

Return to the essence of power

A brief analysis of the dislocation of female consciousness from the perspective of "She economy"

Liuxi Rao¹, Yaru Cai², Xinyue Yi³, Anran Wang^{1,*}, Wenfeng Wu¹, Lijuan Fu¹, Yufeng Zhang¹

¹Wuhan Institute of Technology, Wuhan, 430074, PR China

²Hubei University of Economics, Wuhan, 430205, PR China

³Central China Normal University, Wuhan, 430079, PR China

Abstract: The world today is undergoing profound changes unseen in a century. The need to build a community with a shared future for humanity and a more open, inclusive and equal social order is all the more urgent. The women's issue is not just the rights of individual women, but the collective development of society. The upsurge of "She economy" is steadily increasing, but behind it is the diversification trend of social and economic forms and the diversification trend of female cultural psychology. This paper studies the social psychological changes of female groups from the perspective of "she economy", points out the misunderstanding of the single value of modern women, and constructs multiple levels of female self-consciousness awakening, which has positive significance for promoting the correction of female independence and awakening consciousness, constructing the socialist ideology of gender equality, and thus developing the socialist harmonious society.

1. Rise-the "she economy" trend and the awakening of women

1.1. Background and basic concepts of "She Economy"

According to the Notice issued by The State Council on the Issuance of the Outline of China's Women's Development in 2021, as the world changes unseen in a century are accelerating, the need to build a community with a shared future for mankind is becoming more urgent, and the need to build a more open, inclusive and equal society is becoming more urgent. Among them, scientific planning of new goals and tasks for women's comprehensive development is the key to achieving greater inclusiveness and development in the new era.[1] With the continuous improvement of women's social and economic status in recent years, a "unique economic phenomenon with supporting, leading and sustainable promoting effect centering on female consumer finance" has emerged in the economic field [2], namely "she economy".

1.2. Interaction mode between female awakening and "She economy"

1.2.1. The single value of women led by "she economy"

Marx has pointed out: "Commodity economy will reflect the social relations between producers and labour into the social relations between things outside the producers the relationship between people is generally reduced to the relationship between things, the more kinds of goods women can choose, the more unitary the value orientation of women, and this unitary choice of women will objectively contribute to the unitary value evaluation of women by society, just as we often say "objectifying women".

1.2.2. Multiple levels of female arousal.

The ideological root of "She-economy" comes from our pursuit of Marxist humanitarianism in the 1980s. Since then, hot words such as "female awakening", "independent women" and "women in the new era", which indicate the improvement of women's social status and comprehensive literacy, have been sought after. "She economy" reflects that the female-dominated economic form is boosting the self-strengthening of female consciousness, which has two meanings: the first dimension is the strengthening of female consciousness, that is, breaking through the suppression of the traditional "patriarchal society", enhancing women's attention to their "subjectivity", and constantly awakening their consciousness of independence from the dependence of men. The second dimension is the strengthening of women's "strong will". That is, on the basis of independence, constantly enhance the individual comprehensive quality and social status of the "self-improvement trend", and show "transcendence" characteristics[4] That

*Corresponding author: 2628163655@qq.com

is, "the essence of returning power". How can this "returning" be captured by female consciousness? This is the third dimension. I shall explain this in more detail later.

1.2.3. The positive interaction between the multiple levels of female awakening and the "she economy"

The reason why we emphasize that women must view self-revolution from the perspective of transcending sex is precisely to respond to the above mentioned "she economy" leading to the single value of women, and the different levels of women's awakening I will mention can simply counter this trend of single value, so as to better promote the task of "promoting women's all-round development in a more scientific way" in the socialist society of the current era. We will completely modernize the socialist economy, politics and culture. In turn, the modernization and scientific development of "She economy" can create a favorable ideological environment for women's awakening on the premise of consolidating the economic foundation, and promote women to achieve real self-discovery, self-revolution and self-fulfillment, and finally obtain real freedom and happiness. That is, there is a positive interaction between the two.

2. Lingering--the latent "he" consciousness in the "she economy"

2.1. The "she economy" of "he" consciousness

"The rise of women's income and their control over household consumption power are driving the transition of market demand from the 'male model' to the 'female model'." [5] However, this is merely a trend and tendency. We can still find the tendency of "alternative" consciousness strengthening in this "female model". However, different from the "dominant" expression in the past, today's "alternative consciousness" is steadily influencing women in a "recessive" way.

