

New Media Construction of Gender Opposition

-- Take the Candid Incident of Sichuan University Subway as an Example

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Abstract: Taking the candid incident of Sichuan subway as an example to study the construction of gender opposition in the new media environment. Through the theoretical elaboration of gender opposition and new media construction, as well as the analysis of the candid shooting events in Sichuan University subway, the influence of new media construction on gender opposition is revealed. By analyzing the gender antagonism of the subway candid camera incident, this paper discusses the strategy of new media construction, and puts forward the evaluation and suggestions on the coping strategies of new media in the subway candid camera incident. The results show that the construction of new media plays an important role in the candid shooting incident of Sichuan University subway, and has a profound impact on the social gender concept. This study is innovative and provides ideas for solving the gender antagonism in the new media environment. Looking into the future, the research on new media construction strategies can be further deepened to promote tolerance and equality in gender relations.

Keywords: Gender Opposition; New Media Construction; Sichuan Big Subway Candid Photo Incident.

1. Introduction

1.1. Research Background

In recent years, with the popularity of short videos, the public has been accustomed to using short video platforms to release crisis information, track the progress of the situation, make comments and express emotions in emergencies. This provides effective support for crisis early warning, crisis response, crisis communication, public mutual assistance and disaster assessment.[1] In especial in the modern society, gender antagonism has been further developed through new media platforms. In the calm stage, some media continue to follow up on the incident from the perspective of gender confrontation to spread negative emotions and increase social tension. The construction methods of issues conducive to conflict suppression are mainly manifested as follows: in the latent stage, the media will objectively report the events based on the existing facts, and call on the audience to remain rational and treat rumors cautiously before the official investigation results are reported. In the outbreak stage, the media after the bus and the victims of salvage government rescue work, at the same time of some media without investigation published false report about the car driver, called for misleading media reports to apologize to the car driver, weakening gender relations, adjust the irrational emotions of the public.

In addition, Liu Guangying, a lecturer at Guizhou Institute of Engineering and Applied Technology, paid attention to new news discourse such as "fake niang" and "female man", and discussed the construction of social gender meaning behind these discourse. Li Youjun, an assistant researcher at Shaanxi Normal University, pointed out that women in the new media space have the right to "freely and independently" promote the subject consciousness, and "freely and consciously" fall into the trap of "other" constructed by the cooperation of consumption culture and masculinity.

The current situation of the research is that filled with a lot of emotional expression, or due to the new media blind

pursuit of their own flow, and deliberately emphasize some words, such as "the driver" "cheating" for "no daughter cure" for male / female opposition "instigation", this makes the discussion moment in a state of tension, men with "female boxing", women with "cock" "he rushed he urgent" expression to fight back, these are unfavorable to gender transmission to good development, is not conducive to the real equal men and women.[2] The Sichuan University subway camera incident has triggered a wide discussion of gender confrontation in the media. At different stages of the event, the media have different reporting methods and positions. Some media aggravate social tension by spreading negative emotions, while others call for rational treatment of the event, weakening the gender opposition and quell social conflicts.

However, there are some problems in the existing research. First of all, the construction mode of gender opposition in the new media has not been explored in depth. Secondly, the construction of new news discourse in new media, such as "fake niang" and "female man", has not been fully studied. At present, there is a serious imbalance in the new media gender issues, that is, in the gender discussions, women's opinions often account for the majority.[2] Thirdly, further research is also needed on how women can avoid falling into the trap of collusion between consumer culture and masculinity while having the right to speak. In order to solve the above problems, this research will use the content analysis method to conduct an in-depth analysis of the media reports related to the candid subway shooting incident, and discuss the new media construction mode of gender opposition and the existing problems.

The significance of the research is to provide a deeper understanding of the gender opposition in new media, provide theoretical support for the construction of a harmonious society, and provide reference for the media to better guide public opinion in similar events.

1.2. Research Contents

This paper aims to explore the construction of gender opposition in new media, and take the candid incident of Sichuan subway as a case, in order to deeply understand the impact of gender opposition on society in the new media era.

The first paragraph: In the elaboration part of the theory of gender opposition, the basic concept and classification of gender opposition are introduced through comprehensive academic research, and its importance in social construction is clarified. Gender opposition is not only the opposition between men and women, but also includes the social regulation and construction of gender role, gender identity and gender relationship, which is of great significance to the stability and equal development of the society.

