

Feminism in Diverse Conditions: Analyzing about Feminism on Social Media Platforms

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Abstract: Based on the growing number of feminists and the rise of various media, this paper studies the reports and speeches about feminism in traditional media and new we-media, and explores how people use language to express and share feminist views. In a traditional medium, this paper presents the existence of gender stereotypes in language and examines how gender stereotypes are transmitted and reinforced in language, including gender biases expressed through vocabulary, phrases, and grammatical structures, by analyzing a large number of news reports from the year and year after Roe v. Wade was overturned in 2022. After the development of the new “we media”, feminism has also been developing rapidly. Feminists can express their ideas on the Internet to gain more support. Their use of words to voice feminism will also cause a series of problems. Female language is also ubiquitous in the media. This paper studies the language performance of female characters in TV, film, social media and other media to assess whether this reflects gender relations in the real world.

Keywords: social media, feminism, female

1. Introduction

With the continuous development of The Times, the status of the entire female group is constantly improving along with the improvement of female education level and the awakening of female ideology. In the Internet era of today, for users of all ages, there are computers and mobile phones in almost every home. The individual is then attracted into social media and submerges themselves in its communication environment and establishes a safe haven for himself or herself. In turn, this has psychological effects on people, both good and bad for our society and our core beliefs. This has tried to draw attention to the benefits of engaging someone in social media communication as well as the most recent research on how using social media for communication can have a positive psychological impact on an individual. This has helped me shift attention away from the importance of the virtual world in daily life and toward the need to use it responsibly [1].

However, in terms of the current social situation, women at any age, especially those in the middle and lower social environment who have never been exposed to feminism. Most of them are still living the so-called life that girls should live, getting married, having children, taking care of their families and suffering from the sufferings that they take for granted because of the ideas instilled by the social environment. In another group of women, they are suffering from the pain that they have understood feminism but cannot change the social reality by their own power, but they can choose their own future through their own power to realize the diversity of women’s values free from the shackles of

feudal ideas dominated by men. They require professional occupational counseling at this time in their lives to assist them in selecting the ideal profession or job based on their skills and aptitude.

According to the findings, some kids were dependent on their professors and parents since they lacked access to the internet, journals, and newspapers. Social media advertises all professions without going into additional depth regarding the coursework for career-related degrees. Additionally, parents try to model their behavior after a few chosen role models in particular fields despite their inadequate knowledge of the many professions. Gender stereotypes are significantly predicted by parental influence and the availability of media. The majority of student interactions are with their parents and on social media. Gender stereotypes are taught over time; they are not intrinsic. The media's diversity and parental influence are two elements that contribute to pupils' impression of gender stereotypes. Gender stereotypes exist in every aspect of life, including daily activities, professional decisions, social classes, and other areas. For instance, in society, men do not want to be nurses, and their parents and peers disapprove of them. Similar to this, women are thought to be less intelligent in the sciences and math. The younger generation's potential is constrained by these gender stereotypes. Parental influence, a wealth of media, and gender prejudices all significantly influence the choice of profession. These factors influence students' career decisions.

The kids are aware of the gender roles they have been assigned as well as their preferred careers. Students now understand how to discriminate between gender roles and pursue a job. Therefore, traditional career choice is affected by family influence, media diversity, and gender stereotype perception. It was discovered that female students were more likely than male students to adhere to gender norms and make professional selections. Men and women raise their children in identical ways. Children are subjected to the will of their parents in Pakistan because of the country's collective culture. At this stage of life, they make an effort to teach their kids, whether directly or indirectly, so their influence on kids doesn't depend on the kid's gender. When it comes to media diversity, both men and women have access to the same amount of content. Significant gender inequalities are revealed by gender stereotypes and professional choices. Males favor careers in traditionally masculine fields, whereas females favor careers in traditionally feminine fields.

Gender stereotypes are more firmly felt by women than by men. In Pakistan, ladies also favor more careers than boys do at the secondary school level [2]. The abundance of media and gender stereotypes on social media have greatly influenced the development of feminism. In addition to being taught what girls should do in their native family environment, a large number of girls are lucky enough to have a good educational background, being taught that women are not defined, and women can do everything that men can do. The unfortunate girls are taught that a girl should follow the rules and follow the steps of her life, and social media is the only way for them to learn about women's rights. In this group of women, most of them have come to know about feminism through social media. Without social media, perhaps no women would have dared to speak out. Perhaps many women at the lower levels of society would not have been exposed to the idea of feminism and would have been resentful and obedient to what others told them. I once saw a woman on the Internet saying, "Thank you Internet for getting me out of the" mountain "in my heart." In addition to the under representation of women scientists in media coverage, stereotypes of women scientists are increasingly seen as damaging.

