

Research on the Female Media Image Shaping of the Mainstream Media

-- Taking the articles on wechat official account southern weekend from 2022 to 2024 as an example

Ke Ke

School of Humanities and Social Sciences, North China Electric Power University, Beijing, China
120211170210@ncepu.edu.cn

Abstract. In this paper, the articles on WeChat official account Southern Weekend are taken as the research object, using a content analysis method and focusing on the female media image-building in the mainstream media. It is found that the female image construction in mainstream media is still influenced by historical culture, patriarchal culture, and other factors, and there are hidden prejudices, inequalities and imbalances, which do not correctly guide the shaping of female media images from the root.

Keywords: Mainstream media, female media image, Southern Weekend.

1. Introduction

In 1988, China held a symposium on female images in mass communication, which was the first time to discuss female images in the media. In 2005, China revised the Law on the Protection of Female Rights and Interests, and established the basic national policy of equality between men and women. With the development of the times, women have performed better in politics, economy, culture and other fields, and their proportion and ability to participate in social activities have been continuously improved. In recent years, more and more attention has been paid to media presentation and gender awareness. Women-dominated topics such as female volleyball team in China, elder sister who braved the wind and waves, and beating in Tangshan barbecue shop in China have caused waves of new upsurge in China society, and the field of “gender and communication” has undergone tremendous changes.

With the empowerment of modern social technology, the development of media technology has changed the way of news production and information dissemination in the traditional media ecology. As a media that conveys mainstream values and has strong influence and credibility, how to construct discourse on the new media platform, how to present female images and the problems behind their discourse are worthy of in-depth discussion.

2. Literature Review

In recent years, the research on female media image and mainstream media in domestic and foreign academia has increased significantly. In this section, this paper will summarize the relevant literature, mainly from three perspectives: female media image research, female media image modeling research in mainstream media, and media research with Southern Weekend as the object, and put forward the research questions of this paper.

2.1. The Research on the Female Media Image

Media image, that is, the reproduction of a kind of cognitive information about objective existence presented through the media platform, is “the sum of people’s cognition of mass media and its reproduction”. The image of female media, that is, the social female image reproduced by mass media, is an expression constructed by the media according to the actual situation of women, combined with

its own cognition and preset communication effect, and is a subjective construction after processing [1].

From an international perspective, the research process of female media images can be roughly divided into two stages. In 1963, Betty Friedan, an American scholar, wrote *The Secret of Women*, which discussed the issue of female images in contemporary American popular magazines [2], and is the earliest study of female media image. In 1978, Gail Tuchman, an American female scholar of communication, published *Female Images in Family Media after Hearst*, discovering the media's preference for women, misreading and shielding the real female theme, and proposing that women are doomed to symbolic annihilation in mass media [3]. At this point, the media image of women has been widely discussed by society and academia.

Focusing on the localization research in China, since 1994, the media and female research upsurge has been gradually set off in the communication field in China, with female media image as the leading factor, female discourse construction in literary works, film and television dramas as the research object, and women groups (female athletes, female medical workers, female victims, etc.) as the main social hot news.

To sum up, the research on female media image in academia mainly focuses on the historical course and evolution of female media image from various mass communication perspectives, which is often associated with gender politics and feminism. Various social issues, such as the analysis of TV media, political movements, news events, etc., and the research on the construction of female images in TV dramas and literary works are also concentrated. Media image research with female athletes as a specific subject is a hot topic.

2.2. Research on the Female Media Image Under The Mainstream Media

At present, the research on the combination of mainstream media and female media images in academia is mainly carried out from three aspects: the change of typical reports, news discourse and narrative, and the comparative study between different subjects.

In the study of the changes in typical reports, some scholars focused on the changes in female images in typical reports in mainstream media, covering the interpretation of symbols such as "female farmers", "female doctors", "female online celebrity", and "female athletes". Zhang Yanan classified the female media images constructed by *People's Daily* into three categories: model vanguard image, professional female image, and strong woman image [4]. In the research of news discourse and narrative, some scholars focused on the analysis of news discourse and narrative strategies and interpreted the female media image by qualitative research methods such as symbol analysis and text analysis. Li Xiang et al. pointed out that in the new media era, mainstream media played a good positive role in shaping female images, but there were also some problems such as weak independence, simple shaping and too many narratives for the weak [5]. From the perspective of comparative study, some scholars have made a comparative analysis of the construction and presentation of female images by mainstream media in China, the United States, China, and South Korea. Han Jietong discussed the reasons that influenced the mainstream media in China and the United States from three aspects: social environment differences, the atmosphere of media institutions, and media forms, and provided positive strategies [6].