The second paragraph: Next, this paper will discuss the construction theory of new media, analyzing it from three aspects: media expression, media content and media use. New media has a unique way and influence on the construction of gender opposition. By means of media visual presentation, language expression and social interaction, gender opposition can be continuously spread and reconstructed on the new media platform.

The third paragraph: Combined with the incident of Sichuan University subway, this paper will discuss the specific performance of gender confrontation in new media. The candid shooting incident of Sichuan University Metro has exposed the lack of social attention to gender treatment and the regression of the moral bottom line. By analyzing the media reports of the event and the audience's comments on the event, we can see how gender opposition is magnified and intensified in the new media, thus affecting the formation and dissemination of social public opinion.

Innovation: The innovation of this paper is to combine gender opposition with the construction of new media, deeply discusses the performance and influence of gender opposition on the new media platform, and provides a new perspective and thinking for understanding the research of gender issues in the new media era.

Conclusion: Through the in-depth discussion of the new media construction of gender opposition, this paper reveals the potential influence and social significance of new media on gender issues. As a case, the candid shooting incident of Sichuan University subway calls for more social attention to and thinking about gender issues. In the future, gender equality and social justice should be emphasized in the construction of new media to promote the harmonious development of gender relations.

2. The Theoretical Elaboration of Gender Antagonism

2.1. The Concept and Definition of Gender Opposition

Gender antagonism refers to a phenomenon of class differentiation between men and women in the society. It is rooted in the social stereotype and division of the specific roles and behaviors of men and women. In traditional societies, men are given the role of being strong, masculine, and decision-maker, while women are defined as weak, soft, and passive objects. This gender antagonism leads to the emergence and persistence of inequality and gender discrimination problems between men and women.

With the rise of new media, gender antagonism has been

further spread and intensified in this new communication environment. New media has the characteristics of fast transmission speed, strong universality and high interactivity, which makes the dissemination of information more extensive and diversified. However, it is precisely because of the characteristics of new media that the concept of gender opposition has been more spread on this platform, and is even used by some irresponsible individuals and organizations who lack the moral bottom line.

Take the candid subway camera incident as an example, which has been widely spread and discussed on new media platforms. In this incident, a woman was secretly photographed by a man on the subway, causing her to feel sick and humiliated. This incident not only exposes the privacy and security problems of women in public places, but also highlights the existence and complexity of gender antagonism.

In the candid camera incident, some comments on new media platforms blamed the responsibility on the victim, comparing her to the past illegal dissemination of personal photos. This statement not only caused secondary harm to the victims, but also eliminates the reflection and discussion of gender antagonism. The existence of gender opposition makes the social awareness of the protection of women's rights and interests and privacy security generally low, so that the problem of gender opposition cannot be solved and improved.

The problem of gender confrontation in the new media environment has become more prominent and complex. Gender antagonism is not only a problem between individuals, but also a problem of social structure and value cognition. Only by strengthening the theoretical elaboration and social reflection of gender opposition, can gender equality and the protection of gender rights be realized in the era of new media.

2.2. Gender Antagonism in the New Media Environment

The rise of new media has brought unprecedented convenience to information dissemination and interaction, but it has also provided the soil for the emergence of gender antagonism. The most basic human cognition and judgment is classification. Because the study of inter-group relations puts the category label of groups in the first place, classification is the basis of the study of inter-group relations.[3] In the new media environment, the expression forms of gender opposition are more diversified, and the spread speed is faster and wider. This section will explore from the following aspects.

New media platform provides a channel for the expression and communication of gender opposition. In particular, social media platforms such as Weibo and WeChat enable individuals to quickly convey their views and positions to a large number of audiences. For example, some Internet celebrities spread the thoughts and ideas of gender opposition through their own remarks and behaviors. This widespread approach makes gender opposition voices easier to be heard, and also intensifies the antagonism of gender opposition.

Anonymous sex and virtuality in the new media environment provide a special expression for gender opposition. By using anonymous accounts or aliases, individuals can be more free to express opposing opinions without worrying about identity disclosure or severe social sanctions. This virtual environment makes it easier for people to fall into antagonistic words and aggressive speech, aggravating the mood of gender antagonism.

In addition, the phenomenon of information overload in the new media era also provides more communication opportunities for gender opposition. Information overload makes the user vulnerable to bias and negative information, thus forming opposing views. Especially on the issue of gender, some inaccurate or one-sided information is often spread in large numbers, leading to the distortion and bias of the public's understanding of gender issues.

