Moral Commendation of Feminism in the 21st Century Variety Show: A Case Study of Chinese Popular Female Gender Highlighted Variety Show

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Abstract. There is a series of questions interrelated with modern feminism issues which include how women are awarded moral prizes in contemporary variety shows, the forms of moral prizes, how traditional women's moral prizes are baptized by contemporary moral principles as a kind of moral shackling, and how moral changes indirectly affect the moral prizes for men. The answers to these questions will be discussed in this study. The study makes a preliminary analysis of the aesthetic planning, dance lyrics, dress, and makeup of the variety show "Sister who breaks the waves". By doing that it can be found out how capital gives moral commendation to women by arranging directors and choreographers. Through in-depth interviews with women, people can understand their life journey, and learn about how women grow up. All these lead to accomplishing more than a superficial moral reward for them.

Keywords: Modern feminism, moral principles, moral prizes, Variety Show.

1. Introduction

Women are rewarded in the moral system in these ways. First, the director and scriptwriter fully interspersed the female narrative into the whole stage's beauty and expression, so that the unconscious atmosphere led the audience to support women emotionally and affirm women. Then, the slogan and lyrics in the subtitles made the audience think about feminism and then improved their affirmation and support for women, and finally, the interviews with women behind the scenes. Excavating the growth process of my sisters and studying their art of conversation, all of which make the audience deeply empathize with the growth storm of middle-aged women in thinking and emotions, and then respect and like women more in life, and will not judge and criticize women, so as to complete the moral praise for women.

First of all, people will analyze the role shaping of women from the perspective of dance beauty. For example, the color of the lighting, the background style used, the style of makeup, the style of dressing up, and so on. In today's narrative about lipstick, the idea that it is transformative - the ultimate power accessory to wear to meetings, a bold embellishment that attracts attention, emphasizes authority and boosts confidence is a foil to insecurity. This expression of "power femininity" suggests that female identity can be powerful, and by expressing personal desires, wearing lipstick becomes an assertion of self-determination and agency. Strong femininity manifests itself in the two main forms of lipstick wearers - heroism or mastery of their sexuality [1].

Secondly, people can analyze their intention to convey to the audience from their speech and manners, lyrics, and so on. Thirdly, we can dig into the hearts of our sisters from in-depth behind-the-scenes interviews, and then understand their debut experiences to understand their past. Through these, it fully shows the hardships of a woman's struggle and their strong, brave, independent, and beautiful. In addition, we can analyze the creation of the male character Master Danshui in the program, because it shows that women are no longer attached to men, and have their independent image, while men serve as a foil.

Feminism on Lanjie's stage is not only an artistic performance, but also a political activity composed of directors, actors, and invited interactive audiences [2]. This is not uncommon in feminist activities. They are consciously transmitting social equality. Through voting, self-catharsis, emotional investment, and following, they can release the emotions of the grassroots and achieve the goal of

stabilizing society. This is also the agreed feminist moral reward, which is for social progress and in essence the product of social justice. Once a society becomes more equitable, its efficiency will be multiplied and its social happiness will be higher.

2. One glimpse of the visual-beauty evaluation

First of all, most of the dance beauty is carefully designed, with a sense of sophistication and stability. The choice of its color is deep red, giving people a sense of atmospheric stability, red is naturally the color of enthusiasm and dominance [3]. and traditional women are trained to be gentle as water is different. Deep red is different from red, more highlights a low-key, subtle, and stable warmness, a sense of age, and a sense of proportion, as if it is more powerful people can use the color. Other dark colors are also very visible, such as purple, which in traditional colors represents the color of emperor and nobility, and is also a common color in Lang Jie.

In their behind-the-scenes interviews, it suggests that diva Zhang expressed that she did not want to just be a childish sour, and sweet girl, but wanted to be a more independent and mature cool girl with her style [4]. It also suggests that certain actresses expressed that they did not want to be trapped by the male audience's evaluation and criticism of the body [4].

