Women Image in Current Chinese Media and Its Consequences

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Abstract: The negative portrayal of women caused by the male perspective of the media industry needs to be addressed and rectified. In this way, the passive situation of women being "otherized" can be alleviated, and the misogynistic thinking caused by misleading information conveyed by the media can be improved. It is of great significance to rectify the media under the patriarchal concept to promote gender equality, slow down gender exploitation, reshape female image and enhance female subject consciousness. Mass media unconsciously spread the concept of male supremacy in a subtle way, which not only makes women suffer from the oppression of unequal patriarchal consciousness in the society, but also makes women's cognition of their own gender group and self-image distorted. Reorganizing the media under the patriarchal concept can further promote male equality. Shaping a more objective female media image is of great significance for promoting gender equality, slowing down gender exploitation, reshaping female image and enhancing female subject consciousness.

Keywords: feminism, women images, mass media, patriarchy

1.   Introduction

In today's society, the media plays an important role in the public perception of groups, especially gender. Journalism and entertainment media can have a great impact on shaping the public and social values. Under the deep-rooted traditional patriarchal concept lasting for thousands of years, news reports and entertainment media with male as the main point of view have led to the stigmatization and objectification of female images. This not only imperceptively implanting and consolidating negative stereotypes of women to the public, but also squeezing women's rights and interests and living space. Hindering the realization of women's human rights and limiting their potential space.

Under the patriarchal culture society, the perspective of the media takes men as the subject and women as the object. The concept of male supremacy carries on the unequal power mapping through the media's gaze on the external value of women, the misleading shaping of the female image, and the neglect of the female perspective and rights. As an important medium for shaping public values and disseminating information, the media induces the concept of gender exploitation of women to the society, which makes women bear the implicit gender discrimination brought by the negative female image shaped by the media.

Mass media unconsciously spread the concept of male supremacy in a subtle way, which not only makes women suffer from the oppression of unequal patriarchal consciousness in the society, but also

makes women's cognition of their own gender group and self-image distorted. Due to the wrong construction of female image by male dominant concept, female subject consciousness and living space are greatly compressed by media. The system that holds women back from reaching their potential should be changed. Therefore, the negative portrayal of women caused by the male perspective of the media industry needs to be addressed and rectified. In this way, the passive situation of women being "otherized" can be alleviated, and the misogynistic thinking caused by misleading information conveyed by the media can be improved [1]. It is of great significance to rectify the media under the patriarchal concept to promote gender equality, slow down gender exploitation, reshape female image and enhance female subject consciousness. Reorganizing the media under the patriarchal concept can further promote male equality. Shaping a more objective female media image is of great significance for promoting gender equality, slowing down gender exploitation, reshaping female image and enhancing female subject consciousness [2].

2.   Analysis of the Causes

There are many reasons for these problems. First, they are influenced by gender inequality created by the media under the patriarchal concept. Lots of men consider that they have superiority over women and expectations of their object image. Due to the large number of one-sided female images in media output, these one-sided female images have become the "public women" identified by people [3]. The implantation of these false images, combined with the traditional patriarchal concept that has not been completely eliminated, makes men have a sense of gender superiority in front of women. They gaze at women unequally with a high position. This includes, but is not limited to, paternalistic mansplaining of women, malicious speculation about female relationships, and rightfully commenting on women's bodies. Even this one-sided fictional group image is used to criticize and speculate on the reality of female individuals.

Another factor is that Female images are stereotyped in news reports, films, and television works, forming a vicious circle. Mass media and some film and television works implant stereotypes of women as "housewives", "emotional", "unable to take responsibility", and "in need of being saved" to the viewers [4]. The intensification and perpetuation of stereotypes can lead to women being generalized in a distorted group, bound by traditional gender roles.

However, the more roles that reinforce female stereotypes appear in movies and television works, the more similar roles will be added to people's stereotypes imperceptiously. This results in the emergence of more similar roles, forming a vicious circle. Furthermore, the most important factor to look at is the mainstream mass media report news from the perspective of men and ignore and dilute women's rights to some extent. Influenced by male-dominated concepts, journalists often report and interpret events from a male standpoint, subconsciously treating women as objects and presenting them in their reports.

In Beauvoir's words: "She is defined and differentiated with reference to man and not he with reference to her; she is incidental, the inessential as opposed to the essential.   He is the Subject and the Absolute – she is the Other. "Beauvoir once analyzed that women were established as the other in the patriarchal society, and men defined and shaped women according to the" female image "in his perspective [5]. The patriarchal idealists project their subjective assumptions and desires onto the silent other, creating the "female imagination" in today's media and using it to refer to all real female groups. Interpreting and shaping female images from the perspective and concept of male power has long deprived and violated female subject consciousness, and also caused the female images conveyed in the mass media to be full of male subjective understanding.