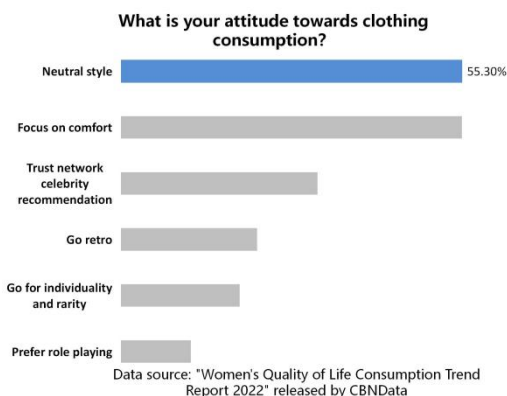


Fig. 1. Survey on women's clothing consumption attitude. [owner-draw]

As it can be seen from Table 1, in the survey of contemporary women's clothing consumption attitude, a large proportion of women pursue "non-sexism" and "neutral fashion". "Neutral" clothing on women is often expressed

as "punk", "rock", "loose and fat" and other styles, which highlight women's "masculine" attitude. It carries with it the cult of male power, male style, male power.

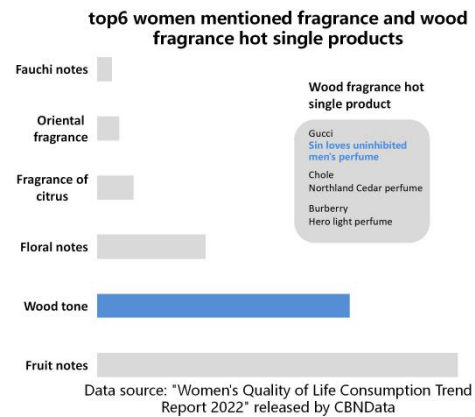


Fig. 2. Popular fragrance and wood fragrance for women Again. [owner-draw]

In the survey of the most popular fragrances among women in Table 2, neutral wood fragrances ranked second. Among them, Gucci's "Sin love Bohemian men" perfume is the most favorite wooden fragrance among female users of Little Red Book Men's fragrance should be mainly aimed at men, but this perfume market occupies a large number of women, which reflects women's worship of masculine characteristics.

The patriarchal society originated in the first four thousand years of the millennium, and male chauvinism has been deposited deep in our cultural genes in the lengthy history. We no longer advocate male chauvinism. In the modern popular context, we prefer to refer to "feminism", which seems to weaken male chauvinism gradually. The worship of male supremacy in our meme did not fade away with this "language epidemic." On the contrary, it penetrated into women's consciousness in a softer way and manifested itself in the economic sphere in the form of "she-economy."

2.2. Packaging of "she consciousness" to "he" consciousness

As mentioned above, "other consciousness" still has a profound influence on women's self-choice. In fact, the women we see in the modern era are showing their individuality in various ways, showing their "independence" and "strength", but these are only in the form of "female spirit". After removing this layer of packaging, what really makes women stand out is the public worship of male power. The public context confuses truth and ambiguity, transforming women's self-seeking needs into social requirements for women, thus maintaining the modern look of the open and inclusive environment for women that we have built. This packaged "other consciousness" is obscuring the true state of women. On the one hand, it is accelerating the alienation of "female consciousness". On the other hand, it is to appease the revolutionary sentiment of women, to give them the illusion of independence and the comfort of self-preservation.

3. Dislocation-the mistake of feminism

3.1. Combined with the campus

In patriarchal societies, women have always been seen as weak and dependent on men. The logic behind this understanding is that women should be classified as weak because of their natural biological characteristics. "Traditional epistemology commonly uses passive, docile and emotional features to symbolize women's natural nature" [6] and uses such symbols to mechanically classify women and bind them in social behavior. Traditional feminism has an insight into the strength of this "symbolic power", questioning the characteristics assigned to women and questioning the natural nature of these women.

Under the guidance of this theory, some of the first awakened women began to carry out the so-called "self-revolution" in the social field, and their way of revolution was to reject these "female characteristics", to oppose meekness and pursue strength, to oppose sensibility and pursue rationality, and even to deliberately pursue unruly and rebellious. The mistake of traditional feminism is to ignore the objective biological nature of women and the power of this natural femininity. It makes the essence of women present the trend of single in the specific historical stage.

