



The Awakening and Confrontation of Female Consciousness in Barbie Films

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Abstract. The movie "Barbie" interprets a new world, the world of the early period with a strong feminist color, the middle period of the patriarchal color, and at the end of the movie to reach a balance between the two genders. The movie Barbie reveals the status of women in the real world through the transformation of the social role of the female Barbie and the conflicts and contradictions with the external world, thus revealing the status of women in the real world. The director Greta Celeste Gerwig gives voice to women through the movie, and at the same time, inspires more women to pay attention to their self-worth and self-awareness. Therefore, by studying the turning point of women's self-consciousness in this movie, to explore the process of women's self-consciousness development awakening and confrontation and thus inspire more women.

Keywords: Movie Barbie, Female Consciousness, Self-Awareness.

1 Introduction

With the development of society and economy, women are gradually assuming more and more important roles in society. However, under the influence of the traditional patriarchal society, women's power of voice is still relatively low.

Some scholars are concerned about the status of women: society is composed of both men and women, the issue of gender equality has always been a hot topic in society, and gender inequality is still frequent^[1]. It is difficult to maintain a sense of self-independence^[2]. Female subject consciousness refers to the conscious awareness of the status, role, and value of women as subjects in the objective world^[3]. Women deserve to have rights over themselves, such as having equal rights with men, being able to become leaders, and being able to have opinions freely^[4].

At the same time, some scholars have focused on feminism and giving women empowerment: the progressive nature of the feminist movement facilitates the conversation on girl-child empowerment and basic human rights^[5]. It is only through the awakening of consciousness that women can criticize and rebel against the patriarchal system and thus change the status quo of oppression and ultimately the society^[6].

With more and more movie and television titles, attention has been paid to the dilemmas faced by women in their self-growth. As in the utopian world of women con-

structured in the movie *Barbie*, in which women assume the main role in society. However, as the protagonist Barbie's self-awareness awakens, she takes the initiative to travel to the real world in search of answers. Therefore, through the turning point of Barbie's self-awareness, it can be seen that Barbie gradually possesses self-awareness and establishes her own mode of thinking.

2 The Emergence of Female Consciousness: Searching for Herself

In the setting of Barbie's female world, the main color is pink, which represents fantasy and beauty. Each Barbie has her own occupation, independent house, vehicle, and job, and these external things also imply that Barbie is independent because of her abundant life. When the protagonist Barbie begins to think about death, the calmness of the world is broken, and this is the beginning of Barbie's awakening of consciousness.

In order to find her original self, the protagonist Barbie finds the help of the weird Barbie. When the weird Barbie asks the protagonist Barbie to choose between high heels and flat shoes, Barbie still chooses high heels as her first conscious choice. From this detail also from the side, in the long-term unconscious state of life, Barbie will tend to continue to choose the comfort zone of life. And under the guidance of the weird Barbie, eventually in order not to grow human skin tissue she embarked on a journey to find herself.

When Barbie arrives in the real world, she still maintains the confidence and sunshine from Barbie's world. When she finds the girl she remembers hoping to ask for help, she is counted out and abandoned. For Barbie, who has always thought she was important and perfect, she has never heard such comments. This was the first time she had felt the instability of her emotions, and she can't control the effects of negative human emotions. In particular, when she arrives at Barbie's manufacturing company, she sees that the leadership is predominantly male in contrast to Barbie's world. When the president persuades Barbie to put Barbie back inside the gift box, Barbie begins to feel uncomfortable, and she doesn't want this life. So she starts to run away, and the director presents Barbie as actively choosing the path she wants to take by escaping from the box.

3 The Revolt of Female Consciousness: Self-Struggle

When Barbie returns to Barbie World with the help of Gloria and her daughter, Gloria's journey to Barbie World is easier than ever, and she feels more like herself than any other character. In the real world, Gloria has to play the role of a mother, a wife, and an employee, among other roles. She can't live her life as she pleases, her life is full of confinement.

