Modern Female Values Shaping Under the Narrative of Ancient Network Drama

Take the Long Moon Burning Bright and Sauvignon Blanc as examples

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Abstract. Sauvignon Blanc and Embers of the Long Night have both aroused wide discussion, and their representation of gender roles is representative to a certain extent. Through the role design of the heroine Xiao Yao, Sauvignon Blanc shows the independence and wisdom of women in the ancient palace environment. The Long Night, on the other hand, explores the role and rights of women in the fairy world through its rich character setting and profound worldview. This paper aims to deeply analyze the female perspective embodied in the two plays, and explore their expressive significance in the aspects of female dominance and female consciousness awakening. Taking the two dramas as examples, this paper explores the phenomenon that the ancient web dramas of today have challenged the traditional gender role stereotype to varying degrees, providing a new perspective for the image shaping of women in film and television works. This study mainly shows the performance of female characters in the palace power struggle, emotional entanglements, the worldview of Xianxia, and the role of female characters in the pursuit of personal value realization, aiming to reveal the embodiment of women's self-care and feminist thoughts in the drama, and explore the true meaning of female dominance and female consciousness awakening. By analyzing the independence and autonomy of female roles, this paper aims to provide a more in-depth female perspective for film and television creation, promote the development of female dominance and female consciousness in the film and television industry, and finally put forward the corresponding development path for improving the image of women in film and television works, promoting gender equality and social progress.

Keywords: feminism; internet literature; aesthetics; consciousness awakening.

1   Introduction

1.1   Research Background

With the popularization of the Internet and the rapid development of the online drama market, more and more film and television works begin to pay attention to the needs of female audiences, and the image and status of female roles in film and television works have gradually become a hot topic of research. Ancient web dramas, as one of the important categories, have attracted a large number of audiences with their unique historical background and narrative methods. However, the female characters in ancient web dramas are often bound by traditional gender concepts, and it is difficult to fully demonstrate modern female values. This paper selects two representative ancient net dramas "Long Moon Burning Bright" and "Sauvignon Blanc", and discusses the shaping of modern female values under the narrative of ancient net dramas through the analysis of their female roles.

1.2   Research Objectives

This paper focuses on the heroine's performance in the palace power struggle, emotional entanglement and Xianxia's world view, and discusses the autonomy and self-improvement of women in the drama and their role in the pursuit of personal value realization. Taking the Long Moon Embers Bright and Sauvignon Blanc as examples, this paper attempts to explore the dominant position of women in the drama and the performance of female consciousness awakening, revealing the true meaning of female dominance and female consciousness awakening.

   Through the in-depth analysis of female roles and the values behind them and female qualities, this paper further discusses the embodiment of female self-care and feminist thought in the drama, and analyzes its influence on the shaping of modern female values.

1.3   Research Methods

In this paper, three research methods, case analysis, comparative analysis and literature search, are adopted to study the shaping of modern female values under the narrative of ancient network dramas.

1.3.1 Case Analysis Method
   Case analysis is the process of discovering, summarizing, and validating theories by studying specific examples in detail. In this study, we choose the two representative ancient web dramas "Long Moon Embers Bright" and "Sauvignon Blanc" as cases, through the analysis of the female characters in these two dramas, to explore their performance and significance in the aspects of female dominance, female consciousness awakening, emotional entanglement and so on. Through the case analysis, we can

have a deeper understanding of the image shaping of women in the narrative of ancient web dramas, and the embodiment of modern female values in them.

1.3.2 Comparative Analysis Method

Contrastive analysis is a method of discovering and verifying theories by comparing the differences and similarities between two or more objects. In this study, we used comparative analysis to compare the differences and commonalities of the female characters in the two dramas of "Long Moon Burning Bright" and "Sauvignon Blanc" in terms of independence, autonomy, female dominance and female consciousness awakening. Through comparative analysis, we can have a more comprehensive understanding of the shaping of female roles in different dramas, as well as the understanding and presentation of modern female values by different scriptwriting and directors.

1.3.3 Literature Retrieval Method

Literature discovery is a method of obtaining knowledge and information by searching and analyzing relevant literature. In this study, we used the literature search method to find and analyze relevant academic articles, reviews and reports in order to understand the theory and practice of female role shaping, female dominance and female consciousness awakening in ancient webcasts. Through literature search, we can have a more comprehensive understanding of the current situation and research results in this field, and provide theoretical support and reference for the study of this paper.

2   Analysis of Film and Television Techniques Under Feminist Theory

2.1   Description of Basic Concepts of Feminist Theory

Feminist theory is a theory concerned with women's rights and interests, gender equality and women's status and role in society, politics, economy and culture [1]. It originated from the feminist movement in the late 19th century and early 20th century. After a long period of development and evolution, a variety of different schools and views have been formed.