3. Concrete Behavior

Mass media mainly export objectified female images to society for the sake of male dominance, resulting in implicit objectification and stigmatization of women, and often ignore women's rights and interests and positions when reporting news from a male perspective.

The first is that the mass media's gaze on the female body creates sexual objectification of women. Because of the Internet, especially the spread range of entertainment media, media has the characteristics of easily building social influence and guiding social trends. The low cost of media interaction makes it easy for netizens to evaluate and judge women's bodies. Under the influence of flat and fragmented entertainment media, the public aesthetic standards become picky and single, making the diversity and differentiation of individuals ignored. The patriarchal culture builds the image of the "perfect woman" he expects through the media and induces women to make efforts towards this aesthetic. Women's bodies are subjected to the public gaze, making them objects for viewing, discussion and criticism.

Women's bodies are subjected to the public gaze, making them objects for viewing, discussion and criticism [6]. Women are praised only when they meet and conform to the external aesthetic of mainstream society, otherwise they will be subjected to body shaming and criticism. When the conformity of women's visual aesthetics in the mainstream aesthetic becomes the standard to measure their personal charm, women lose the dominant power in the aesthetic appreciation of their own appearance, causing women to doubt their own bodies and be subtly subjected to the mainstream aesthetic discipline of media. Through mass media, women are placed under the gaze of men and the importance of women's external conformity with the public aesthetic is promoted. By taking advantage of people's psychology of wanting to be recognized by the group, women are conveyed that their appearance is close to the male-dominated aesthetic concept stipulated by the society, and their own charm is easy to be recognized by the public. The result of the media guiding women's bodies in accordance with the unified aesthetic is that women have anxiety about their own bodies and even question their own aesthetic value, resulting in women's self-loss in the male gaze.

In addition, since cosmetics are mainly consumed by women, the promotion departments of cosmetics companies create body anxiety for women in order to create the demand for cosmetics market among women. The public is demanding of women. Having body hair or even visible pores on the face is criticized by the public. However, under the invisible mental pressure from the public gaze and artificially incited body anxiety, women's personal charm has a binding relationship with the body, and women's self-value and visual aesthetic are connected. Resulting in women's self-objectification and men's objectification of women.

Secondly, the emphasis on female gender in social reporting has caused the image of women to be stigmatized in the news, which is also a serious problem. Images of women in online media are often belittled. Due to the influence of the patriarchal culture in the male-dominated society, journalists are used to reporting and interpreting events from the standpoint of men and treating women as objects. Men are treated by society as the default standard and women as the "exception." Beauvoir once pointed out that women as individuals are otherized and stared at in a patriarchal society, which will lead to their passive alienation. This kind of alienation will cause the loss of the individual's subject consciousness and self-consciousness, and make the other women become the victims of the male consciousness as the "subject", thus distorting the cognition of the self-gender group.

News written from the habitual thinking of men put the emphasis on gender in vicious events from a non-neutral perspective, wrongly guide the audience to focus, and blur and dilute the focus of events. This results in the labeling and stigmatization of female media images. Such negative and leading reports will not only provoke paternalistic criticism of women by men, but also create negative stereotypes of women in society. They will also create self-doubt and even self-gender shame for

women. For example, in the case of traffic accident reports, the gender of the driver is female, their gender will be highlighted. Female drivers are widely regarded on the Internet as the main cause of poor driving skills and traffic accidents.

However, in the special report "Characteristics and Trends of Traffic Accident Crimes (2016.1 - 2019.12) Judicial Big Data" released by China Judicial Big Data Research Institute, the average case rate of 10,000 female drivers was 0.25, and that of 10,000 male drivers was 2.20. The average fatality rate for male drivers is 8.8 times higher than that for female drivers [7]. And that is just one of the ways women's media images are stigmatized. Chinese People's Representative Fu Lijuan, in her research on the widespread negative coverage of women's images in the news media, counted the female-related content posted on Weibo by one famous news within a month. Of the 128 stories about women, 89 were negative [8]. Most female images on social media are negatively presented to the public, being shown as incompetent and weak. The news media's stigmatization and gender bias toward female images, and in the diffuse and diffuse Internet media, the media export negative stereotypes of women to the society on a large scale, resulting in a negative general trend of social values toward women.

