

The embodiment of body consumption in domestic films: An exploration of body image, aesthetic standards and self-identity

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Abstract: This paper discusses the manifestation of body consumption in domestic films, and focuses on the relationship between body image, aesthetic standards and self-identity. Through the analysis of a series of domestic films, this paper finds the multiple manifestations of body consumption in films, including the portrayal of the character's body image, the presentation of aesthetic standards and the interaction between the character and self-identity. The article also delves into how these representations are influenced by socio-cultural contexts, market demands and audience expectations. Finally, the paper puts forward suggestions on shaping a positive body image, expanding aesthetic standards and strengthening self-identity to promote a more comprehensive and profound presentation of the theme of body consumption in domestic films.

Keywords: body consumption; Domestic film; Body image; Aesthetic standards; self-identity

Introduction

With the rapid development and changes of Chinese society, domestic films, as a form of cultural expression, have made remarkable progress in the past few decades. From the initial exploration to the diversification and innovation of today, domestic films have not only made breakthroughs in technology, but also presented a richer face in content and narrative methods. At the same time, the evolution of social background has also had a profound impact on film creation. With the continuous renewal of social concepts and the rise of cultural diversity, people are gradually paying more attention to the body, aesthetics and self-identity. As a powerful cultural medium, film can profoundly influence the audience's ideas, aesthetic orientation and social attitudes. In this era of high information transmission, film is not only a form of entertainment, but also a platform to convey values and aesthetic concepts. Body consumption, as one of its important themes, not only reflects the society's cognition of body image and aesthetic standards, but also profoundly reveals the relationship between individuals and society, as well as the shaping and reconstruction of self-identity in this process. Therefore, an in-depth study of body consumption in domestic films is of great significance for understanding the social and cultural phenomena in contemporary China, examining the evolution of aesthetic standards, and exploring the interaction between individuals and society.

1. The manifestation of body consumption in domestic films

1.1 Body image creation

In domestic films, human body is becoming a prominent media symbol to get attention that body image is usually achieved through the description of the character's appearance and the selection of actors. The physical characteristics of a character, such as height, body type, skin color, etc., are cleverly integrated into the portrayal of the character to convey its unique background and personality characteristics. As a value symbol, the body is constantly deconstructing in different dimensions and degrees, operating and generating. The thing to do in this whirlwind of images, says Mirzoeff (1999), is to see rather than believe. As a result, watching itself is a form of consumption in the attention economy, where this body image is not only created for visual appeal, but also to delve into the inner world of the character, making it more three-dimensional and emotionally resonant. By carefully selecting the actors, the producers were able to accurately convey the emotions and qualities of the characters. For example, when creating a hero role, the actor's physical appearance is often matched with the character's traits such as integrity and courage, thus enhancing the character's masculinity. In contrast, when creating a villain, the actor may emphasize the character's evil and cunning through physical characteristics, creating a deep character image.

In addition, physical characteristics also play an important role in the development of a character's personality. A short character may show wit and humor in his or her personality to compensate for his or her physical deficiencies, thus adding interest and appeal to the storyline. This clever use of physical features makes the characters more three-dimensional and dramatic.

1.2 The presentation of aesthetic standards

Aesthetic standards play an important guiding role in domestic films. By presenting different dimensions of beauty, film creators not only meet the audience's aesthetic needs, but are also able to guide the audience to rethink traditional aesthetic concepts and embrace diversified aesthetic standards.

With the progress of society and the diversification of culture, the definition of beauty is constantly evolving. Film producers have actively adapted to this change by presenting diverse beauty, such as characters with different skin tones, body types and faces, reflecting the positive changes in society's perception of beauty. This way of presenting not only promotes the expansion of aesthetic standards, but also encourages audiences to accept different forms of beauty, promoting society's awareness of the diversity of beauty. In domestic films, through the creation of body images and the presentation of aesthetic standards, film creators are able to show rich levels and depths in character development and plot development, triggering the audience's thinking about the body, beauty and self-cognition. This not only brings a new perspective for the viewing of films, but also promotes the society's cognition of the diversity of beauty and individual identity.

