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This paper analyzes a recent discourse on nennu “tender women” and shunu “ripe women” in Chinese beauty salons and popular in order to examine the relationship between gender, consumption and body politics. This discourse, based on women’s cosmetics and dressing styles, categorizes women into young, tender women and older, mature women. In this discourse, tender women not only represent sexually desirable subjects, but also symbolize ideal active consumership that celebrates individuality, beauty and desire. Older, mature women could “become” tender women by consuming new fashions or new technologies for cosmetic surgery. Women’s bodies thus become testing grounds for both new consumption patterns and innovative technologies. Informed by Williams’ (1976) notion of keyword, this paper argues that the two key words nennu and shunu constitute two key sites at which women’s bodies, identities and social experiences are negotiated and contested and at which an ideal gendered consuming subject is discursively constructed in order to be better consumed by both men and the rapidly growing, masculine consumer society. And, this discourse on nennu and shunu also constitutes an anatomic (biotic) mode of control to regulate women and their bodies and remold them into subjects that are entirely identified with the state’s interests in developing consumer capitalism.