In the new media environment, the emergence of network violence related to gender opposition also needs to be paid attention to. Cyber violence includes not only personal attacks on individuals, but also overall degradation and discrimination against a certain gender. The anonymity and virtuality of new media increase the concealment effect of the perpetrators and the visual effect of attack, which brings greater difficulties to solve the problem of gender opposition.

The phenomenon of gender opposition in the new media environment is characterized by diversification and frequent transmission. The emergence of social media platforms makes it more convenient to express and spread gender opposition, while anonymity and virtuality also provide more space for the expression of opposing views. However, the new media environment has some characteristics of public space, but not every participant can keep rational, and the Internet users are a large number of anonymous groups [4], so we should be alert to the breeding of negative phenomena such as cyber violence, and strengthen the research and supervision of gender opposition to promote gender equality and harmonious development in society.

2.3. The Gender Confrontation in the Sichuan Subway

The candid shooting incident of Sichuan University subway is a case that has attracted wide attention and discussion, and the phenomenon of gender opposition exposed behind it has caused people to think deeply. In this case, male students used their mobile phones to secretly photograph female passengers, even on the subway.

The incident exposed men's disrespect and aggression towards women. The act itself is a violation of women's privacy, satisfying their curiosity or sexual desire by obtaining women's private moments in public places. This behavior is undoubtedly a disregard for women's body and dignity, further aggravating the phenomenon of gender antagonism.

Media reports of the incident and public opinion guidance also highlight the existence of gender opposition. In media reports, women who are secretly photographed are often described as "victims", emphasizing their injuries and encounters. For those who take photos, they often give a relatively understatement, and even some public opinion has its sympathy and tolerance. This reporting tendency clearly places the issue of gender antagonism in a more prominent position.

The rise of social networks has also provided a platform for the expansion of gender antagonism issues. In this case, through the spread of Weibo, WeChat and other social networks, the behavior of the candid camera has been more widely exposed. Comments and interactions on social networks have also further intensified gender antagonism. Some people have expressed support and escort to the photographer, viewing it as a "flirtation" or "joke" that has further ignored the aggression and harm to women. Such speech and behavior on social networks undoubtedly

complicate the issue of gender antagonism.

We can also see that in this incident, some female passengers and pro-feminist people actively participate in the reflection and resistance of gender confrontation. They express their indignation and protest against the secret photography in various ways, advocating the concept of gender equality and respect for women. These positive actions help promote the social attention and thinking of gender opposition, and encourage us to pay more attention to and respect women's rights and interests.

The text of the Sichuan University subway candid camera incident shows the phenomenon of gender antagonism in the new media environment. Male disrespect and aggression towards women, the influence of media coverage and public opinion guidance, speech and interaction on social networks, and the participation of female passengers and pro-feminists all constitute important aspects of the issue of gender antagonism in this incident. We should think further about how to eliminate gender antagonism through educational, legal and social concept changes, and ensure that everyone can live in a society of equality and respect.

3. The Construction Theory of New Media

3.1. Theoretical Framework of New Media Construction

When studying the construction process of new media, it is necessary to use a certain theoretical framework to interpret, analyze and interpret. This chapter will introduce several important theories related to the construction of new media.

Media Criticism Theory It provides an important perspective to understand the construction of new media. According to the theory, the media is not objective and neutral, but is full of power and ideological influence. In the construction process of new media, media organizations and relevant stakeholders will selectively present a certain perspective and information, thus shaping the public's cognition and attitude towards specific issues. Therefore, researchers need to pay attention to the power relationship and ideological influence behind the construction of new media.

Social Constructionism The perspective also provides an important theoretical basis for interpreting the construction of new media. Social builder believes that reality is not objective existence, but formed through people's common construction and interpretation. In the construction of new media, various participants, including media organizations, network users and the public, shape the specific new media reality and discourse through the interaction and common construction. Researchers need to focus on the interactions and relationships between these participants, and their construction and representation of gender antagonism.

Wilson and Cain's theory of broken Windows holds that allowing bad phenomena in the social environment will induce people to imitate or even intensify: a broken window in the absence of effective order maintenance, if the window is not repaired, there may be a destroyer to destroy more Windows.[5]

In addition, Symbolic Interactionism also provides an important theoretical perspective for studying the construction of new media. The theory emphasizes the construction process of symbol and meaning, and believes that people give it meaning through the interaction and

interpretation of symbols. In the construction of new media, different symbols such as words, images and videos are disseminated, interpreted and reproduced through media platforms, thus affecting the public's cognition and attitude towards gender opposition. Researchers can study the process of symbol communication and meaning construction in the new media construction from the perspective of symbol interactionism.