The academic research on *Southern Weekend* mostly focused on in-depth reporting research and the transformation from traditional media to new media. Focusing on the feature genre of *Southern Weekend*, Xue Ke summed up three narrative strategies: storytelling, conflict, and delay [7]. Wen Tianqun studied the New Year's dedication of *Southern Weekend* from four aspects: frame analysis, reporting tendency, communication characteristics, and recognition response [8]. In the field of transformation between old and new media, Chen Xinmin pointed out that *Southern Weekend* has initially formed a diversified transformation with a "content payment project" as the core and achieved results [9].

2.3. Research Questions

Through literature review, it is found that in recent years, academia has paid more attention to female media image and discourse right, and focused on the evolution and development of typical female media image, image construction, and discourse narration.

However, there are few studies combining the new mainstream media with the female media image, focusing on the female image in Southern Weekend. The foreign research results of WeChat are limited. Based on the WeChat official account Southern Weekend, this paper makes an in-depth analysis, investigates the media images of women in the mainstream media from the perspective of the WeChat official account.

3. The Research Objectives and Methods

3.1. Research Content and Sample Selection

As the largest circulation newsweekly in China, Southern Weekend not only has a large and relatively stable readership, but also is a pioneer and model for the transformation from traditional media to new media.

The article from the WeChat official account @Southern Weekend (ID: southernweekly) in Southern Weekend was taken as the research content, and the research cycle was from 2022 to August 2024. Taking “female” as the keyword, the relevant articles were retrieved, and then with the help of the manual qualitative reading method, a sample of articles about women marked “original” with a reading volume of 100,000+ was selected. Finally, 60 articles (20 in 2022, 20 in 2023, and 20 in 2024) were selected as research samples for analysis.

3.2. Research Methods

Content analysis is the main research method of this paper. At the same time, quantitative analysis and case analysis are used to explore, thus forming a relatively objective and comprehensive research result.

Combined with the previous research framework, according to the characteristics of the research object, firstly, according to the overall situation of the sample, the paper makes preliminary statistics on the theme and role occupation indicators of the articles. Then, this study analyzes the content and narrative strategy of the text of the articles. Secondly, it summarizes what female image the WeChat official account Southern Weekend created, how it is created, its limitations, and its reasons. Finally, some conclusions and suggestions are made for shaping the female images in the mainstream media in the new era.

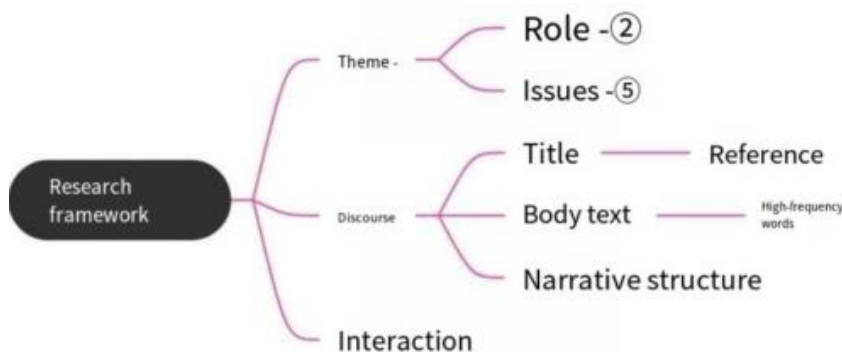


Figure 3-1. Research Framework

4. Research Findings

4.1. The Role Image

As a part of the society, women have not only natural physiological role attributes, but also social roles based on physiology-it is a product constructed by psychology, culture, and society, and a gender role formed under the action of social practice. It is found that the mainstream media's image of women is deadlocked and split between social identity and family identity. At present, the mainstream media cannot completely get rid of the stereotyped female image in traditional society, which is stuck in supporting role of husband and children and the under-privileged social status, and tends to be superficial and tangled in the shaping of female role images.

