

# Female Image and Gender Discourse in Drama, Film and Television Literature

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**Abstract:** This paper aims to explore the multiple representation of female images in drama, film and television literature and the construction of gender discourse behind it. Through analyzing the shaping of female roles in different historical periods and cultural backgrounds, this paper reveals how they reflect the changes and conflicts of social gender concepts. The article emphasizes that the female image is not only the product of artistic creation, but also the mirror image of social gender power relations, which is of great significance to promote gender equality.

**Keywords:** Female image; Gender discourse; Drama; Film and television literature; Social gender concept; Gender power relations; Gender equality.

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## Introduction

In the long river of history, the image of women and their positioning in social culture have undergone profound changes, which not only reflect the changes of the times, but also profoundly reflect the evolution and reshaping of gender concepts. This article aims to explore the historical changes of female images in drama, film and television literature, and their complex interactive relationship with gender discourse, revealing the social and cultural background and significance behind them.

### 1. The historical change of female image

#### 1.1 The image of women in the traditional framework

In the traditional drama, film and television literature, the female image is often limited to the family field, playing the virtuous wife and mother, the beauty and other stereotypical roles. These images not only solidified the social status of women, but also reflected the conservative and prejudice of social gender concepts at that time. However, with the progress of The Times, the female image began to gradually step out of the traditional framework, showing a more diverse and complex face.

#### 1.2 The rise of modern female image

Entering modern times, the female image in drama, film and television literature has undergone remarkable changes. They are no longer mere appendages of men, but individuals with independent thoughts, professional pursuits and social status. From workplace elites to rebellious girls, from tenacious mothers to brave soldiers, the diversity of modern female images reflects the openness and tolerance of social gender concepts.

#### 1.3 Images of women from a cross-cultural perspective

Under the background of globalization, cross-cultural communication promotes the communication and integration of female images between different cultures. Female images in different countries and regions learn from and influence each other in drama, film and television literature, forming a more colorful female image spectrum. These images not only show the unique charm of different cultures, but also promote the exchange and dialogue of global gender concepts.

## 2. The construction and interpretation of gender discourse

### 2.1 Definition and function of gender discourse

Gender discourse refers to the language expression and symbol system about gender identity, role and power relationship in the social and cultural context. It is not only the external expression of gender concept, but also the internal support of gender power relations. In drama, film and television literature, gender discourse constructs and conveys specific gender concepts through the shaping of female images and plot Settings.

### 2.2 Diversity of gender discourse

Gender discourse in drama, film and television literature is not a single fixed, but with the changes of The Times, cultural evolution and

individual differences show diversity. Different creators, different works and different audiences may have different understandings and interpretations of gender discourse. This diversity provides a broad space and rich material for the discussion of gender discourse<sup>[1]</sup>.

### **2.3 Criticism and reflection of gender discourse**

When discussing gender discourse in drama, film and television literature, we need to maintain a critical vision and a reflective attitude. We should recognize the power relationship and ideological color behind gender discourse; We should also actively advocate gender equality and justice, and promote the progress and development of social gender concepts.

## **3. The interactive relationship between female image and gender discourse**

### **3.1 The reflection of female images on gender discourse**

As an important element in drama, film and television literature, the female image can directly reflect the gender discourse of the society at that time. By analyzing the changes and characteristics of female images, we can glimpse the evolution track and internal logic of social gender concepts.

### **3.2 Shaping of female image by gender discourse**

Gender discourse is also constantly shaping and influencing the shaping of female image. In the process of creation, the creator will be affected and restricted by the social gender concept, so as to present the specific female image in the work. These images are not only a reflection of reality, but also a reproduction and reinforcement of gender discourse<sup>[2]</sup>.

### **3.3 Challenges and opportunities in interactive relationships**

In the interaction between female image and gender discourse, we are faced with both challenges and opportunities. The challenge lies in how to break the shackles and prejudices of traditional gender concepts and create a more real, three-dimensional and diversified female image; The opportunity lies in promoting the progress and development of social gender concepts through the power of artistic creation, and promoting the realization of gender equality and gender justice.

## **4. The social significance of female image and gender discourse**

### **4.1 Promote gender awareness**

The female image and gender discourse in drama, film and television literature have important social significance. They can stimulate people's attention and thinking about gender issues, and promote the awakening and promotion of gender consciousness. Through the influence and inspiration of art works, people can more deeply realize the importance of gender equality and strive for it<sup>[3]</sup>.

