

The Relationship Between Media Discourse Power and Feminist Development

Yingxue Wang *

Wuhan Cogdel Cranleigh High School, Wuhan, Hubei, 430056, China

* Corresponding Author Email: novawy@gmail.com

Abstract. In the age of information explosion, media has become a bridge between individuals, between government and individuals, and between society and individuals. At the same time, emerging feminist forces need to push for more welfare and rights for women, such as abortion laws and rape convictions. Before the formal research, this article tries to find out the influence of the feminist movement on women's social status before and after, as well as feminists' concerns about the recent development of women's status in society. Through the analysis of books and articles on feminist theory and historical changes, changes in the ratio of male to female students in middle school, experimental research on and offline aspects of feminist activities and the current development of feminism are summarized, this paper hopes to find out the role of media discourse power in promoting feminist behavior. This paper finds that the media discourse can bring individuals and groups positive views on feminism, expand the participation of feminist movement, and enable readers to be good at self-reflection and change their life attitude through reporting.

Keywords: Feminism, media discourse power, female employment, social desirability.

1. Introduction

From the European witch hunts of the 15th century to the current feminist wave, women's persistent efforts have played a decisive role. In the past thousand years, the status of women has long been unpromoted, the narrow waist beauty in the West makes women trapped in the waist, the three-inch golden lotus feet in the East have ruled the female body for hundreds of years. Society's excessive attention to female fertility leads to the neglect of women's physical autonomy, right to speak and human rights, and cases of domestic violence, rape and molestation are common.

For women, the media is another tool of the new society. As the mouthpiece of the society, the media industry plays a key role in all walks of life. In the early days of the industry, the news media existed as the mouthpiece of the government, and the government's orders and instructions were transmitted through newspapers and radio, avoiding the problem of long-distance information transmission. However, after World War II, it became one of the reasons why the media could not be trusted. Since then, online media has also become the center of vanity fair.

In the Internet era after 2000, social media has become a battlefield for people, like former US President Donald Trump's "Twitter state", and now a mobile phone in every hand is the best proof of media discourse power, and the news and reports that manipulate public opinion have attracted countless celebrities. In 2017, the #Metoo movement became a milestone for women to occupy the media voice, led by actress Alyssa Milano, calling on all women who have been sexually assaulted to come forward and speak out about their painful experiences, and to post hashtags on social media to raise social attention. The battle for media voice is a new frontier for women.

Research in gender and media representation focuses on gender representations and stereotypes in the media. By analyzing media content such as advertisements, television programs, movies, and news reports, researchers explore how media present and construct gender roles, and examine the impact of these representations on social cognition and gender equality [1].

In additional, research in women's participation focuses on the level of participation and opportunities for women in the media industry. By counting the proportion of women in news reporting, film production, television production, advertising and other fields, the researchers explored the status and opportunity inequality of women in the media industry [2].

The core of feminist research is the development and discussion of feminist theory. Through the analysis of gender, power, identity, culture and other concepts, researchers propose and explore different feminist theoretical frameworks.

Therefore, this article starts from discussing the current situation of feminism is analyzed through the results of previous papers, mainly collecting online clicks and related questionnaires. Then, it discusses the challenges and difficulties in the process of women's status in social life, power changes and the rise of media discourse power. Finally, it seeks a solution and uses feminist theory to evaluate the effectiveness of the method.

2. Feminist Concerns

2.1. Internet Concentration of Feminism Affairs

The strong feminist wave is closely related to the media. Since the 19th century, female politicians had chosen to use the media to promote their advantages and gain votes, printing and selling their postcards, photographs and even cartoons in large quantities. In the newspaper era, many writers brought more new book sales through newspaper exposure, and attracted media attention because of the popularity of their works.

Nowadays, mainstream social media such as Facebook and Twitter, in conjunction with various women's care magazines, have brought more feminist prosperity. Also, feminism has become a global social movement, attracting widespread attention and participation.

Public awareness of gender equality and women's rights is growing. With the improvement of social progress and education level, people pay more attention to the importance of gender equality, recognizing the unequal treatment of women in the social, political and economic fields [3]. This increased awareness has prompted more people to become interested in feminist activism and pay attention to related topics.

2.2. Civil Questionnaire

In previous papers, the researchers examined in detail how much the population knew about feminism through Internet platforms [4]. The research takes the form of interviews and questionnaires, and the data comes from a variety of groups, including college students, white-collar workers, homosexuals, etc., using an hour to an hour and a half to semi-structured interviews. Interviews and questionnaires included information about online and offline feminist activism and people's awareness of such activism. The results show that people learn more about feminism through social media, and they also see feminist movements in their lives. Media reports and exposure are also important channels for the public to understand and accept feminism [4].

At the same time, social media provides a long-distance communication channel, bringing together netizens with weak connections into the same online community, to drive the impact of activities, such as demonstrations. However, the establishment and organization of activities are more dependent on the close relationship of activists, so the role of Internet media in support and marketing is far greater than the role of mobilization and organization [3, 4].

3. Challenges and Difficulties of Women's Media Discourse

3.1. Past Situation

In the long history of the past, it is not difficult to find that society places limits on women everywhere. In the growth process of women, in addition to the social impact from childhood, the inequality of education and the career after graduation were also in a harsh situation. In the early days when the concept of university was built, only men were allowed to receive education, and in the 19th century, there was the first co-educational university, which was only the tip of the iceberg of women's oppression. During the career period, the oppression of leaders and the neglect of colleagues

made women need to spend more time and energy in getting a promotion, and even were called "counting" and "cunning".