There are 17 articles in which women mainly play the role of private domain, 29 articles in which women play the role of public domain, and 14 articles that are not clear or both public and private domains (see Figure 4-1). The private role includes wife, mother, girlfriend, single woman, and daughter, while the public role includes practitioners from all walks of life and witnesses to social events. Practitioners are mainly divided into two categories: first, elite women who stick to their posts, achieve certain achievements in their own careers, or make certain social contributions, focusing on individual cases; second, the group of workers at the bottom of the industry who are struggling to survive and strive for a better life are mainly group images.

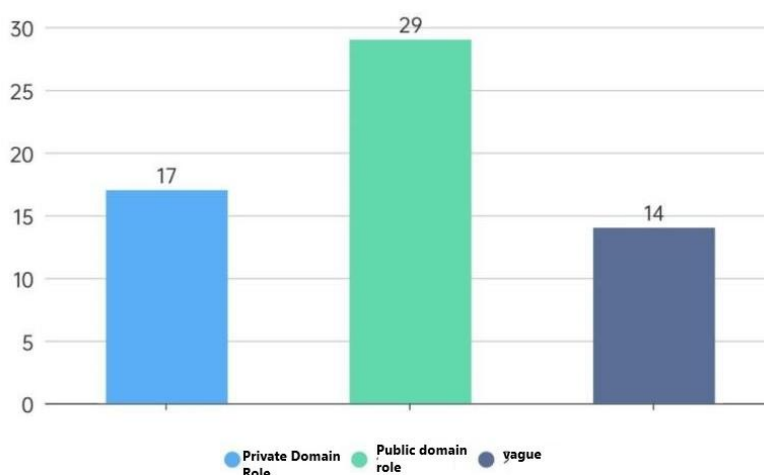


Figure 4-1. Statistics of Female Role Attributes

In terms of the distribution times of professional roles, the sequence of female images constructed by the WeChat official account Southern Weekend is family roles (wife, mother, and daughter), people in the field of entertainment and art (actors, directors, singers, love beans, etc.), teachers and scholars, students, emotional roles (girlfriends, single women), writers, public employees, and workers in the lower class. Among them, the number of roles in the family field is the largest, totaling 19, accounting for 32%. There are only two women who appear as entrepreneurs (see Figure 4-2).

It is worth mentioning that the article accounts for a large proportion of women who appear in negative images or are in weak social relations. Among the 60 samples, 9 articles were presented by women with negative images (engaging in illegal and criminal acts, violating public order and morality, etc.), and 12 articles were presented as victims (crime, violence, sexual assault, conflict, poverty, etc.), accounting for 35% of the total sample.

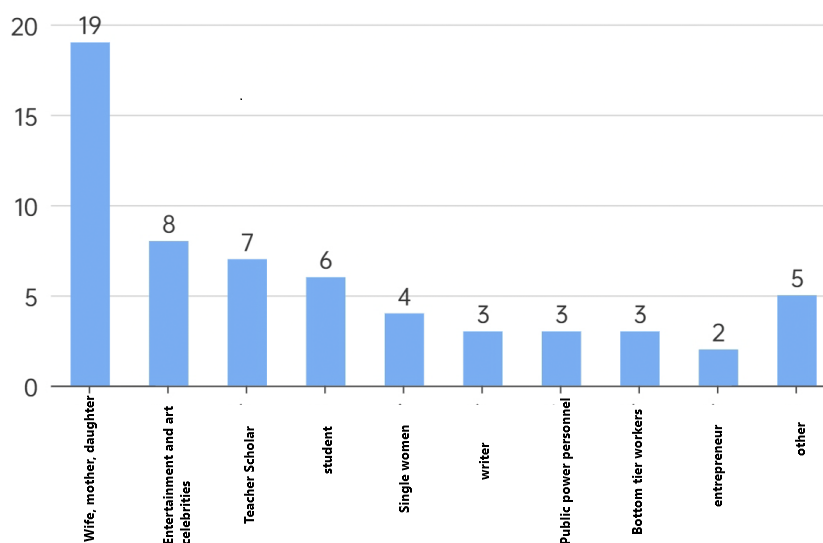


Figure 4-2. Occupation Distribution Statistics of Female Roles in the Sample

4.2. The Topic of the Articles

It is found that the topics about social problems faced by women groups in the articles are the most, accounting for more than half of the total. These social issues often focus on the plight of specific female groups, among which the topic of marriage and love is the most important, accounting for 25%. In addition, there are many articles in which women are victims (including violent incidents and sexual exploitation) or defenders, accounting for 30% in total.

