

Research on the Female Image in the Indian Film Secret Superstar

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Abstract: With the rapid development of society, the trend of the development of the film industry has been promoted, especially in recent years, the development of Indian films is very rapid, among which, Secret Superstar has been praised by the whole country since its release in 2018. The film focuses on the story of a girl who has a dream of becoming a superstar since childhood and pursues her music dream with the support of her mother. In the film Secret Superstar, we can see the elements of traditional Indian culture. The female image in the story shows her courage, firmness, optimism and perseverance, and fully expresses the consciousness of Indian society's feminist consciousness. Based on this, this article mainly discusses the female image in the Indian film "Secret Superstar", and then analyzes the reasons for the film's success from the aspects of theme setting, detail description and marketing strategy, hoping to provide reference for the development of Chinese youth inspirational film.

Keywords: Indian Film; Secret Superstar; Female Image; Elements of Success; The Theme

Introduction

Amir Khan is one of the most influential stars in India, and Secret Superstar is his inspirational film released in 2018 after Dangal. This movie overall with the traditional elements of the Indian film, not only fully the application of the Indian songs on the narration of the story, also presented the task for the audience's inner monologue, applying the life of ordinary people in the film scene, which reflects the status of women in India in the society at that time is not high, has a certain guiding role in values. The film is mainly about a girl has a talent for singing, she is very love music since I was a child, but her father objected to her dream, she can only in the Internet social platform will be masked released their own singing video, but I didn't think his attention is very high, from now on, on the Internet soon to music controversial at the time, With the support of his mother, music and friends, he finally realized his dream of becoming a superstar. The narrative of this film is mainly based on maternal love as the main line, creating two characters for the audience, the selfless mother and the girl pursuing her dream, and also showing the beautiful, persistent and optimistic Indian female image^[1].

1. Tradition two flowery

1.1 The appearance image that has indian exotic amorous feelings

India and China are all four ancient civilization countries with mysterious color and long history and culture, India to costume culture preservation is very complete. The beauty of songs, dances and costumes in Indian films is a manifestation of their popularity among international audiences. Among them, the most expressive features of Indian women's dress images are their religious and decorative features, which not only reflect Indian culture for the audience, but also show the unique temperament image of Indian women^[2].

In the movie Secret Superstar, the hostess dresses in traditional Indian sari all the time, except during school hours. At the beginning of the film, the heroine is wearing a beautiful peach gauze robe and a light blue gauze scarf on the train and playing the guitar, which shows a lively and lovely girl image for the audience. Through the appearance of the heroine in the beginning of the film,

the audience can recognize that the film is from India at a glance. At the end of the film, the heroine removes her black veil, revealing the image of a shimmering pink sari girl star, illuminated by the glare of the flashlights, which accentuates the beauty of her traditional Indian dress. At the moment when the heroine runs from the stage to her mother and hugs her, she shows her vivid character. We can see from the clothes worn by the heroine's mother that she has a low status in the family. Her daily life is to take care of her daughter and do chores at home, and she has no extra time to dress herself. Although the heroine's mother is very simple and elegant, her clothes still retain the characteristics of Indian clothes. The image of the heroine's mother in the film is relatively simple and gentle. In early India, the dress requirements for women were very strict, not only for the hands and feet, but also for other places. In the movie, the heroine's mother usually covers her hair and most parts of her body when going out, which is religious and cultural, and to some extent presents the conservative side of her character to the audience ^[3].

Nowadays, India is gradually becoming an international country. In many foreign films, white-collar elites or school students can be seen wearing suits. However, the mothers in the films are mostly dressed in traditional Indian clothes, without luxury clothes. This shows that the image of the mother in the film is not only to create a highly recognizable Indian female image for the audience, but also to render and pave the way for the character of the mother ^[4].

2. Brave, strong, optimistic and persistent: Subverting the traditional image of

Indian women

The status of Indian women in traditional society has always been too despicable, subject to the constraints and influence of multiple national systems. Although the status of Indian women in politics and economy is low, they also shoulder the role of bearing children and taking care of the family.