3.2. Single misunderstanding of new female consciousness

Due to the traditional "men are strong and women are weak, men take the lead inside and women take the lead outside" social prejudice and stubborn meme. As feminism continues to grow and the social environment becomes more inclusive and open, there are more and more organizations and institutions that safeguard women's rights. Women themselves still have misconceptions about what the nature of women is and how women's self-liberation should be accomplished. Nowadays, feminism continues to enrich its integrity, and women are constantly on the road to self-improvement. The boom of the "she economy" is a vivid example. However, this modern higher three-dimensional female consciousness still has a misunderstanding, that is, the "nature of power" is not a comprehensive understanding. Nietzsche's "strong will" encourage people's self-improvement, self-improvement and self-transcendence, thus promoting the progress of society as a whole. This coincides with the theoretical foundations of Marxism's socialism. [7] These women who are more demanding on themselves are labeled as "rising power", and are carried by the current of the whole society to a "stronger and more demanding infinite road". Is not this a modern type of "power symbol"? If we fail to realize the fact that this alienated female consciousness is destroying the real "female essence", women's freedom will forever remain at the surface of self-comfort and always move towards unicuity.

4. Revers-the essence of either power i s power

4.1. Restore female vision and grasp female position

The study of feminist empiricism has affirmed the "female vision", holding that "the unique psychological experience of women enables them to have a different perspective from that of men. This kind of detailed and sensitive perspective can produce some complex and profound views, thus bringing more rich, complex and comprehensive knowledge to human society.[8] On the face of it, this disparity between men and women is narrowing, but in reality it emphasize the superiority of men more.

Therefore, if women want to achieve real freedom, they should not only get rid of the discrimination against women in traditional society, but also re-examine the current requirements of society for women to "tend to be masculine", returning to the real female vision, embracing their own unique essence and superiority, and making contributions to the scientific society with their natural endowments. Instead of disguising the difference by a dislocation, a departure from the real is used to obtain a momentary affirmation.

4.2. The second level of female self-revolution

The first level of female self-revolution has been mentioned above, including the strengthening of female subject consciousness and the strengthening of female "strong will". This level of reinforcement does not lead to true freedom for women. And then, there's another level: regression. That is to get rid of the modern evolutionary oppression of women and to return to the essential power of women. In Marx's thinking, "the essential power of man is to exist as a kind of eternally generating, self-expanding and creative person. In the author's opinion, women should return to their essential power and have the developmental nature of "continuous generation", avoid the metaphysical pattern, the initiative of "self-development", any form of attachment, "creative" innovation and self-conceit. The essential force of women should get rid of the bondage of sexism, and return to the original power of life only from the human itself, which is Nietzsche's "strong will", Freud's "sexual nature of libido" and Fromm's "power of love". It is to escape from the fear that "every mention of gender issues will lead to confrontation between men and women", and to escape from the public opinion environment that "every time a woman speaks out, she will be named as a female fist".

Women are not born women, but are formed in social relationships. Social relations regularly reinforce our gender consciousness, resulting in the emergence of male and female, strength and height..However, we should get out of this relationship and re-examine the path of individual revolution, and things should be their own things, rather than being controlled and constrained." The desire of the monad, as described by Leibniz, is a command. The power does not maintain a potential possibility of tranquility to the outside world but commands itself to keep upward, to

maintain a stronger superiority, which makes the force more powerful and commands itself to search for stronger possibilities" [9] from A4 waist to butterfly bone, from woman to Cyborg. The heightened female consciousness, driven by this imperative, has been making ever more exacting demands on women. But it is only by getting rid of these targets to which women are accustomed that the world truly unfolds before us. Women must re-examine their female consciousness, get rid of the coercion of "pursuing strength", and move towards the original female essence power.

5. Conclusion

Female consciousness is constantly changing from single to multiple, from flat to three-dimensional. At the nodes of any historical phase, in every aspect of any mode of life, there will be a hidden tendency to diversification. No single perspective can discover true female consciousness and promote social progress. The more order and unity can be achieved. It is this complexity which drives the individual back to the state of nature and to the most simple forces of nature. We need to understand this complexity from a private perspective. Like human evolution, the self-revolution of women has the character of historical materialism, and is continually advancing. However, "return to the real essence" is not a regression, but a spiral upward. In each

link of the upward journey, we should grasp our own essence, look back at history and keep returning to the essence. That way, real girl power can develop.

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