Table 4-1. Topic Statistics of Sample Articles

Article topic		Frequency	Percentage		
Politics		4	7%		
Economy		4	7%		
Culture and art		10	17%		
Scientific research		5	8%		
Society	Marriage and love	15	37	25%	62%
	Violence	9		15%	
	Sex	5		8%	
	Safeguard legitimate rights and interests	4		7%	
	Education	4		7%	

4.3. Title

Headlines to some extent reflect the media’s attitude towards the reported objects or events. The titles of articles are mostly statements with light emotional color, mainly neutral or positive guidance. Taking Southern Weekend as an example, there are three main strategies to shape the female image: labeling, private domain identity reference and directly adopting the name of the reporter. This shows the mainstream media’s conscious or unconscious implicit gender bias.

First, the social status of women is labeled, and the word “female” is often added before the social position of women, such as “female county magistrate”, “female employee”, “the richest female”, “female teacher” “Female judge” and “female laborer” in the sample. Correspondingly, there are few cases in which the word “male” is specially marked for male objects in the article. Second, it refers to the private domain, such as “daughter”, “girlfriend”, “mother”, “housewife”, “wife” and “aunt”. The third is to directly use the names of the subjects. Most of the women behind these names are public figures who appear in public view and have a certain popularity.

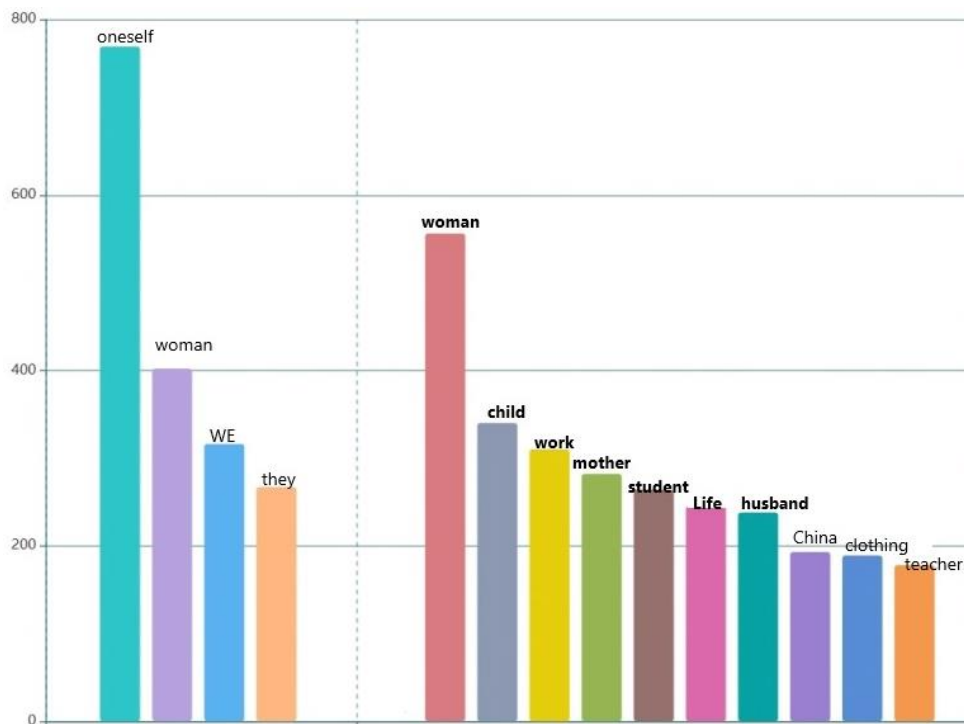


Figure 4-5. Statistics of High-Frequency Words in Text

4.5. Narrative Structure

Judging from the formation of narrative text, the narrator has the right to decide the content and method of the narrative text [10]. Although most of the articles are weak in subjective emotion, in the article, the narrative subject’s material selection and content arrangement of news reports have a great influence on the shaping and dissemination of female media images and also determine people’s attention and value judgment on the incident. In terms of narration, the mainstream media has the problem of unbalanced narrative structure, which is embodied in two aspects.