On the contrary, Ken, who accompanied Barbie to the real world, went back to the Barbie world alone when he realized that Barbie had been taken to the head office by

the Barbie company. From Ken's perspective, he feels an unprecedented respect for the real world, so he wants to reconstruct the system of Barbie World with the ideas of the real world. Especially with the change of architectural style, decoration style, and dressing style in the movie, all of them are showing the elevation of the status of men. The mainstream thought of the Barbie world has also been replaced, more and more Barbies are beginning to take Ken's thought as the main one. The women in the Barbie world are less and less able to feel their value and gradually become dependent on their male subordinates.

When arrived in the Barbie world, Barbie saw that everything had changed. But her power is meager, and she falls into intense self-doubt. She is unable to control her emotions and is manipulated by them. She, like every ordinary person in the world, chooses to retreat when she meets difficulties. Gloria also feels lost when she sees Ken's complete masculinization of Barbie's world. The protagonist Barbie's self-loathing also disheartens Gloria and her daughter. And while most of the Barbies are affected in this environment, Weird Barbie remains sane.

Weird Barbie has never been recognized by the Barbie world, and she has always lived on the fringes of it. Weird Barbie's existence is a metaphor for a group of people with unique personalities whose ideas are not accepted by mainstream culture. But it is also because Weird Barbie has the ability to think independently that she is able to remain unaffected. When she sees the protagonist Barbie lose her confidence, she continues to encourage her. She has taken in many Barbies who have not yet been influenced, and she is also trying to awaken some Barbies who have lost their own thinking.

Gloria and her daughter Sasha are about to leave Barbie World, they see Ken having workers block the Barbie World exit. They realize that the only way to fight back is to fight for Barbie's rights, otherwise, Barbie World will cease to exist, and Sasha wants to continue to help Barbie because Barbie needs them. The movie shows the spirit of women helping each other, and it is their return that brings new hope to the Barbie world. But at this time Barbie is caught in an internal conflict, she can not see any of their own advantages, and Gloria combines their own experience to persuade the words, the movie inside the lines is designed about the current female workplace and life pain points, similar to "we must always be impeccable, but things do not go against the wishes of the people, we are always wrong again and again, you have to be thin, but not too thin ". You must be thin, but not too thin" You have to be grateful, but don't forget that the system is rigged"; "You get to the end of the day and not only are you doing everything wrong, but everything is your fault"; and so on.

With Gloria's help, the protagonist Barbie when she realizes that imperfection is the norm in life, gradually starts to accept her own shortcomings. And taking this step is very difficult, she needs to struggle with her original consciousness. The reason why Barbie gets into a lot of internal conflict is because she is so concerned with everyone else's feelings that she puts her ego at the end of the line before she allows herself to feel the discomfort. It is because of the awakening of Barbie's consciousness that the restoration of Barbie's world to its original form has taken a turn for the better. Each Barbie in Barbie World is unique and important in its own right, and as one by one the Barbies are rescued, Barbie World is truly revitalized. The awakened

Barbies are very confused about what they are wearing and how they are behaving at this point in time, and this shows that the Barbies have lost their original sense of self after their subordination. Only when they begin to recognize their own importance and uniqueness will they truly have power. It is because they dare to defy and challenge the so-called authority that the Barbie world system can be restored.

4 The Awakening of Women's Consciousness and Becoming Themselves

The awakening of women's self-consciousness is that women enhance their awareness of the external world and begin to realize that they have the same equal and independent personality as others who are not dependent on any other person; they begin to form their own independent thinking and judgment about things.

However, it is not an easy thing for Barbies, who have been living in a fixed pattern for a long time and lost their independent judgment. Through the fixed mode of thinking in the Barbie world, the director is also alluding to the women who are in a difficult situation in real society. In the real world, women have been assimilated to a certain extent in all fields and have lost their own consciousness.

When Barbie first arrives in the human world, her orientation towards herself is that she is only a doll. She has a single line of action, she only wants to find the person who called her to the world and ask for help. However, when she experiences all kinds of human emotions, she begins to think for herself. In addition to returning to the Barbie world, she thinks more about what she really wants out of life. There are very few independent-minded women in the Barbie world, so it is because of Barbie's ability to think independently that makes her life more possible.