Third, due to the inertia of the male perspective of the media in the patriarchal society, the media has a critical consciousness of women and ignores the rights and interests of women and their positions. In China, especially in the We-media, the hottest topic of women's criticism is bride price. The big trend on social media has been to highlight the pressure on men's families caused by betrothal price, and to highlight how betrothal price hinders and hurts men getting married [9]. The bride price is framed as the negative marital oppression that women inflict on men.

However, the bride price is essentially the carrier of the patriarchal consciousness, which is rooted in the fact that women have not had equal inheritance rights for a long time in the patriarchal family. The media focused on attacking the bride price to reduce the cost of getting a wife for men, rather than focusing on the fact that the bride price is essentially caused by the feudal ideology for women's rights and interests. The media criticize the harm of bride price to the husband's family, but rarely take into account the root cause of the bride price and the objectification of women in the patriarchal society, and ignore the loss of women in marriage, and only build the image of male "victims" [10].

The abolition of the bride price should be one of the natural consequences of gender equality, rather than the ultimate goal that requires women to make sacrifices. Under the patriarchal culture, the neglect of women's position in the media makes the public lack of thinking from the perspective of women. The living space of women is squeezed and attacked. This is the embodiment of patriarchal consciousness in the media. The idea of women's rights and equality at the root has not received much attention in the media.

4. Suggestions

First, awaken women's self-consciousness, make them aware of the patriarchal culture of gender oppression. More official accounts dedicated to opposing the sexual exploitation of women should publish relevant articles to popularize popular science for women and guard against the examination and criticism of women's bodies under the patriarchal culture. Through official accounts and appeal to the "we media" account to spread the correct values to netizens. It criticizes and corrects the unhealthy tendency of linking women's value with their visual aesthetics, and takes down and attacks advertisements that create anxiety about women's bodies.

In addition, there should also be an account to popularize the normal physiological phenomenon of long body hair, pores on the face, belly fat, etc., to correct the harsh "perfect aesthetic", and guide the social aesthetic standards to be more diverse and inclusive. In this way, women are guided to look at their own bodies with a normal heart, and do not strive to be close to the male network aesthetic, and do not regard the male gaze as the embodiment of personal charm. Relieve women's body

anxiety, stop objectifying themselves, and not be brainwashed by the harsh standards of a patriarchal society.

Second, promote the empowerment of women and call for more female-dominated netizens on social media to resist the stigmatization of women. Focus on and examine the gender power relations behind the distorted images of women in the media. The use of the open and highly spread Internet to curb the phenomenon of female media image stigmatization, to create a voice for women. The media should clarify the false reports and denounce one-sided news written with a male mind. This can effectively reduce the marginalization and objectification of women, so that women can get more space to speak. Reshape objectification, stigmatization and ignored female images, change people's stereotypes, and make the media play a positive value-oriented role.

Third, cultivate the professional quality and sense of responsibility of those engaged in the media industry. To make more media people have a sense of responsibility for their opinions when publishing reports, and do not wantonly guide negative public opinion. To play down sexual exploitation and focus on objective facts. Let journalists respect and pay attention to the reputation and feelings of the people they report on. Fourth, the author's name should be associated with the article in relevant media messages, so that the author can be traced and held accountable. The information of news writers should be reasonably open so that every news writer can be restrained and supervised.

Last, it is also necessary to crack down on media that exaggerate or obscure facts in order to attract hot spots and regulate the coverage of women. The regulation and regulation of the news industry can make the media further devote to reporting the overall picture and objective facts of the news, rather than the subjective interpretation of the male inertia thinking, which is unfair in the report.

5.   Conclusion

As an important medium to spread information to the society and influence the shaping of social values, the media should play a positive and fair value orientation. However, influenced by the traditional patriarchal consciousness and the idea that men are the subject and women are the other, today's media have alienated the shaping of female images and imposed too much male consciousness, resulting in the squeezing of women's living space by the media. This not only exposes women to false gender criticism from the outside, but also causes women to lose their sense of self.

Therefore, the media should pay more attention to and respect women's consciousness of subjectivity, reduce the habitual thinking of reporting with men as the subject by default, rectify the spread of false information that is unfair to women, pay more attention to the report itself, and rebuild a more favorable media atmosphere. According to the characteristics of the media industry, which is easy to exert a large-scale influence on social concepts, this will effectively alleviate the situation of women being otherized and enhance women's subjective consciousness, so that women can also be given the right to speak and initiative in the news. To alleviate misogynistic thinking in society, promote gender equality and mitigate gender discrimination.

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