

## The Popularity and the Fantasy in Tiny Times

**Authors :** Shu Hui

**Abstract :** From 2013 to 2015, Tiny Times series gained huge commercial success. However, compared with the successful box office, these films received severe public criticism. Some scholars refer to these films as trash (lan pian) because of the fragment narrative, the non-professional photographing, and advocating money warship. Differing from other popular films, the popularity of Tiny Times series is actually generated from the fantasy that presented on screen instead of good stories or photographs. The fantasy is desired by the public and then formulates its popularity. Based on Jacques Lacan's fantasy theory, the paper aims to explain what kind of fantasy the films present. Then, according to hegemony theory, the paper will illustrate why the public desires such a fantasy and how the fantasy causes the criticism as well. The dominant ideology (patriarchy) conspires with or manipulates consumerism, which brings about the female's fantasy in Tiny Times. Because consumerism interrogates Confucianism, the film received public criticism for highlighting the former.

**Keywords :** fantasy, desire, ideology, popularity

**Conference Title :** ICCATC 2020 : International Conference on Cinema: Art, Technology, Communication

**Conference Location :** Beijing, China

**Conference Dates :** October 07-08, 2020