### **4.2 Promote the progress of social gender concepts**

The discussion of female image and gender discourse can also promote the progress and development of social gender concept. By revealing the disadvantages and limitations of traditional gender concepts and advocating new gender concepts and values, we can provide strong ideological support and spiritual motivation for building more equal, harmonious and inclusive gender relations<sup>[4]</sup>.

### **4.3 Enrich the content and form of cultural and artistic creation**

Last but not least, the exploration of female image and gender discourse has injected a steady stream of inspiration into cultural and artistic creation. This exploration is not only limited to the subversion and reshaping of existing gender roles, but also reflected in the attention and presentation of marginalized women's experiences. By elaborating the psychological depth of female characters, their life struggles, and the contradictions between gender norms and expectations, the artist is able to show the multi-dimensional existence of women in his works, such as the complex emotional world, the pain and joy of individual choice, and the awakening of self-cognition. At the same time, it constantly expands the narrative boundary, adopts nonlinear narration, multi-perspective switching and other techniques to increase the sense of layer and depth of the story, so that the audience can feel strong emotional resonance and aesthetic impact when appreciating the vivid female images. This expansion of depth and breadth undoubtedly broadens the boundaries of artistic creation, so that the works can not only convey profound social implications, but also attract and touch the hearts of the audience with novel art forms, and realize the dual success of art and business.

## **5. Case study: The concrete presentation of female image and gender discourse**

### **5.1 Feminist awakening in film and television works**

Represented by popular film and television works such as "All is good" and "Just Thirty", they deeply depict the independent and independent female image in modern cities, such as Su Mingyu in "All is good", she breaks through the traditional family bondage, and emerges in the business world with wisdom and perseverance, showing the tenacity and unyielding of women in the workplace competition. Through the perspectives of the three main characters, Jiang Dalin, Gu Jia and Wang Manni, it depicts the coping and growth of urban women in the face of life pressure, emotional difficulties and professional challenges, highlighting the courage of modern women to pursue self-value reali-

zation. These works not only present the dilemma and breakthrough of women in the family, workplace and social roles, but also inspire the audience to reflect on the expectations of gender roles, convey the pursuit of equality and freedom in the feminist trend of thought, and reflect the deepening of social understanding of gender roles and the increasing awakening of female consciousness<sup>[5]</sup>.

## 5.2 Gender dialogue on the stage of drama

On the stage of drama, the discussion of female image and gender discourse is also rich and diverse. Brooklyn Rose in *A Streetcar Named Desire*, with her tough personality and independent pursuit of love, shows the persistence of female self-value; With complex and contradictory female images, *Lady Macbeth* reveals the delicate balance between power desire and moral ethics, as well as challenges to traditional gender roles. Another example is the four March sisters in *Little Women*, whose growth and choices in the context of the Civil War reflect women's multiple considerations of friendship, love and family responsibility. Nora in "*Doll's House*", with her awakening and resistance, questions the rules of the patriarchal society, and triggers a deep discussion on women's self-recognition and liberation. Through the artistic stage narration, these works vividly reveal how women find themselves in the history and social changes, as well as the continuous pursuit of gender equality.

## 5.3 Comparison of female images from a cross-cultural perspective

The comparative study from the cross-cultural perspective provides a unique insight into the analysis of female image. Hollywood super-heroines, for example, often show strength, intelligence and tenacity, reflecting the high recognition of women's ability and independence in Western culture. On the other hand, the image of "cute girl" in Japanese animation tends to depict the soft and pure side of women, emphasizing the inherent goodness and pure feeling, reflecting the Oriental culture's admiration for women's gentleness. This cross-cultural comparison reveals the subtle differences of gender roles in different cultural contexts, and also highlights the multiple interpretations of gender construction. It also prompts us to think about how to promote the universal value of gender equality while preserving cultural identity in the context of globalization.

## 6. Conclusion

The female image and gender discourse in drama, film and television literature is a complex and profound topic. They not only reflect the evolution track and internal logic of social gender concepts, but also provide us with a unique perspective and valuable resources to examine and reflect on gender issues. In the future art creation and social development, we should continue to pay attention to and discuss this topic, actively promote the realization of gender equality and gender justice, and contribute our wisdom and strength to build a more beautiful, harmonious and inclusive social gender relations.

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