significant impact on Chinese women, encouraging them to focus on their needs and broaden their horizons. As a result, they've become increasingly interested in cultural and entertainment activities. Thanks to these publications, the female consumer group has grown and become more engaged, with many investing more in clothing and seeking out paid educational opportunities so that their minds can be improved by reading newspapers and periodicals. Magazines, newspapers, and women's groups interacted with each other at the time, creating a virtuous circle. Magazines and other publications pay more attention to the role of women's groups in society, and look at things more from a female perspective. Women, on the other hand, are influenced by magazines and are more active.

4.2. Changing Trends in Entertainment Show an Increased Status of Women

The development of television entertainment shows the advancement of women and the importance of the female community. By the end of 1998, China's television population coverage was 89.01%, and the total number of TV viewers reached 1.1 billion [9]. China's large-scale infrastructure construction has led to the vigorous development of the cultural and entertainment industry, which has spawned various television programs. Unlike in the past, cultural content was disseminated by a small number of people, the entertainment industry is now increasingly focused on meeting the needs and expectations of its audience. Consequently, China's social communication has shifted from cultural production to cultural consumption. In 1995, China Central Television surveyed women across the country and found that they spent an average of 2.6 hours a day watching television. In response, China Central Television launched its first women's column in 1996, called "Half the Sky," while Changsha Television launched a women's channel in 1999. These initiatives show that improving women's status has led to greater importance being placed on the spiritual needs of the female community, thus promoting the development of feminist cultural and entertainment industries. However, these programs still contain stereotypes and biases toward women. The male-dominated host group perpetuates male perspectives, limiting the program's content.

With the development of the times, the continuous and widespread dissemination of feminist ideas has played a significant role in promoting the perspective of program activities. The subject consciousness of domestic female groups has awakened social development, and some emotional variety shows that focus on women's lives and pay attention to women's hearts have gained the love of many female audiences [10]. The internet has facilitated the rise of online variety shows, which now hold a significant share of the market. These shows delve into various social issues that concern women, such as single living, marriage, and parenting. They appeal to female viewers and provide a female perspective on different events, which can stimulate the thought process of male audiences.

From a social perspective, the increased focus on feminism in these programs has helped to advance the notion of equal rights. With the current trend of these programs and the ongoing promotion of feminism in society, equal rights will likely continue to expand and become more prevalent in the entertainment industry. It's undeniable that TV programs are paying more attention to women's emotional needs, and this trend shows no signs of slowing down.

5. Conclusions

With the development of advanced theories and the evolution of Chinese history, Chinese women's status is improving. The feminist movement was fighting against traditional gender norms and patriarchal society. After the reform policies of China in 1976, women had more economic power and higher status in society. At the same time, the feminist movement and theories have been haunting in modern women's hearts in China. In response to this, the Chinese culture industry gradually became concerned with women, which are their potential target consumers, and there are more economically independent women figures in the cultural industry. Since the industry is controlled by men's perspective, those independent women still have to wear deep makeup and are influenced by the man gaze. If the development of the cultural and entertainment industry is analyzed from the feminist perspective, it is more positive. As the feminist idea is disseminated, more and more shows that focus on women's lives take place. Those shows at the same time also stimulated more female audiences and spread feminist thinking more widely. The cultural and entertainment industry will spread their products to favor female audiences and the gender equity movement in the Future.

In conclusion, with the development of women's status and the feminist movement in China, the cultural and entertainment industry has the trend of favoring female audiences and adding more positive female females. Also, the industry is promoting the gender equality movement and stimulating more women to be independent.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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