In the basic cognition of the academic community, the basic concept of feminist theory synthesizes gender, gender roles, gender stereotypes, feminist schools and other multi-layered content. According to different types of feminist schools can be divided into liberal feminism, radical feminism, socialist feminism, post-modern feminism, etc. They have different understandings and propositions on women's rights and status in society, politics, economy and culture. Take Liberal Feminism, one of the earliest schools of feminism, as an example. It emphasizes the idea that gender equality should be achieved through legal reform, that women should have the same rights as men, including the rights of education, employment and political participation, and that those

in power should eliminate gender discrimination in law. To ensure that women have equal opportunities within the existing system.

2.2   Cross Application of Feminism and Film and Television Techniques

The cross-application of feminism and film and television techniques usually refers to the use of the concepts and viewpoints of feminist theories in film and television works, the shaping and presentation of female roles through the perspective and method of feminist criticism, and the extension of gender analysis and evaluation in subsequent film and television works [2]. Film scholar Judith Butler put forward the concept of gender performance in her book Gender Performance, pointing out that gender is constructed through continuous performance and representation. This view emphasizes the fluidity of gender identity and gender roles, and has an important impact on the portrayal of female roles in film and television works.

In fact, the cross-application of feminism and film and television techniques is often reflected in the creation, narrative, role shaping and other aspects of film and television works. In the western film and television history, The Queen's Game and The Good Fight have adopted the cross application of feminism and film and television techniques, intersperse narrative and role shaping in TV dramas to emphasize women's achievements in traditional male fields, as well as their tenacity and wisdom in pursuing personal goals and facing social challenges. These stories not only provide audiences with inspiring models of female characters, but also promote conversations about gender equality and social justice. Therefore, the shaping of female roles targeted in film and television creation can often use multiple levels to express the views of feminist theories, mold independent, autonomous and powerful female roles, and reveal and criticize sexism and gender stereotypes.

3   An Analysis of Female Role Shaping in the Long Moon and Sauvignon Blanc

In "A Long Moon" and "Sauvignon Blanc", female characters are no longer limited to family and emotional roles, but show independence and strength beyond traditional expectations, and their performance in career, decision-making ability and leadership breaks traditional gender stereotypes and provides new female images for the audience. The shaping of these roles not only challenges the traditional concept of gender roles, but also provides a new perspective for the shaping of modern women's values.

3.1   Role Archetypes and Gender Stereotypes

In ancient romantic dramas, the female characters' images in the plot were constantly enriched, which gradually reflected the image transformation of modern women in film and television works, challenging traditional gender stereotypes [3]. In the end, the female characters in the Long Moon and Sauvignon Blanc no longer passively accept

the fate arrangement, but become the key force to promote the development of the story.

In "The Long Moon", the heroine's bright character design shows her independence and strength beyond traditional expectations. She not only has a rich emotional presentation, but also an excellent performance in terms of her profession and spiritual practice. The bright image breaks the passive and weak position of traditional female roles in Wuxia dramas, and her bravery and wisdom make her an indispensable core character in the drama.

Similar to the previous series, the role design of the heroine in Sauvignon Blanc also shows the wisdom of the female character in the intricate historical background of ancient times. The main character, Xiao Yao, leaps out of her original dependency personality and has no possessiveness, desires or demands for her husband, nor does she have any feelings for either man or woman. She sees Cangxuan as another self, so infinite pay, selfless tolerance. She not only possesses outstanding intelligence and talent, but also plays an important role as a decision maker and leader in the drama. The image of Sauvignon Blanc breaks the passive and weak position of women in traditional TV series.

3.2   Autonomy and Choice of Female Characters

In Sauvignon Blanc, the image of the heroine Xiao Yao deeply embodies the autonomy and wisdom of women in the ancient court environment. She is at the center of a power struggle, yet she is able to maintain her independence by virtue of her intelligence, and her every choice reflects her control of her own destiny and pursuit of self-worth. In traditional costume dramas, the creators often subconsciously consider the male imperial power and the exploitation of women in feudal dynasties, and habitually use gender differentiation and heterosexuality to resolve the problem [4]. In the face of intrigue and love entanglement, Xiao Yao always maintained a clear head and firm will. Her choice not only affected her own fate, but also had a profound impact on the people around her.