First, the problem of gender imbalance still exists, the media image is still a reflection of the image characteristics that meet men’s expectations of women, and the solidification of female social gender roles is still deepening. First of all, on the whole, female marriage and family, emotional life, and other topics are still highly mentioned, and female values have not yet broken away from the traditional standards such as appearance and family background. Furthermore, whether it is an outstanding female representative in a privileged position in society or a female worker or victim in a weak position, the focus of attention on women is often biased towards women’s family, childbirth, appearance, and other issues from the event itself, deviating from the focus of reporting events. The article *The Best Actress Jiang Qinqin, the craziest this time*, describes the film-related issues and pays extra attention to the emotional and living conditions of Jiang Qinqin and her husband. The contradiction between the social role and the family role of the female host has become a narrative focus. In contrast, men with the same background do not get this “extra attention”.

Secondly, some articles explained women from the perspective of “the other”, and women are still in a passive aphasia state in the process of constructing and shaping images. In these articles with women as the leading role, it is often men such as women’s “father”, “husband” and “brother” who express the feelings or attitudes of the heroine, and the views directly expressed by women as the leading role are missing. Men hold a strong position in the right to speak, while women are in a marginal subordinate position. In the article *A fast network blocking and psychological counseling: After the inexplicable cyber violence of the college entrance examination*, the characters who responded and made comments included the girl’s father, the reporter who filmed the video, the previous graduates of the same school, the male classmates and schoolmates of the two girls, the principal, and others. The main speaker in this article was the girl’s father. “She is not so fragile

inside.” “Do not worry, I have already given her ideological counseling, it does not matter.” However, there is not a single speech by the girl herself in the full text. In this large-scale cyber violence attacking individuals, girls who are preparing for the college entrance examination have completely entered a state of aphasia.

4.6. Comment Interaction

Discourse is a kind of power relationship and a manifestation of rights, which means who has the right to speak and who has no right to speak. Under the background of technology empowerment, communication has changed from one-way communication in the traditional media era to a two-way communication mode, which brings new opportunities. As the constructors and responders leading social culture, the mainstream media has a decisive influence on the construction of modern women’s right to speak. To promote the effective dissemination of information, we must create opportunities to promote dialogue and exchange.

In the media context of the WeChat official account, the function setting of the comment area has brought more media discourse power and more discourse space for women. The comment content in the comment area is public, but the private information of the commentator is limited, such as avatar, nickname, IP address, and comment time. This brings more freedom for users to express their opinions, but also avoids the public’s attitude towards comments influenced by gender factors, and provides a more just public opinion environment for the development of female media images. In the comment area of the article Divorced daughter, Mother’s family who cannot go back during the Spring Festival, a highly praised commentator specifically indicated his male gender identity, and he shared the social life of women in his hometown and expressed his respect for and understanding for divorced women. This comment has caused a lot of posts, both agreeing and questioning the man, but we can see that netizens are talking about the social facts of divorced women relatively objectively and rationally, which can be regarded as one of the more positive cases that mainstream media can bring to the image of women.



Figure 4-6. Comment Area of the Article Divorced Daughter, Mother’s Family Who Cannot Go Back during the Spring Festival

5. Implications and Conclusion

5.1. The Limitations and Influencing Factors of the Mainstream Media in Shaping the Image of Women'S Media

This paper roughly sums up three kinds of female images created in the articles of Southern Weekend from 2022 to 2024: the traditional standard and the struggle of marriage, the victims of social weak position, and the liberators of the new era who pursue self-confidence and freedom. It can be seen that after decades of social, economic, and cultural development, the mainstream media represented by Southern Weekend are continuously making efforts in shaping women's images, women who are squeezed by marriage, subjected to violence, sexually exploited, and discriminated against still occupy a high position in the mainstream media, and the stereotyped image of women's flat roles and marginalization has not disappeared. National discourse and history and culture are two important factors that lead to this limitation.

On the one hand, the female images created by the mainstream media are influenced by the national mainstream ideology and the background of the times. In shaping the positive image, the media positioning of the mainstream media and its high concern and recognition in society determine that it needs to pay attention to the value guidance of the public at all times. As a result, female images such as "model of the times" and "typical strength" often become the preference of article selection, so as to achieve the effect of demonstrating and encouraging the audience.