The theoretical framework of new media construction involves many theoretical perspectives, such as media critical theory, social constructivism and symbolic interactionism. Researchers can use these theoretical perspectives to analyze the process and influence of new media construction. In the following chapters, we will take the candid shooting incident of Sichuan Metro as an example to reveal the influence of new media construction on gender opposition.

3.2. The New Media Construction Process of Sichuan University Subway Secretly Shooting Incident

The Sichuan University subway secret camera incident is a typical case, showing the important role played by new media in the issue of gender confrontation. After this incident, new media platforms have become the main channel of information dissemination and social discussion. By analyzing the construction process of new media in this event, the influence of new media on the confrontation of gender.

New media platforms quickly spread the message of the incident. When the incident came to light, people forwarded and posted related news and videos through social media platforms. The speed and breadth of this information dissemination is far more than the traditional media, so that more people have an understanding of the event. This rapid spread has made the public attract wide attention and discussion about the event.

New media has played an important role in the characterization and interpretation of the event. In this event, some new media platforms have conducted in-depth investigation and report of the incident, providing more details and background information. Some opinion leaders, experts and scholars have also interpreted and analyzed the events through the new media platforms, giving different meanings to the events. This interpretation and analysis affects the public's attitude and view on the event, and plays a driving role in the cognition and reflection of gender antagonism.

New media provides a platform for the participants and victims of the event to express their voices. In the Sichuan University subway candid camera incident, some victims spoke out through social media platforms and pursued justice and justice with the help of public attention. The spread of these individual stories allows more people to understand the authenticity and seriousness of the event, and causes wider social attention. Such equal participation and voice dissemination also provide strong support and impetus to solve the problem of gender antagonism.

The influence of new media on the incident cannot be ignored. On new media platforms, people can publish their opinions and comments anonymously. This degree of freedom makes a variety of opinions and voices coexist, causing heated discussion and controversy. This diversified public opinion environment plays a role in promoting the cognition and discussion of gender opposition issues, and also provides a broader space for the society to think and explore

gender issues.

The new media construction process of Sichuan University subway has a profound impact on the gender opposition. The rapid spread of new media, qualitative interpretation, participants' voice and public opinion controversy all provide new perspectives and approaches for the cognition and reflection of gender opposition issues. Although new media also has negative effects and problems, we cannot ignore the positive effects and transformative forces it brings. Only by fully recognizing and utilizing the construction ability of new media can we better promote gender equality and social progress.

3.3. The Influence of New Media Construction on Gender Opposition

In the case of Sichuan University Metro, the construction of new media has played an important role and had a profound impact on gender opposition. First, the emergence of new media platforms provides a channel for the victims to speak out. In the past, victims were often unable to express their demands on traditional media, and the rise of new media enabled them to directly release information through Weibo, WeChat and other platforms, and quickly attract public attention. This direct mode of communication makes the issue of gender opposition easier to be exposed and discussed, providing an opportunity for action seeking fairness and justice.

The construction of new media makes the formation of social public opinion more diversified. In the past, due to the limitations of traditional media, many incidents of unfair treatment or gender discrimination were difficult to be widely spread and noticed. Now, through the construction of new media, people can freely express their views and views, and quickly form debates and discussions on the Internet. This diversified public opinion environment makes the opposing views to be fully expressed, helping to promote the topic of gender equality to be further valued and discussed.

In addition, the construction of new media also strengthens the exposure of gender opposition problems. A large number of individuals and non-governmental organizations on new media platforms release information related to gender confrontation, showing the aggression and discrimination against women in the form of pictures, videos and articles. This variety of display methods more intuitively shows the seriousness of gender opposition to the public, and deepens people's understanding and sensitivity of such problems. At the same time, the construction of new media also provides more opportunities and channels for the victims and supporters, which can more effectively advocate gender equality and oppose gender opposition.

The construction of new media has exerted a profound influence on the gender opposition. It provides opportunities for victims to speak out, makes public opinion more diverse, and strengthens the exposure of gender antagonism issues. We should also be aware that although the construction of new media has changed the pattern of traditional media, it may also bring negative effects in some cases. Therefore, we should make good use of the power of new media, actively promote the issue of gender equality, and work together to build a fair and equal society.