Unlike Sauvignon Blanc, the bright character design of the heroine in The Long Moon shows the autonomy and power of women in the fairy world. The emotional confrontation between Li Susu and Dan Xing is full of tension. They are both hunters and prey of their own two identities, in the "save" and "kill" in the pull gradually lost. She not only has a rich display of emotion, but also breaks through the passive and weak position of traditional female roles in Wuxia dramas. Her bravery and wisdom make her an indispensable core character in the drama. In the face of all kinds of difficulties and challenges, Mingliang always insists on her own choice. Her autonomy is not only reflected in her insistence on the path of cultivating the immortal, but also reflected in her emotional choice.

3.3   Emotional and Psychological Presentation of Female Characters

In Sauvignon Blanc, the emotional and psychological presentation of the heroine Xiao Yao reflects the dilemma and struggle of women in ancient society. Her position in the

court makes her the focus of a power struggle, but instead of passively accepting her fate, she tries to take her own destiny into her own hands through her wisdom and courage. Her heart is full of longing for family affection, longing for love and pursuit of self-worth. Every choice she makes is carefully considered, and her emotions and psychology reveal her toughness and wisdom as a woman.

Like Xiao Yao, Ye Bingshang's love story is not only an important clue to her emotional and psychological expression, but also a concrete embodiment of feminism in the drama. The character of Ye Bingshang goes through a transition from a princess to a commenter, in which her emotional world undergoes a complex transformation that reflects the struggle and growth of women in both traditional and modern values.

In traditional concepts, women are often expected to play certain roles, such as being a good wife and mother, and being gentle and considerate [5]. However, Ye Bingshang's role breaks these stereotypes. In the face of adversity, she sticks to her convictions and courageously pursues her happiness, showing a woman's independence and autonomy. The expression of this image, in fact, is a manifestation of feminism, that women have the right to choose their own lifestyle and pursue their own happiness.

Ye Bingshang's love story also shows the emotion and psychology of women in love. Her attitude towards love is both persistent and rational. She is willing to give everything for love, but at the same time, she knows that love cannot be the whole of her life. This view on love is also a reflection of feminism, that is, women have the right to have their own career and pursuit, rather than just living for love.

4   The Embodiment of Modern Female Values in the Narration of Ancient Web Dramas

4.1   The Embodiment of Modern Women's Needs and Expectations

In the narration of ancient web dramas, the embodiment of modern women's needs and expectations is mainly reflected in the independence and autonomy of female characters. In her book The Second Sex, feminist scholar Simone de Beauvoir points out that women are not born but made, that they are socially and culturally constructed as "the other" and confined to traditional gender roles. However, de Beauvoir emphasized that women have the potential for self-actualization and that they should pursue individual freedom and equality.

In fact, the image similar to the wisdom and decision-making ability of the heroine Xiao Yao in Sauvignon Blanc and her independence in court struggles has become a symbol of the gradual change in the status of female roles in movies and TV dramas in recent years, reflecting modern women's pursuit of self-realization and personal value [6]. In terms of role shaping, movies and TV series have gradually broken the traditional image of women as passive victims and demonstrated the strength and wisdom of women as independent individuals. Each of her choices reflects her control over her own destiny and pursuit of self-worth, which is in line with the potential of women's self-actualization advocated by de Beauvoir.

Through such narration, the film and TV series not only provide entertainment and entertainment for the audience, but also imperceptitiously convey the message of modern female values, inspiring the female audience to pursue freedom, equality and respect in real life. Such narratives help to break traditional gender stereotypes, promote social reevaluation and change of women's status and roles, and promote the development of female dominance and female consciousness awakening.

4.2   The Relationship between Women's Roles and Social Change

In her book The Myth of Women, Betty Friedan argues that women have long been confined to traditional family roles, but they actually possess the desire and ability to change the status quo and pursue personal achievement. It is through their independence and autonomy that the female characters in ancient webcasts demonstrate the possibility of such change.

The independence and autonomy of female characters in the plot not only promote the development of the plot, but more importantly, their behavior challenges the traditional concepts and institutions of ancient society. They are no longer the weak who passively accept their fate, but become the subjects who actively participate in social life [7]. This transformation has inspired audiences to think deeply about women's rights and gender equality, and prompted society to reevaluate and change its views on women's status and roles.

4.3   The Influence of Ancient Web Drama Narration on Modern Women's Values

The influence of ancient web drama narration on modern female values is significant. Through the shaping of female roles and the development of story plots, they provide modern female audiences with new perspectives and reflections. These narratives not only provide entertainment and entertainment for the audience, but also imperceptitiously convey the message of modern female values, inspiring the female audience to pursue freedom, equality and respect in real life.