On the other hand, the female images constructed by mainstream media are influenced by traditional culture and patriarchal culture. In terms of traditional culture, there has always been a sequence that defines the value of women in China's traditional culture: maternity, wife, and women. Women are attached images of men, docile, virtuous, and silently dedicated family workers. From the perspective of male-dominated culture, the current female media images leave a lot of stubborn products regulated and adjusted by male-dominated culture. Therefore, traditional culture and patriarchal culture not only affect and restrict the presentation of female media images but also are often used by the media as a shield for deep reflection leading to female social problems. Especially in the negative reports, many articles simply attribute the social problems about women to customs, traditions, families, emotions, and other reasons, and simplify the social problems with these seemingly accepted and uncontroversial reasons, which hinders further reflection and leads to the deepening stereotype of women in society. Obviously, the media only publicizes the mainstream ideology of the country to the public with its own influence. In fact, the article has not broken through the traditional concept of gender, and women are still silent and lost themselves in the social environment of otherness.

5.2. The Suggestions for Mainstream Media Women'S Image-Building

With the continuous progress of social spiritual civilization, more women began to establish the spiritual pursuit of independence, self-confidence, freedom, and individuality and demanded a more subjective and three-dimensional female media image. Facing the new demands, this study puts forward the following three suggestions for the mainstream media in shaping the image of female media:

First, strengthen the gender sensitivity of the media, and provide more choices for the presentation of female media images on the basis of objective and fair material selection. When selecting materials, it is necessary to be close to reality, avoid focusing too much on the private sphere, pay too much attention to topics such as women's appearance, marriage, and childbearing, objectively and truly provide women with space for media survival and performance, and beware of being involved in the whirlpool of materialization, alienation and uglification of women.

Second, establish more diversified aesthetic standards for women and pay attention to the diversified and three-dimensional presentation of female media images. Constantly enrich the gender issues in the new era, treat the media's views and positions on gender issues with caution, and get rid

of the stereotyped cognition of women in traditional culture and the abnormal aesthetic atmosphere in society;

Third, strengthen the leading role of public opinion and enhance its influence and communication power on the basis of stable credibility. Recognizing the incomparable advantages of mainstream media compared with other media in the breadth of topics, especially in the depth of content, it is important to actively seek commonness, spread the female images in China with a discourse system and narrative method acceptable to the public, and actively promote discourse transformation with the goal of eliminating stereotypes and symbolic cognition of women.

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Appendix

serial number	Published time	title
1	January 23, 2022	“They do not feel insulting women”: The “voyeurism” carnival in online group chat after acquaintances making pirate photos.
2	February 25, 2002	“Female conscription order” stirs Ukraine? The war is involving more women
3	March 8, 2022	The new millennial, the lion-awakening girl who broke the prejudice
4	April 17, 2022	Female county magistrate with “six poisons”: “Buying” political achievements with the project funds of poverty alleviation projects
5	May 6, 2022	“Rental uterus” in Ukraine: Surrogacy business in war
6	June 11, 2022	The alarm of the Tangshan fighting incident was voiced: The beaten woman said that she did not know the suspect
7	June 20, 2022	The secret emotional world in 70 thousand private letters
8	June 28, 2022	Chat records and neck “red seal”: Disclosure of key evidence in the first instance of the case of “Ali female employees being violated”
9	July 5, 2022	They want their husbands to “die” but don’t divorce
10	July 22, 2022	Haiqing: Three years after giving voice to middle-aged actresses
11	August 10, 2022	Why are they unmarried and sober?
12	August 25, 2022	Hidden income of 4.7 billion: “A woman with nothing” creates an empire of channel medical beauty
13	September 2, 2022	The richest woman in China changed hands: From collecting waste silk to refining oil, building a 700 billion wealth kingdom with her husband.
14	September 14, 2022	“The dowry is seven times as much as the bride price”, and they are forced to “grab the groom” if they cannot afford it.
15	September 20, 2022	An anti-domestic violence applet, used 13,000 times in 5 days
16	September 21, 2022	From the poem Daming Palace to There Is She In The World, what did Li Shaohong shoot from a female perspective?
17	October 25, 2022	Going to college after 50: “I want my self-esteem and vanity back”
18	November 8, 2022	The death of the female teacher in the online class and the mystery of cyber bomber
19	December 10, 2022	What happened to sexual harassment, reporting, and criminal detention, which is known as the first art examination institution in the country?
20	December 18, 2022	The legal adviser in the village in the city saw those “desperate housewives”
21	January 6, 2023	The WeChat Moment of a fallen female judge, whose husband was the president of the Provincial High Court
22	January 14, 2023	After 29 years as the wife of a “rape and murder suspect”, she hoped that her husband would be innocent.
23	February 15, 2023	“There is not much demand for marriage”: If the age of first marriage is delayed, it will be more obvious for women.
24	March 4, 2023	A fast network blocking and psychological counseling: After the inexplicable cyber violence of the college entrance examination
25	May 14, 2023	Three stories about education “spelling mother”: Who pays for a mother’s anxiety and sacrifice?
26	June 21, 2023	Why did a “subway sneak shot” incident lead to a half-month online trial?