4. The Gender Confrontation in the Sichuan Subway

4.1. Event Background Introduction

As an incident that has attracted wide attention and public opinion controversy, the candid subway shooting incident involves the issue of gender confrontation. Before introducing the background of the event, we first need to know the specific occurrence process of the event. According to the incident, a female passenger on the Sichuan University Metro Line 2 spotted a male passenger secretly photographing her and uploaded her to a social media platform. The incident has attracted widespread attention on social media and sparked public discussion about personal privacy protection and gender antagonism.

To better understand the gender antagonism issues involved in this event, we need to understand background information. First, gender antagonism refers to the differences, conflicts and inequality between men and women at the social, cultural and psychological levels. In this case, male passengers, as candid photos, can be seen as aggression and sexual harassment of female passengers, thus highlighting the existence of gender antagonism.

This incident is not just a conflict between individuals, but also extends to a social level. As a public space, the subway is an important place for people's daily life and communication. The incident has exposed the gender inequality and aggression against women in this public space. This has led to public reflection and discussion on gender relations, power relations and social ideology.

The intervention and influence of new media is also an important aspect of this event. The rise of new media platforms provides convenience for the dissemination of information, but it also intensifies the dissemination scope and influence of the event. The video of the incident spread quickly on social media, sparking public attention and discussion. The intervention of new media has made the event a public topic and promoted the deep thinking of gender antagonism.

This event has had an impact on social gender attitudes. Public discussion and reflection on this incident has led people to pay attention to gender inequality and the protection of women's rights and interests. The pressure of public opinion has prompted the relevant departments and institutions to strengthen the attention to and management of gender issues. However, this incident also reflects that there are still some resistance and challenges in the process of social gender concept change.

The background introduction of the incident highlights the existence of gender opposition in the society, and triggers the public's thinking and discussion on gender relations, power relations and social ideology. The occurrence of this event and the widespread attention it causes will have a profound impact on the change of gender attitudes. It is necessary for us to study the problem of gender opposition deeply and put forward corresponding countermeasures to promote the progress and development of the society.

4.2. Gender Antagonism in the Event

In the incident, the issue of gender confrontation has become a significant focus. The incident involved the rights of female victims, the behavior of men and the social perception of gender, triggering extensive discussion of gender equality and gender differences.

The rights of the female victims were violated in the incident. According to the report, female passengers on the Sichuan University subway were harassed and insulted by the camera photographers, which seriously violated women's privacy and self-esteem. The incident highlights the problem of gender inequality in society, where women face more gender discrimination and threats of violence.

The men involved in the incident were also questioned and criticized. Candid photography involves the invasion of others' privacy. No matter what the motive behind it is, it is an immoral and illegal behavior. Such gender disrespect and infringement of the rights and interests of others must be condemned and stopped.

The event also reflects the social perceptions and stereotypes of gender. In the process of public opinion, some people blame and doubt the female victims, blaming their behavior on factors such as revealing dress and indulgence. This sexist and double standard rhetoric further intensified the atmosphere of gender antagonism, harming the victims.

New media has played an important role in the event. Through social media platforms and online discussions, events have been widely spread and followed. The public voice strongly called for severe punishment and the idea of gender equality. The intervention of new media makes the society have a more comprehensive cognition and attention to the problem of gender antagonism.

This event had a profound impact on gender perception in social society. It has triggered the discussion of gender equality and gender difference, prompting the society to pay more attention to the protection of women's rights and interests and gender equality education. At the same time, it also makes more people aware of the existence of gender opposition problem, which further promotes the change of gender concept and social progress.

The issue of gender opposition in the Sichuan University subway secret camera incident has become a topic of great concern. Through the analysis of the impairment of the rights and interests of female victims, the questioning of male behavior, the stereotype of social gender cognition and the intervention of new media, we can see the seriousness and complexity of gender opposition. This incident not only reminds people to think deeply about gender equality, gender differences and other issues, but also calls on all sectors of society to strengthen the fight against and prevention of gender discrimination, and promote the further development of gender equality.

4.3. The Intervention and Influence of New Media on Events

The intervention of new media has played a vital role in the incident. In the face of this incident, social media platforms have quickly become channels for the public to obtain information and express their opinions. First of all, through the wide spread of various social media platforms, the exposure of the event has increased rapidly, attracting widespread attention and discussion. Hot topics, related discussions and controversies on new media platforms are constantly emerging, intensifying the social attention to gender antagonism.