Female characters in ancient web dramas often have high autonomy and independence, and they play an important role in the plot, which is no longer limited to traditional gender roles. Such image-making has encouraged modern female audiences to pursue personal freedom and equality, emphasizing their status and value in society. The image of Xiao Yao, the female lead in Sauvignon Blanc, is a typical example. Her intelligence and decision-making ability, as well as the image of maintaining her independence in court struggles, show the status and value of women in ancient society. Xiao Yao's bright image of the heroine in The Long Moon Burning Bright is a typical example - her bravery and wisdom not only changed her own fate, but also had a profound impact on those around her, showing the potential and ability of women in the fairy world.

Female characters in ancient web dramas often show an emphasis on personal emotions and psychology, and they face various emotional entanglements and psychological challenges in the plot, and achieve personal happiness and satisfaction

through self-care and self-growth. Such image-building encourages modern female viewers to pay attention to their personal emotional and mental health, and emphasizes their self-worth and self-care in society.

5 The Way of Shaping the Values of Web Series from the Perspective of Feminism

5.1 Strengthen the Independence and Autonomy of Female Characters

In movies and dramas, it is very important to strengthen the independence and autonomy of female roles. This kind of independence is not only reflected in the economic independence of female characters, but also reflected in their thoughts, emotions, decisions and actions. This kind of independence is the core of female role building, which can make female characters more three-dimensional and real, and can arouse the resonance of the audience.

In The Good Fight, Diane Lockhart is always able to put forward her own unique opinions when facing various complicated legal cases, which not only help her solve the case, but also show her professionalism as a legal expert and the ability to think independently. Women should have their own independent thinking and judgment ability, and be able to put forward their own opinions and opinions in the drama, and have an impact on the development of the drama.

Female characters should have their own pursuits, they should have their own clear dreams and goals, and their behaviors and decisions should be driven by their own pursuits. Diane Lockhart in "The Good Fight" is because she always adheres to her career ideal, and every decision and action of her is centered on the realization of her career goal -- which reflects the same values as domestic female characters such as Xiao Yao, while European women are often more systematic than Chinese women in fighting for status independence [8].

5.2 Values Should be Positive

In movies and dramas, the values of female characters should be positive and positive, which can not only help the audience better understand and accept the female characters, but also convey the correct values and moral concepts to the audience through the behaviors and choices of female characters. Such shaping of values plays a positive role in cultivating the audience's good moral concepts and behavior habits.

Respect for others is a very important part of the values of female characters. In movies and TV dramas, female characters should show respect for others, whether they treat their family, friends or colleagues, they should respect other people's opinions and feelings, respect other people's choices and decisions. In Ode to Joy, the heroines always respect each other's choices and decisions. When they deal with individual and team relationships, they always take respect as the premise, which not only shows their tolerance and understanding as women, but also conveys the importance of respecting others to the audience.

Honesty and trustworthiness are another important part in the values of female characters. In movies and dramas, female characters should show the quality of honesty and trustworthiness. They should sincerely face others, work and interpersonal relationships, and never cheat or hide anything.

5.3   Self-realization and Growth of Female Characters

In movies and dramas, the self-realization and growth of female characters is a core issue. This kind of growth refers not only to physical maturity, but also to psychological, emotional and professional growth. The self-actualization of female characters refers to their ability to achieve their personal dreams and goals, whether it is professional success, personal relationship building, or personal potential development.

Female characters should have their own dreams and goals. These dreams and goals can be professional, such as becoming a successful lawyer, artist, or scientist; Or they can be personal relationships, such as starting a happy family, finding true love, or becoming an important member of a certain community. These dreams and goals embody the female character's personal desires and pursuits, and they are the driving force behind the female character's actions and decisions.

The female character should achieve these dreams and goals through her own efforts and intelligence. This means that female characters cannot rely solely on others to achieve their goals, but need to achieve them through their own hard work, study, and thinking. This process of self-actualization can not only show the female characters' tenacity and perseverance, but also inspire the audience to pursue their own dreams and goals.

6   Conclusions

The relationship between historicism and feminism is very close or can be complementary.[9]Through in-depth analysis of the female role shaping in the ancient web dramas "Long Moon Embers Ming" and "Sauvignon Love", this paper finds that they break the traditional gender stereotype and provide a new perspective for the shaping of modern female values. In these two dramas, the female characters no longer passively accept the fate of the arrangement, but through their own efforts and wisdom to promote the plot development. Their performances in the palace power struggle, emotional entanglements and Xianxia's world view show women's independence and autonomy, helping to pass on modern female values. The female characters' emotional and psychological presentation and their pursuit of self-worth make them indispensable core characters in the drama.

These research results provide new ideas for the shaping of female characters in ancient network dramas, and provide useful enlightenment for future film and television creation. With the changes of the times, feminist aesthetics has developed various forms of expression.[10]By portraying independent, autonomous and powerful female characters, revealing and criticizing gender discrimination and gender stereotypes can help promote gender equality and social progress to a certain extent.

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