Gender stereotypes take many different forms in psychology, including physical stereotypes, cognitive stereotypes, and personality-related stereotypes. Physical stereotypes for women are attractive, stunning, and beautiful, whereas those for men include characteristics like being muscular, physically strong, and robust. When it comes to cognitive stereotypes, men are frequently portrayed as being adept with numbers, analytical, problem-solvers, or numerically skilled. Women are thought to have inventive, intuitive, artistic, and creative minds. Affectionate, sympathetic, kind, and sensitive are examples of "positive" stereotypes linked to personality that apply to women, whereas aggressive,

competitive, daring, and adventurous are stereotypes that apply to males. Egocentric, aggressive, cynical, arrogant, boastful, greedy, authoritarian, and unprincipled are examples of “negative” personality traits for men, while those for women include weak, naive, subservient, being self-centered, picky, whining, and moaning about everything. Ellemers argues that stereotypes are inappropriate for assessing an individual’s features, despite the fact that stereotypes in general and gender stereotypes in particular may be useful when investigating specific perceived attributes of large groups. Gender stereotypes magnify the perceived consequences of categorizing people based on their gender and give an overly simplistic view of reality. They appear to support the social and symbolic impacts of gender on social inequality and role difference while also serving to reinforce gender stereotypes. The widespread acceptance of gender stereotypes impacts those who assess others based on stereotypes as well as those who are judged based on stereotypes [3]. But on the other hand, the media has never been the killer of feminism. Rarely can one accuse the major media of being pro-feminism. The way different media, including print, television, and cinema, represent the women’s movement and the problems it has attempted to address is actually a major contributor to the difficulties the movement faces [4]. Analysis on the problems: It’s crucial to begin this case study with a reasonably comprehensive understanding of the media landscape since the interactions between more established and emerging media logics make up the current media system. That is, one that takes into account how information moves between and between these different but interconnected components of the media system using venues for both conventional media and user-generated media, including social media, online discussion boards, and content sharing websites. Tracing the case study’s events as they moved around the media system needed some flexibility and a range of data gathering techniques. This information was gathered from forums, internet articles, television, Twitter, and newspapers [5].

2. Social Media Platforms: Traditional Media

In this paper, the author classifies these news into androcentric, androgynous and gynocentric according to our specific scoring criteria, and then analyzes the common features of the news in the same category, such as the sentences or words used, and calculates a table as our research results. The goal is to understand what linguistic features are often found in feminist agenda-setting. The authors looked at four media reports published in the two years after *Roe v. Wade* to gauge media attitudes toward feminism based on the words used in those reports.

2.1. FOX

2023: Androcentric: Full coverage emphasizes anti-abortion ideas to provide comprehensive legal protection for unborn children

2022: Androcentric: in the “liberty” safeguarded by the Fourteenth Amendment’s Due Process Clause, the author strongly opposes women’s right to abortion.

2.2. NY Times

2022: Gynocentric: This report analyzes eight typical patient groups and analyzes women of different social status, economic income, and geographical location in each group. Specifically, Has a Low Income, Is Single, Is in Her First Six Weeks of Pregnancy, Is Having Her First Abortion, Lives in a Blue State, Is Already a Mother, Is in Her Late 20s, Attended Some College, Reflects the Author’s Strong Feminism

2.3. CNN

2023: Gynocentric: at least for now, the report shows that the author slightly supports female abortion, but mainly stands on the neutral objective statement without obvious views

2022: Report on Roe v. Wade by objectively quoting the comments and opinions of key figures after Roe V. Wade was overturned, including President Joe Biden, House Speaker Nancy Pelosi, Justices Stephen Breyer, Sonia Sotomayor, and Elena Kagan, as well as former President Barack Obama Most statistics favor female abortion

2.4. The New York

2022: Gynocentric: The ‘worse’, ‘unsafe’, ‘criminalization of pregnancy’ in the title of the report reflects the author’s strong opposition to the overturning of RVW