The whole process of public opinion events can be summarized into four stages: latent, development, peak and recession. From the subtle, spontaneous, scattered emotional expression aggregation, sublimation, until the outbreak to the attention of a large range of groups, thus becoming a more

influential public opinion event, and the outbreak of network public opinion will reflect on the life of the group.[6]

New media provides an opportunity for all participants to express their views and gain support. On social media platforms, millions of posts about the incident, including Weibo, WeChat official accounts and forums, have people expressing their positions and views through text, pictures, videos, audio and other means. This extensive participation has prompted more voices to be heard, and also deepened the discussion and thinking about gender antagonism.

In addition, the new media also conducts in-depth analysis of the event through diversified reporting methods, so that the gender confrontation caused by the event can be more comprehensively presented to the public. There are not only mass media reports, but also personal opinion sharing, expert analysis and interpretation, forming a diversified reporting landscape. The reports on the new media platform show the background and details of the event, as well as various views and reflections on gender opposition issues, enabling the public to fully understand the event and make their own judgments.

The intervention of new media has also triggered large-scale social interactions and actions. Through appeals and organizations on social media, people spontaneously gather in the forms of protests and symposiums to win attention and support and advocate gender equality. The new media platform not only provides the dissemination channel of information, but also realizes the connection and organization of the participants, and promotes the social reflection and change.

In general, the intervention of new media has played a positive role in the candid subway incident. It increases the exposure of the event, promotes the social attention and discussion of gender opposition issues, provides a channel for all participants of the event to express their opinions and gain support, presents a diversified reporting landscape, and promotes the occurrence of relevant social actions. The involvement of new media in the incident will continue to be far-reaching, and it will also play an important role in promoting the change of social gender concept.

4.4. The Influence of Events on Social Gender Concepts

In the candid shooting incident of Sichuan University subway, the problem of gender opposition has been highlighted, which has aroused wide attention and discussion. This incident is not only an illegal act, but also involves social issues such as gender power and privacy protection. Therefore, we need to explore the impact of this event on gender perception in society.

The candid shooting incident on the Sichuan University subway has aroused social concern for privacy protection. With the development of new media, everyone's personal information may be leaked and abused. For women, they feel more vulnerable and insecure in the face of such a tough situation. Therefore, the candid shooting incident of Sichuan University Metro makes people pay more attention to the importance of personal privacy protection, and conducts more in-depth research and discussion on relevant laws and regulations.

The incident has raised social concerns about gender, power, and equality. In the incident, the women who were secretly photographed suffered serious assault and harm. This suggests that gender remains unequal in society and that

women are more likely to be victims of sexual violence and aggression. The candid shooting incident of Sichuan University subway made people begin to reflect on the root and formation mechanism of gender concept, as well as how to eliminate gender antagonism and discrimination.

The involvement of new media in Sichuan subway has played a crucial role in the incident. The new media platform has widely disseminated the relevant information and videos of the incident, attracting wide public attention and discussion. Through the power of social media, people have expressed their care and love for the victims in the incident, and have called for stricter legal sanctions and a fair trial. Therefore, the spread of the new media has further promoted the social concern about gender issues, and promoted the discussion and reform of gender equality.

The candid camera incident on the Sichuan University subway has sparked a debate about gender opposition, privacy protection and gender equality. The impact of this event is not only limited to the individual victims, but has touched the nerve of the whole society. By triggering the public to think deeply and reflect on the gender concept, the incident is expected to push the society to take greater steps in gender equality. We should learn from the lessons of this incident, strengthen the research and publicity of gender issues, and strive to build a more equal and inclusive society.

5. The New Media Construction Strategy of Gender Opposition

5.1. Strategies to Solve the Gender Opposition in the New Media Environment

Identity always involves the relationship between individuals and groups, because people are socialized people, and individuals always exist in the group.[7]

In order to solve the problem of gender antagonism in the new media environment, a series of effective strategies are needed. First of all, in the new media communication, we need to advocate the concept of gender equality. This means that we should abandon traditional ideas and stop classify men and women as roles or identities, but treat different genders on an equal footing. By releasing targeted gender equality content on new media platforms, the public and media practitioners can be guided to reflect on and pay attention to gender issues.

Establishing an inclusive new media environment is also one of the important strategies to solve gender antagonism. New media platforms should be an open space where the voices of different genders can be fully heard. This requires technical means such as specific speech control and differentiated recommendation algorithms to ensure that the views of different genders can be equally spread and displayed with opportunities. By providing diversified views and information, the monopoly of previous single gender views can be broken, thus promoting the further development of gender equality.