Most variety shows show moral praise for women, and there are many works by female masters such as The Legend of Miyue, Empresses in the Palace, The Story of Yanxi Palace, and so on. This directly shows that the consumer power of women cannot be underestimated, or the consumer market related to female elements is very large [5]. Men are becoming less and less influential as capital, while women, as leaders, are not only acting but gradually infiltrating into life.

The rule of Chinese traditional patriarchy for women is that a woman without talent is a virtue [6]. The implication is that women should keep a low profile. But the stage style of the sister who is riding the waves is strong, and it is high-profile and luxurious, are a kind of age shackles that are often disciplined in women. However, compared with other normal female shows that focus on young females, the sister who rides the waves is more hot and its publicity is wider. This also shows the strong desire of women not to be bound by age, the recognition of the spiritual height of women, rather than the fresh beauty of the body, and the recognition of the value of women's non-reproductive non-sexual playthings.

Female stars and female idols are the most popular when they are young because they have a sense of innocence, and are young, teenage, and virgins [7]. Among professional women, women who have no partner for a long time are the most money, the two have something in common, that is, women should disappear from society once they enter the family [8, 9]. They are supposed to stay out of the public eye and do some public jobs, but stay at home to take care of the children and take care of the husband's affairs in Sisters, they break this rule, and let women shine in their thirties to fifties, which breaks the stereotype of women [10].

3. Other aspects of the show

There is certain report suggests that Huang Xiaoming was ridiculed as the guardian of his sister, and his experience of participating in the show was ridiculed as the adventures of Xiaoming. As a male character in this female variety show, his image is a very selfless and dedicated guardian image, which also breaks the stereotype of men in the audience, and must be a leader or a strong image [11]. In the show, there are even male dance teachers crying in front of big sisters like Jing Ning. The image of Tranquility is very strong and shrewd, which is in contrast to the image of the male dance teacher, and jointly breaks the male and female stereotypes, forming a male and female perspective in the program.

Sisters show through clothing and other ways show the sisters' attitude and fighting spirit, their different life experiences and different attitudes to life each other, but the common reflection of a brave and forward spirit. This spirit is very different from the reserved and anonymous image of so-

called middle-aged women. In the traditional image of middle-aged women, women are recognized as not beautiful enough and need to be low-key, behind the men to become the assistant men. In this case, they are easy to produce strong depression because of the excessive repression of the environment. Lang Sister's energetic, youthful recovery of the warm dance and bright songs, undoubtedly broke the traditional middle-aged women's sad image, so that they can be recognized in society again, can qualify to become dazzling, to voice, to perform, to participate in interaction [12].

Sister's theme song Priceless Sister was sung by Li Yuchun. Its theme song is tailored for Li Yuchun, including the content of opposing white thin and young, supporting the neutral sexual style and unique female image, that women should be economically independent, have sexual freedom and sexual autonomy, do not please men, and so on. Her image as the core character of Lang's sister appeared on the screen, there is a strong background of times. Many other sisters may only have their ideas in some details such as makeup and dressing, but the overall image does not violate the traditional perspective of women, but Li Yuchun's image has been completely divorced from the male gaze, she does not serve the male aesthetic, she focuses on the career rather than love or marriage and children, for many years, zero gossip, career is known as the stage queen. This is a very powerful feminist image of Li Yuchun. This shows the vanguard attitude of Lang Jie, they choose the most avant-garde attitude to lead the trend.

4. Moral scrutiny

Modern women have a moral advantage. Because morality is essentially win-win cooperation, there is the consideration for minority groups [13]. Women are classified as a minority group opposite to men, so they are a group with moral united front values. Their participation will make the morale higher. This article discusses that women are praised morally in contemporary variety shows. Women are praised morally because they are vulnerable groups, which results in social fairness and social stability [14].

The moral reward of women is accompanied by the moral judgment of men. There is a challenge to the traditional male role, for example, the traditional male is responsible and stable, here the new male is relaxed humor glib. Or for example, traditional men are unreasonable and hard-faced, and men here are capable of empathy. Behind this is a reward for femininity, that is, the emergence of traditional femininity in men, and he will also be sought after and loved by the public.

