

Contradictive Representation of Women in Postfeminist Japanese Media

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Abstract : Although some claim that we are in a post-feminist society, the word “postfeminism” still raises questions to many. In postfeminist media, as a British sociologist Rosalind Gill points out, on the one hand, it seems to promote an empowering image of women who are active, positively sexually motivated, has free will to make market choices, and have surveillance and discipline for their personality and body, yet on the other hand, such beautiful and attractive feminist image imposes stronger surveillance of their mind and body for women. Similar representation, which is that femininity is described in a contradictive way, is seen in Japanese media as well. This study tries to capture how post-feminist Japanese media is, contrary to its ostensible messages, encouraging women to join the obedience to the labor system by affirming the traditional image of attractive women using sexual objectification and promoting values of neoliberalism. The result shows an interesting insight into how Japanese media is creating a conflicting ideal representation of women through repeatedly exposing such images.

Keywords : postfeminism, Japanese media, sexual objectification, embodiment

Conference Title : ICJS 2022 : International Conference on Japanese Studies

Conference Location : Madrid, Spain

Conference Dates : March 21-22, 2022