In addition, education and training are also important strategies to address gender antagonism. By providing education and training on gender equality, people can increase awareness and understanding of gender issues and increase sensitivity to gender discrimination. Especially for new media practitioners, they need to be aware of their responsibility and influence in content production and dissemination, and should always maintain a fair and objective attitude, and do not favor a certain gender.

To solve the problem of gender confrontation in the new media environment, stronger supervision and legal support are also needed. Relevant departments should formulate stricter rules and regulations to punish remarks and actions that violate the principle of gender equality. At the same time, an effective complaint mechanism needs to be established so that gender-discriminated people can have an effective way to protect their rights and interests.

The solution of the problem of gender confrontation in the new media environment requires the joint efforts of all parties. By advocating the concept of gender equality, building an inclusive new media environment, strengthening education and training, and strengthening supervision and legal support, we can gradually eliminate gender antagonism and achieve the goal of gender equality. Only in a just and equitable environment can the media and society develop better for the benefit of all.

5.2. New Media Response Strategy for the Incident

It needs to be made clear that "gender confrontation" is a difficult problem to fundamentally solve, and there are complex and comprehensive problems behind it. The chronic diseases left over from the history of human development have been unprecedentedly magnified in the Internet era. We can only provide a rational discussion space as far as possible from the perspective of communication, so that the objective views can be circulated and spread, so as to arouse a universal calm mood and humanistic care, and constantly draw close to the real harmony and equality.[8]

In the candid shooting incident in Sichuan University subway, the new media has played an important role, providing a new channel and strategy for solving the problem of gender confrontation. In response to this incident, the new media platform actively participated in the analysis of its specific situation, and adopted a series of coping strategies.

The new media platform uses public opinion monitoring and analysis tools to quickly understand the development and evolution of the events. Through real-time tracking of relevant topics and public opinion analysis, the new media platforms can timely capture users' concerns and emotional situations, providing specific data support for the formulation of coping strategies.

New media platforms actively guide public opinion and build a positive social atmosphere. By releasing positive comments and support information, the new media platforms help to promote the shift of social focus, reduce the harm of the incident to the parties concerned, and also help to resolve the contradiction of gender confrontation. The new media platform also holds online discussion activities to invite experts, scholars and the public to participate, promoting exchanges and collisions in various aspects, and providing multiple perspectives and thinking for solving the problem of gender confrontation.

When dealing with the incident, the new media platform also focuses on providing professional consultation and support. By issuing guiding principles and suggestions on gender equality and respect for personal privacy, they guide the public to form a correct awareness and attitude and avoid further aggravating the problem of gender confrontation. In addition, the new media platform also takes the initiative to contact with relevant departments, social organizations and universities to jointly promote the formulation of relevant policies and protective measures to provide all-round support

for the solution of gender confrontation issues.

New media platforms should give feedback and respond to social concerns in a timely manner, and increase transparency and trust. They provide comprehensive and accurate information to the public in real time, and avoid causing the spread of rumors and unnecessary panic. At the same time, the new media platform also responds to users' doubts and criticisms in a timely manner, listen to the public voice, constantly improve coping strategies, and take the initiative to establish a positive interactive relationship with the public.

The new media response strategies for the Sichuan Metro secret camera incident mainly include: conducting public opinion analysis, guiding positive public opinion, providing professional consultation and support, increasing transparency and responding to social concerns. The adoption of these strategies provides new ideas and ways to solve the problem of gender opposition, and also provides useful reference for the response of other similar events. However, although the new media response strategies have achieved some results, they still need to be further strengthened and improved to achieve more effective gender opposition solutions.

5.3. Evaluation and Suggestions on the New Media Construction Strategy

When evaluating and suggesting the new media construction strategy, it is necessary to comprehensively consider the response effect in the incident of Sichuan University subway and the fundamental solution of the gender confrontation problem. First of all, the response strategy of the new media shows a certain effect. Through the rapid release of public law enforcement, the police conveyed a clear attitude, actively participated in the guidance of public opinion, and conducted a rapid investigation and handling of the incident. This coping strategy helps to increase public trust and facilitate the smooth resolution of events.