There is no respite for women who meet society's expectations. Women who meet the social norm, such as married, mother or grandmother, will also suffer injustice and other treatment. The single mothers with children will be mocked by others, and would be against because of the lack of fortune and the lack of family roles [5].

However, women who do not conform will face a wall of criticism and disappointment. They are urged and ridiculed by their parents because of their different ideas, and become targets in society because they are maverick, because they are unmarried and sterile, and been left under marriage market.

3.2. Current Situation

Now, after countless shocks from women, society can see the dawn of equality. With the introduction of marriage laws and domestic violence laws, women's voices are being heard.

The complex identity of women makes them wander between A side and B side of life [2]. Side A refers to the pillar industries and career routes such as work, education, finance, and the military, while side B refers to the life routes people would all experience, such as birth, old age, illness and death, medical treatment, childbirth, etc. The more bills on the B-side, the more attention will be paid to women, because the B-side is the battlefield of social regulations on women, and what feminists need to do is to break the invisible wall between the B-side, so that both genders can achieve freedom in the middle [1, 2].

This is why women should fight for a voice in the media. Ruth Bader Ginsburg, the second female justice of the United States, gained great attention for her autobiography, which even extended to overseas countries to let other countries understand the power of women. With this trend, more and more advertisements show women's style, and many posters pay attention to the ratio of men to women. This is the result of countless women waking up and doing their best.

4. Solution

4.1. Feminism and Employment Law

In a society where income and assets are the specific criteria for measuring a person, employment and education will become crucial, and these factors will affect future income levels, personal intelligence and ability. As mentioned above, women's employment and education have always been neglected, and the influence of media has increased people's attention. Meanwhile, online political participation and online voting will greatly affect the promulgation and implementation of political decisions. Therefore, when the government amends the act related to employment, the supervision from all walks of life and the uncontrollable public opinion will allow women to make use of the dividends of the media to make the policy open and transparent, and fight for more rights and welfare for women [6, 7].

For example, modifying the duration of maternity leave and still providing pay during maternity leave can greatly guarantee the job security of women, and reduce the cost of re-recruitment for companies. There should also be no barriers to women in many male-dominated industries, such as aerospace and thermal weapons research and development and other strategically sensitive industries, women's physical strength and so-called stereotypes do not prevent women from becoming strong pilots and intelligent and focused research and development personnel.

At the same time of policy modification, the control of media discourse power will be at the forefront. Women's employment and education issues will face the effect of social approval. The media is to change the direction of social discussion and reduce the influence of social approval on women's pursuit of self-achievement [8].

Education is a prerequisite for employment. In the World Bank's World Development Database, the ratio of male to female secondary school enrolment, or Gender Parity Index (GPI), over a 30-year

period in China, for example. It is not difficult to find that this ratio is slowly close to 1, indicating that the ratio of men and women is gradually converging, female education is being paid attention to.

Table 1. Gender Parity Index (Data source: World Bank).

Year	GPI			
2001	0.93			
2003	0.94			
2006	0.99			
2007	1.00			
2008	1.01			
2009	1.03			
2010	1.00			
2012	1.03			

4.2. Auto-transformation

In the Internet age, it is very difficult not to know one thing, all kinds of information surround people. The media is omnipresent, a powerful marketing tool that can change the beliefs of others. The Internet exposes a lot of events that cannot be experienced in a single life and other people's events, so that people can get inspiration from these events, to change their life trajectory. One woman reported that she learned about the laws of divorce through the media, and she fully understood that her husband's cold violence for many years was the cause of her personal weakness, so she hoped to divorce and start a new life [9].

There are many such cases. The media, as a medium that democratizes professional knowledge and private events, need feminists to grasp the opportunity to gain more media discourse power.

Women who have joined women's rights organizations or solo activists can also feel a sense of purpose in their actions because of the protests reported in the media, allowing the resistance and the struggle for rights to last longer and more widely [8]. Organizations will also expand offline women's rights groups in geographically close online communities, such as mutual aid and women's United Ministries. The media and other forces have greatly enhanced the efficiency of resource utilization, to prevent women who are lonely and confused for a long time from losing the opportunity to find themselves [10].

5. Conclusion

The struggle for women's rights depends on all aspects, but modern feminism, which is at the center of the information vortex, needs to fight for the right to speak in the media. Today, almost everyone has access to the Internet, and most social activities take place on the Internet. Social media and news reporting have become a battlefield without smoke, and to occupy the majority of social forces, it is necessary to make the majority of people understand and even agree with their own views. Today, the endless online scolding war and the open governance mode of Internet policy further prove the importance of media. It can connect everyone in the world, and ideas can communicate, spread, and influence each other. The purpose of this paper is to explore whether more media discourse will bring positive or negative effects to feminists and feminist activities.

By analyzing previous social experiments and articles, and searching relevant data, the paper finds that more media discourse power can help women fight in employment and education, and seek benefits for themselves after textual analysis. For example, the abortion Act, maternity leave and marriage laws are the social freedoms that feminists strive for. At the same time, the change of women's status will also be a factor that changes the media discourse, including active participation in work and the change of self-awareness.

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