The moral reward for women is that they are free to be themselves, free from the moral judgment of the public. Whether it's a single woman or a married woman, the public accepts it. It's not just that you only need professional women or you only need strong women. The dozens of women in the show, with different styles, from short hair to long hair, single to married, queen to sweet, were all given moral awards. The moral commendation of feminism is not only aimed at the so-called new women but also pays a lot of attention to the older sisters in the traditional style, such as Wang Xinling's sweet sister type [15]. Women can be themselves is not a slogan, but a real realization in the show.

This show promotes the female consumption economy because the votes, attention, discussion, and imitation of dress it brings are strong moral rewards. Formed a different atmosphere of the whole era. The promotion of a female consumption economy affirms women materially, not only spiritually.

In terms of communication, variety shows have made great progress in the moral commendation of women. Compared with the feminist movement and policies and regulations, the feminist movement is too radical and rebellious, and policies and regulations are too serious, while variety shows have dispelled the seriousness and can be watched by most people of all ages. It is interesting to watch and retain repeatedly. This kind of publicity effect is very good, but also really promotes the economy, for a variety of endorsement advertising and women's products to find a publicity mouth. This is a very real benefit. The variety show is a very in-depth and comprehensive display of all aspects of women, from image to thought to expression, from individual to family, etc., and this

degree of authenticity and empathy will exceed the formulation of general laws and regulations. This is a bottom-up perspective, not a top-down promulgation.

The moral reward of women is mainly through these ways. By praising their appearance, dress, and temperament, express the affirmation of the temperament of the big woman, and. Celebrate all types of femininity. Show interest and follow their words and behaviors, such as the explosion of Internet memes, every point that women want to tease and share is paid attention to by the audience and gets feedback. The affirmation of women's fighting spirit, when hearing about their glorious or uneven past, has a deep resonance, to get encouragement and inspiration for their own life, which is the way to reward women's morality. The moral reward for women involves showing them the way they shine. It also shows their vulnerable and injured side, so that people can see the side of more diverse women and understand the various experiences of their lives.

The weak status of women is mainly reflected in the discrimination against their age, as well as the judgment of their appearance, dress, and figure, and the obstruction of their career. It is precisely because women have various weak positions that they need more support to achieve balance when they cooperate with men and participate in the collective activities of the whole human race. Cooperation is a kind of moral behavior, and morality has its concept of equality, that is, to give more opportunities and help different minority groups to achieve the purpose of evolutionary balance.

The purpose of women's moral commendation is to obtain the understanding of men or other women, to achieve harmonious coexistence in marriage, and to resolve some contradictions between men and women, for example, Yi and Qin. In the long run, it will help maintain the stability of the whole society. Because women are the voices of minorities, they are comforted, and there is support for those minorities.

The traditional moral commendation of women is also reflected in the spirit of sacrifice and dedication of women. Modern society puts more emphasis on women's exquisite self-interest. Every girl in Lang Sister gives people a feeling of being on top of themselves, wearing a very exquisite dress.

What used to be a moral reward for women was a moral shackle. These things treat women as male possessions and then reinforce the purity and possessiveness of the possessions. But nowadays, the moral commendation for women is more inclined to the affirmation of women's ability, character quality, and freedom.

The traditional moral commendation of women, fertility, etc., is more a kind of expropriation of women's bodies, and the moral shackles that require women to sacrifice, which are very harmful to women. But modern moral rewards for women are more spiritual. It's light, it makes women happy. For example, singing skills, lyric ability, composition ability, investment in dance practice, and so on. For example, as far as Miss Huang is concerned, the previous person in the audience's eyes was a wife who married into a wealthy family, only responsible for fertility and beauty, but after this participating in the program, she only slept 10 hours in four days, writing songs "My Happiness" and so on. This is the process of gradually breaking down stereotypes.

5. Conclusion

In general, morality, as an advantage for women, has been identified as a paradigm in which social-emotional values can be redistributed. To complete the maintenance of social justice, the capital has carried out moral display, moral maintenance, and moral commendation for women from shallow to deep through variety shows and major female dramas. By analyzing the life course of several older sisters of different ages and styles, this paper presents the current moral code and moral tendency, and indirectly sets off women through the analysis of the image of men, to complete the moral maintenance of women.

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