

## **'Undressed Star', Sexual Scenes and Discourses in Mass Media: Exploring 1980s Taiwan Female Film Stars' Onscreen Erotic Acting**

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**Abstract :** In the history of Chinese-language film, female stars' acting is connected with issues of national ideology, consumerism, and sexual politics. In the 1980s, Taiwan entered a period of 'soft authoritarianism' in which the economy prospered politics became more democratic, and mass culture became more diverse. Film censorship was more flexible and sexual scenes were increasingly shown on screen. Female stars' bodies were eroticized and commercialized through sexual and nude scenes and, by challenging conservative film censorship and social taboos, became the focus of mass media. This article will explore how discourses in mass media constructed the erotic images of female stars and, conversely, impacted film censorship, filmmakers and film actresses in 1980s' Taiwan. This article will regard the eroticized female film stars' acting as a 'field' of internal interaction and continuous reproduction, where the ideology of male dominance and voices of female film stars conflict with each other. Based on textual analysis of female stars' sexual acting and the debate in mass media, the argument is that the eroticized female bodies were gazed upon on and off the screen. In the discourses of mass media, the artistry of actresses' erotic acting was not only ignored, devalued and delegitimized, these stars were also labelled as 'undressed star' or 'nude star' and construed as victims of the film industry. However, the female stars were able to speak through mass media platforms, emphasizing their efforts in erotic acting and highlighting modern female subjectivity.

**Keywords :** sexual scenes, Taiwan female stars, erotic acting, discourses in mass media, female subjectivity

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