1.3 The discussion of self-identity

The relationship between characters and social identity in Chinese films is often a topic that provokes deep thinking. The social environment, background and occupation of the characters will affect their self-cognition and identity construction. The body also plays a key role in expressing an individual's identity. Some films convey a character's sense of self-identity and values through the way they look, dress and behave. For example, a resilient female character may appear in a film with a confident and determined appearance to emphasize her self-identity and independent spirit.

To sum up, body consumption in domestic films is manifested on multiple levels, such as the character's body image building, the presentation of aesthetic standards and the exploration of self-identity. Influenced by the social culture, these expressions also have a profound impact on the audience, prompting people to think more deeply about the issues of body, aesthetics and self-identity.

2. The body consumption reflects the impact

2.1 Social and cultural background

Sociocultural background largely shapes people's perceptions and expectations of body image. Different cultural perceptions can lead to different types of body image being presented in films. For example, in some east Asian films where traditional values have a strong influence, it may be emphasized that certain bodies, faces, and behaviors conform to society's expectations. People share similar aesthetic regulations and demonstrate a mainstream orientation of "white, childlike, and slim. While in a more open and diverse cultural environment, film creators may pay more attention to showing a variety of characters with different body shapes and appearances to better reflect the diversity of society.

The representation of body consumption in films is often influenced by the conflict and fusion between traditional concepts and modern values. As society changes, some traditional standards and cognitive ways of body aesthetics may diverge from those of modern people. As a cultural product, films not only need to seek balance in their performance, but also need to reflect changes in social concepts. Some films may depict the dialogue between tradition and modernity in a playful and scolding manner, prompting the audience to ponder the aesthetic standards of the body.

2.2 Market demand and commercial considerations

Commercial considerations play an important role in film production. Producers often take audience preferences and market trends into

account when deciding how bodies are represented in films. The preferences of the audience largely shape the trends of the market. If the audience is more inclined to a certain body image or aesthetic standard, the film producer may make adjustments according to the market demand to meet the audience's expectations. This may result in some films presenting character images that conform to the mainstream aesthetic. For example, film creation frequently puts women in the position of being watched, studied, and utilized, and eventually molds women into ideal feminine figures for others to meet the expectations of the patriarchal society. In the meantime, the body presence in popular films is in turn affecting the audience's aesthetic orientation and preferences. In line with Baudrillard's (1998) common on the body, females' aesthetic labor for beauty (Mears, 2014) is intensifying, hedonism and collectivism are interwoven, and females show strong support for ideal body.

3. Suggestions for promoting positive body image and self-identity

3.1 Diversity in character development

In order to more truly reflect the diversity of society, film producers can introduce characters with different body types and looks into their roles. By presenting various body shapes in films, such as fat, thin, tall and short, more realistic portraits of characters can be created, which audiences can better identify with and have emotional resonance with. Producers should encourage a diversity of character images, abandon stereotypes about specific body types, and avoid stereotyping specific physical features with certain personality traits to avoid exacerbating society's stereotyped perceptions of bodies.

3.2 Breakthrough traditional aesthetic standards

Film creators can advocate multiple aesthetic values and expand audiences' perception of beauty by presenting beauty of different races, ages, genders and cultural backgrounds. Films should pursue diverse aesthetic standards, so that audiences can see different types of beauty in films, so as to free their aesthetic cognition from traditional limitations. Emphasizing the importance of inner qualities such as personality charm, intelligence and emotion helps to encourage audiences to pay more attention to an individual's inner value, rather than just being limited to the superficial appearance.

Conclusion

Through in-depth discussion on the performance and influence of body consumption in domestic movies, this paper finds the correlation and interaction on multiple levels. Body consumption in domestic films plays an important role in shaping character image, conveying aesthetic standards and expressing self-identity. Factors such as social and cultural background, market demand and audience expectation jointly affect the presentation of body consumption in films, presenting a rich variety of situations. As a cultural medium, film is not only a source of entertainment for the audience, but also an important platform for shaping the audience's values and aesthetic concepts. As society changes and audiences' needs change, the way body consumption is presented in domestic films will continue to develop and innovate. By focusing on diverse beauty, self-awareness and social reflection, domestic films are expected to present audiences with a richer and more positive view of body consumption in the future, promoting the pluralistic tolerance of society and individual self-identity.

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