2023: Gynocentric: A look at the current state of an abortion clinic one year after Roe v. Wade was overturned in which the so-called pregnancy-help centers take a satirical stand against women’s abortion

This study, which was inspired by previous research on social media use, assessed four factors: a) years of watching user-generated eudaimonic YouTube videos; b) how frequently they had viewed such videos over the previous six months; c) how frequently they watched such videos each week; and d) how frequently they watched such videos each day [6]. A category approach will be used to determine where these stories belong androcentric, androgynous or gynocentric. And it’s because of these injustices that people need to stand up and speak up for women. Many women are officially influenced by the characters in films and television works and dare to stand up for women. The world needs women, and the world needs men, and men and women are only gender-different, worthless, and it’s very important for the more extreme feminists right now to recognize this. No television character is flawless; otherwise, they wouldn’t be considered “human” or entertaining. They all have one or more flaws. Additionally, there are many misconceptions that women would prefer to do away with. However, the author thinks there are indications that the television industry is beginning to understand that they are not all homebodies, bimbos, or castrating bitches [4].

3. Social Media Platforms: User-generated

3.1. First Section

Researchers look at the activism that so-called digital feminism has made possible. The communication structure of digital media is what has allowed the feminist movement to expand and spread as it has. Despite the widespread appeal made possible by this communication infrastructure, hegemonic powers may obstruct the achievement of the feminist agenda if this online movement does not lead to street mobilization. In other words, if internet mobilization is unable to overcome the limitations of individual digital actions, the feminist movement runs the risk of being absorbed by neoliberalism. People investigate two dimensions of digital feminism: individual neoliberalism and street action [7]. Compared with the more artistic film and television literature works, the remarks in the user-generated media more truly reflect the gender relations in the real social life. More and more people are voicing their opinions on social media, and the more people are forming a united whole. According to table 1, There is a qualitative difference between feminism and boxing women, and gender antagonism and boxing women in social media have largely stigmatized feminism. Feminism has become a fashion item for some people on the Internet nowadays, but it is better to shout the slogan of “me” than to be confused as the object all the time. Most people only stay in this stage of enlightenment, and will not understand the deep feminism, so some slogans such as “born naked” and “free” are suitable for most people. Just like the black liberation movement and many other social

movements, the feminist movement is seeking the rights due to human individuals. The result of such equal rights is to promote the liberation of social productive forces and the progress of civilization, rather than blindly emphasizing gender opposition.

Table 1: Feminism and gender antagonism.

feminism	I can do anything a man can do.	Rely on yourself.	Everything I do is discrimination.	Same labour force for men and women.	Everyone is born equal.	The same standards .	Rely on strength to make you admire.
Gender antagonism	Why do I need a man if I can do it.	attach	I am weak and right.	Men should work more.	Girls are more delicate.	A serious double standard.	By crooked moral kidnapping.

Most of those people spoke with said that they now find their older postings odd in terms of topic matter and unpolished in terms of aesthetics in comparison to more recent ones, which paid greater attention to composition and image quality. Users become more aware of what works on the network as they examine other users' feeds and how people react to their posts. This change, along with evolving technology, results in the emergence of new norms, expectations, and aesthetic standards. The order of interactions on Instagram is not fixed, but one's self-presentation methods are modified by the shifting expressive behavior of others. These emotive and aesthetic values and norms are also applicable to feminist expression on Instagram. In fact, feminism's visual and symbolic manifestations on Instagram were frequently extremely aestheticized and polished[8]. With the continuous development of user-generated media, major user-generated media like sparks emerge in the circle with their own advantages.[9-10] For example, instagram is originally a platform where everyone has the responsibility to express their own views, but with the emergence of fandom, bloggers may post some feminist views that cannot be clearly expressed in order to cater to the public's aesthetic. Feminism under the new media is largely subject to the popular aesthetic and slows down the speed of development.

4. Conclusions

Social media, as a platform for the communication and collision of cultural ideas, and traditional paper media and other news media, as the initial media, also reflect the author's views on feminism to a certain extent, so that the public can see the bud of feminism, but people cannot expand their circle to attract more people with the same ideas. Television, film and literary works, as media with certain artistic colors, use theories in literature to create female images with language, text and lines, so that the public can benefit from them and give them power, thus promoting the development of feminism again.

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