27	July 6, 2023	Lawsuit of associate professor of Peking University: Defending rights for eight years for the right eye
28	July 7, 2023	On the other side of CoCo Lee, “many experiences cannot be imagined”
29	August 20, 2023	Behind the truth of sexual assault in the workplace, the suffering “imperfect victim”
30	September 13, 2023	Solving the problem of “two empty ends” for married women: Autonomy and rule of law, how to draw the boundary?
31	October 23, 2023	Why was the wife of a 44-year-old associate professor “tied up” when her husband quit the top university?
32	October 29, 2023	A catty of strength is 9 cents, the last female laborer in Chongqing
33	November 6, 2023	Fukuhara Ai may face more than two years in prison: The ownership of custody should be based on the principle of being conducive to the growth of children.
34	November 8, 2023	Dialogue Ueno Chizuko: Academics are the weapons of the weak
35	November 24, 2023	Four years after his death, Sulli’s documentary was made public: A lonely soul put into an idol mold
36	December 13, 2023	The bride bought from the highlands of northern Myanmar: A woman’s life of escape
37	December 18, 2023	Mother went to the city to do cleaning: A record from the daughter of major technology companies.
38	December 19, 2023	From the basement to the company executives, 400 days of live broadcast of Chengcheng
39	December 20, 2023	A mother’s motherhood survey: “I do not want to be a great mother”
40	December 25, 2023	Say goodbye to Zhu Ling and remember Zhu Ling
41	February 5, 2024	After my cousin in the countryside divorced, I do not know if I should go back for the New Year.
42	February 22, 2024	Female teachers are exposed to having a relationship with male students: The criterion of the teacher-student relationship should be established
43	February 26, 2024	County blind date salon: After the boys introduced themselves, more than half of the girls left
44	February 29, 2024	They returned to the county system: Besides urging marriage, what else?
45	March 1, 2024	Divorced daughter, Mother’s family who cannot go back during the Spring Festival
46	March 15, 2024	Security, business, identity, the border “Love” of Burmese women
47	April 3, 2024	“I am sick, I am depressed”: A three-year-old child was thrown from a tall building by his mother and died.
48	April 11, 2024	She decided to be a tree and grow her own spring.
49	April 17, 2024	The long marriage of a wife in Daliangshan before the fire burned her body.
50	May 1, 2024	We are not kind enough: Two women’s parallel imperfect lives
51	May 5, 2024	Picking fights or playing pranks? Police respond to female teacher’s death after online class blasting.
52	May 7, 2024	Looking for the fifth girlfriend “Tender Beauty”: The special online love of the old professor of the investigation department

53	May 13, 2024	In the past, the “child prodigy” mother, now “bullying education” is fashionable.
54	May 14, 2024	The cure for Li Juan is not only the snow-capped mountains and grasslands in Altay.
55	May 28, 2024	After the daughter was molested from a distance, the parents who did not want to call the police beat the child.
56	June 21, 2024	In order not to menstruate during the college entrance examination, they decided to give themselves medicine.
57	July 1, 2024	“Aunt school bus” Hu Youping
58	July 24, 2024	Lu Yu decided not to hide himself.
59	July 28, 2024	The Chinese girl who forged her identity and became the mayor of the Philippines, and her history of the rise and fall of the black empire
60	August 12, 2024	“Suspected crime”: The murder of a female teacher in Yuncheng will be investigated after 20 years.