Especially when Barbie escapes from the gift box to the 17th-floor setting, when she enters the house, the house is half dark and half light setting. She sees an old lady trapped on the 17th floor and alludes to life being trapped like Barbie. Barbie goes from darkness to light when she walks from the darkness to the old lady. In her conversation with the old lady, she feels kindness and that her imperfections are not terrible. At the end of the movie, the real identity of the 17th-floor old lady is revealed: the mother of the Narrator Barbie. The narrator didn't set any limits when designing the classic Barbie, she held Barbie's hand, letting Barbie see more beautiful and warm images of the real world, and also letting Barbie feel the feeling of being needed.

It is Barbie's bravery and confidence that gives more women in Barbie's world more strength. At the end of the movie, Gloria also dares to put forward her initial proposal about designing an ordinary Barbie. In this journey to the Barbie world, Gloria not only finds herself but also reconciles with her own daughter. The character of the ordinary Barbie in her proposal also projects some of the women in real society. These women don't have a great income, career, or status, but they deserve attention and respect. Therefore, director Greta Celeste Gerwig uses the character of Gloria to give voice to the status of women.

From Sasha's point of view, she sees her mother as extremely uninteresting at the beginning of the movie, but during her journey, she sees a different side of her moth-

er: innocence and individuality. She sees the creativity in her mother's designs and understands the pressures her mother is under, Sasha represents a new generation of individualistic young people in the real world, and through Sasha's transformation, we can see that women's awakening can influence each other, and therefore it is very important for women to help each other.

Alan's character in the movie, on the other hand, represents a small group of men who support women. Alan is the only male in Barbie's world who has not repeated his name, but he has always been supportive of Barbie. It also shows that under the patriarchal mindset, there are still a small number of men who speak out for women. Each character in the movie is independent and connected to each other, and they are all an integral part of each other.

As Ken's reign fails, Barbie's world awakens. He attributes all of his feelings of helplessness to his obsession with Barbie, and Ken believes himself to be dependent on Barbie for his existence. His lack of self-worth is highlighted in a great number of Ken's lines: "I don't know who I am without you" "Ken doesn't exist without Barbie" and "No, there's just this Ken thing ". The reason why he hopes to gain status and power, besides the greedy desire for power, he actually hopes to be recognized by Barbie. However, Barbie, because of these experiences, makes her understand that they are all independent individuals. Only by finding themselves can they have a true sense of belonging, rather than being dependent on someone. So, when she enlightened Ken, Ken was able to exist on his own. When Ken begins to accept that he is an independent being, he and Barbie also gain true freedom.

In the stereotypes of real society, women have always served as foils to men. But in the original Barbie world, the Barbies held important social roles. After the accident, the reconstructed Barbie world has begun to have a place for men in the Barbie world, in addition to the important social roles that the Barbies hold. Director Greta Gerwig calls for equality between men and women in this way: female leaders can give men the right to voice in the Barbie world, but can men give women the same right to voice in the real world?

It is through Barbie's experiences in the real world and in Barbie's World that new thinking is infused within her mind. Although her journey to find herself was not smooth and she experienced self-doubt, she grew through one self-denial at a time.... It is through these experiences that she truly overcomes herself, and she is able to help more people in Barbie's world to recognize themselves again.

At the end of the movie, Barbie finally chooses to become a human being, and the moment she walks out of the Barbie world, she actually has a true sense of self. The theme of the movie is very realistic. In the real world, many women are bound by all kinds of frameworks and thus lose themselves. The "Law of Negation" reveals the unity of advancement and zigzagging in the development of things, indicating that the development of things is not linear but spiral^[7]. But Barbie's awakening also opens up more possibilities in her life. Barbie's choice also inspires more women that they should also strive for their future and become a better version of themselves.

5 Conclusions

In the process of Barbie's self-awakening, there are bound to be all sorts of obstacles that prevent them from following their own inner judgment. But even so, Barbie did not give up the search for self, so that they can really overcome themselves. The Barbie in the movie maps the role of women in real life, and through Barbie's self-awakening, it is also the director's hope for a new generation of women: women can have independent thinking ability and self-awareness, so as to take control of their own lives.

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