

# A Study on the Image of Girls in Chinese Children Films in the 21st Century

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**ABSTRACT.** *The rapid development of modern media presents the opportunities to the progress of Chinese films. In the 21st century, more and more opportunities are provided for the creation of Chinese children's films, so it has started to enter a period of vigorous development. The image of girls in Chinese children's films is becoming more and more diverse, gradually changing the stereotyped situation before. This paper mainly analyses and studies the image of girls in Chinese children's movies in the 21st century, hoping to provide reference for the relevant personnel.*

**Keywords:** *the image of girls; children's film; research; child actors; animation*

## **0. Introduction**

Starting from the current image of girls in Chinese children films, this paper makes a comparative study between it and image of girls in reality, which makes the image of girls in Chinese children's movies richer and more varied. Combining with the characteristics of girls in the childhood at this moment, this paper analyses their thoughts and behaviors in this period, and comes to a conclusion that can improve the level of Chinese children's films.

## **1. Application of the Images of Female Roles in Traditional Culture to Children's films**

From the perspective of children's psychology, we can find that they have strong curiosity and obvious psychology of similarity which appears as preferences to imitation. That is to say, children can be greatly influenced by the characters in TV

and films at this stage. Their curiosity is reflected in the imitation of the characters' words and deeds in TV programs and films, which gradually be transmuted to their own behavior characteristics. The mindset of children's film attaches great importance to the image content which is more direct and can have an impact on them. Therefore, it is not difficult to see that there are many contents with educational effect in Chinese children's movies. The purpose of this design is to guide children's behavior, which has played a positive role.

However, in partial Chinese children's films at present, the role of girls aged 3-12 is mainly designed as a vulnerable group. Usually, they came from a broken home or abandoned by parents. Or maybe they cannot live in school because of physical disability. In Chinese children's films, girls mostly appear as a vulnerable group. For example, the movie *Mom, Don't Abandon Me* not only constructs the image of a disadvantaged girl, but also puts the girl's grandmother in a disadvantaged position.

The following is about the role of "mother". In some Chinese children's movies, girls are tolerant and kind, which is very similar to the characteristics of the role of mother. Mothers are weak, so girls are delicate too. And girls always go all out to overmaster the difficulties as mothers. For example, the film *Dull Ice Flower* portrays a kind and tolerant girl who can take care of both her brother and housework and not put herself first as a mother.

Chinese children's youth movies emphasize featuring the image of girls as goddesses. In summary, Children's movies in China still do not break through the astriction of traditional ideas in shaping the image of girls, and always associate them with such labels as weakness, motherhood and fate.

## **2. Uniqueness of Girls' Image under the Child Standard**

Chinese children's movies based on the standard of children can uniquely characterize the image of girls, making them naive, lovely and direct in personality. Active, naive, and dare to tell the truth is the characteristics of girls and boys in Chinese children's movies, such as the movie *Duo duo*. The girl in the film is naughty but honest, which conforms to the behavioral characteristics of most children. The image of sensible playmates is also more common in Chinese children's movies, which mainly focus attention on the campus. In this way, girls'

image as playmates will be more prominent. They are more mature and sensible than boys of the same age. However, it is due to the influence of gender roles on children's growth. Children have a very strong ability to imitate, so the behavior of adults or even the people around them in life will have an impact on them. In addition, parents and teachers continuously strengthen the girls' behavior to accord with their gender characteristics, and finally let the label of sensible and obedient attached to the girl.

### **3. Differences between Animated and Non-Animated Movies**

Children's films include animation films and non-animation films. The former is played by cartoon characters, while the latter is real people. Children's movies need to have wonderful stories, and the images of boys and girls are different because of the two types of non-animation and animation. Often, the girl images in non-animated children's movies are closer to real life. They will focus on the girl's personality, facial expressions and emotional expression in order to achieve a good rendering. However, animated children's movies emphasize special character modeling, exaggerated actions and bright colors, and use these to construct fantasy pictures in children's minds.

The images of girls in Chinese children's movies are mainly influenced by the principle of children-oriented and education-oriented, tending to be of two types: real life and emancipating nature. Whether non-animated children's movies or animated children's movies needs to be built on wonderful stories. For children, they are still in the state of continuous intellectual development; their information processing ability is also in development, so their understanding of the film is weak and unable to understand the complex plot or to link its own behavior with the behavior of characters in children's movies. But there are still some effects, and non-animated children's movies have a greater impact than animated children's movies. When studying the image of girls in Chinese children's films, we need to grasp the current situation of girls aged 3-12 in real life to improve the standard of Chinese children's films, so that the image of girls in movies is no longer rigid and monotonous, nor has label features.

### **4. Conclusion**

With the development and progress of society, Chinese children's movies have also made good achievements. The image of girls in Chinese children's movies has a great influence on girls in reality, and the image of girls in reality also affects the content and form of Chinese children's movies. Therefore, in practice, we should grasp the relationship between the two and better develop Chinese children's movies.

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