The heroine in the film was born in a family that preferred sons to daughters ^[5]. Her father, who did not like her, strongly objected to her playing the guitar and singing. At one point he even asked her to marry into a colleague's family, telling her that pursuing music had no future and was a waste of time rather than marrying a good family. Daughter unwilling, father will daughter beloved guitar broken, satirizing her ideal, has been blocking her pursuit of dreams. But the heroine never abandons her ideals. In order to let people all over the world can hear her singing without being discovered by her father, at the suggestion of her mother, she masked herself on the Internet platform and released a singing video, never expecting to become famous. After her father broke his guitar, she was very sad, but did not want to give up, still insisted on contacting the musicians. In order to realize her dream of singing star, she firmly believes that there is a way to fix whatever happens. No matter how many times she was hit by the reality, she was still able to sing bravely and with an optimistic heart. On the other hand, knowing that her father often abused her mother and that her father's job would be transferred to other places, the heroine bravely persuades her mother to divorce her father and pursue her favorite life, and appeals to the lawyer for her mother. Under the influence of her daughter, the mother did not dare to resist at the beginning, but now she affirmed her daughter's pursuit of music and stubbornly resisted the violence of her daughter's father. In this link, the film shaped the image of mother and daughter courageously pursuing freedom and equality for the audience, which caused fluctuations in the traditional female image in India ^[6].

3. Resistance to male monopoly: the awakening of feminist consciousness

In the late 19th century, feminism was put forward in France and gradually popularized in many countries. The equality of women's political, economic and social status is the most basic concept of feminism, and women are physically and mentally free. Under the trend of feminism, India has changed the constraints on the female system, but in the lower society, women can still be found in a despicable position and often suffer abuse and abuse. Since 2010, Indian films and television have been continuously focusing on the development of women's social status. In 2013 published "Indian English", stating the Indian housewife, because did not understand English often laughed at by others, at last, through their own efforts to learn English and get the public recognition and respect for the story, the story of the main show is a strive for their own social status, in the female images revealed a positive role. The release of Dangal in 2017 has gained public attention and recognition for a while. This film mainly tells the story of two Indian girls

who try hard to learn wrestling competition from their father and finally win the world championship with their strong willpower. This film portrays positive and courageous women. In a word, the national culture of a country can be presented in movies. We can see how Indian women's thoughts and status have been changed in movie themes that reflect women's social status [4].

The film studied in this paper is a great work that reflects women's problems and shapes women's image in India. The heroine can serve as a symbol of female independence and equality of consciousness. When the heroine learns that her father abused her mother, instead of asking her mother to endure the violence, she tells her mother to live for herself, divorce her father and pursue the life she wants. Knowing that her mother would worry that her father would leave and it would be difficult for her to support herself, the 15-year-old heroine told her mother that she would try her best to sing and earn money. Under the influence of her daughter's feminist consciousness, the mother gradually realizes her own consciousness of independence and pursuit of equality. The heroine's father is ready to board the plane due to overweight luggage, forced to throw away his daughter's guitar, at this time in order to protect the daughter's dream, the mother bravely confronts the father, firmly to safeguard women's rights and interests, through the use of legal means for their own new life.

4. Conclusion

Secret Superstar presents the unique charm of Indian women to the audience. From the perspective of film and television, we bring the new image of Indian women who are brave to pursue their dreams and equality in social life at that time. Nowadays, China's film industry has developed rapidly, but there are fewer works that can represent Chinese characteristics or have an impact in the world. However, the Indian film and television industry can reveal the social reality in the film, and also create different characters for the audience in the colorful song and dance performances, which has won unanimous praise from the international film industry and the audience, and finally makes the Indian film industry gradually step toward the international development. I hope our country can also bring inspiration from this film's character-building Angle to develop female characters in domestic films.

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