For the problem of gender opposition, the construction strategy of new media still needs to be improved. We need to pursue the values of equality and inclusiveness. When reporting gender opposition events, new media should avoid stereotypes and prejudices, and devote themselves to presenting objective and comprehensive facts. The guidance of gender education and ideology should be strengthened. With the help of new media platforms, gender education can be promoted to encourage respect and equal treatment of others. We will strengthen regulatory mechanisms and legal protection. The dissemination of gender discrimination information should be dealt with seriously at the legal level, and the public should be called to pay attention to and participate in the action against gender discrimination through new media platforms.

While evaluating the new media construction strategy, it also needs to pay attention to public participation and feedback. The power of new media lies in its strong interactivity and participation. It is suggested that in the new media environment, we should address the issue of gender antagonism, strengthen communication and interaction with the public, listen to their voices and demands, and introduce public participation in the formulation of new media construction strategies, so as to better meet the needs of the public.

The evaluation and suggestion of the new media construction strategy is a continuous process. In the face of gender confrontation, new media should adopt an objective,

equal and inclusive attitude, actively guide public opinion, strengthen gender education and supervision mechanism, and strengthen the interaction and participation with the public. Only through continuous exploration and improvement, can we realize the fundamental solution of the problem of gender opposition and promote social progress and harmony.

6. Summary and Outlook

6.1. Research Summary

First of all, the candid photos of the Sichuan University subway have exposed the problem of gender opposition in the society. In this case, women, as the party of violated privacy, were seriously hurt. This reflects the lack of protection of women's rights and interests in the society, and the lack of understanding of gender opposition issues. The incident has aroused widespread attention and public opinion discussion, further highlighting the existence of gender antagonism.

Secondly, new media plays an important role in the construction process of gender opposition. Through the spread and exposure of social media platforms, the Sichuan University subway secret camera incident has been widely known. The high interactivity of new media and the rapid dissemination of information make the event spread quickly, and cause the public attention and discussion. At the same time, the new media also provides the opportunity for women's voices to be heard, promoting the prominence of gender issues in the public discourse.

In addition, we also found that the candid shooting incident on the Sichuan subway played a role in solving the problem of gender confrontation. After the incident, the relevant departments and all sectors of society have taken action to investigate and deal with the incident. In this process, the public voice and pressure have had a positive impact on the response of the relevant departments and the society. Through the guidance of public opinion and the participation of the public, the incident was finally dealt with reasonably and fairly.

To sum up, the candid shooting incident of Sichuan University Metro is a typical gender confrontation incident. Through its study, we can understand the construction and solution process of gender confrontation problem in new media. New media has played an important role in disseminating and guiding public opinion, and provided strong support for the highlighting and solving of gender issues. However, we should also recognize the existing problems and deficiencies, and conduct further research to promote the realization of gender equality and social progress.

It is of great significance to deeply analyze the construction and solution process of gender opposition problems in new media to promote social gender equality and the improvement of gender relations. Future research can be conducted from multiple dimensions to further explore the impact of new media on gender issues and how to promote the realization of gender equality through new media. At the same time, we can also pay attention to the gender opposition in other regions and fields, deepen the understanding of gender relations, and provide more effective methods and strategies for the improvement of social gender relations.

6.2. Research Prospect

Through this study, we know that the candid shooting incident of Sichuan University subway has attracted wide attention and discussion in the new media environment, and

exposed the seriousness of gender opposition on the social media platform. Therefore, we believe that the following aspects deserve the focus and in-depth exploration in future studies.

First, further research is needed to study the construction mechanism of gender opposition on new media platforms. The rapid development of new media makes the information spread more rapidly and extensively, and gender antagonism plays an important role in this process. Future studies can explore the main factors and mechanisms of the construction of gender opposition on new media platforms, how to process and transmit information, and how to arouse public attention and discussion on gender issues.

Second, further analysis of the social impact and consequences of gender antagonism is needed. Through the analysis of the candid shooting incident in Sichuan University subway, this paper finds that the gender opposition problem has aroused great attention and discussion on the social media platform, and further aggravates the contradictions and conflicts of gender issues in the society. Future research could allow for an in-depth analysis of such effects and consequences, including impacts on social structure, values, etc., and possible impacts on movement and policy change.

Third, we need to pay attention to the gender confrontation and reconciliation mechanism on the new media platforms. On new media platforms, gender confrontation often causes fierce controversy and confrontation, but at the same time, there are also some positive efforts for reconciliation and mediation. Future studies could explore these mechanisms, how to facilitate the resolution and compromise of gender antagonism issues, and how to build harmonious gender relations through new media platforms.

Further research is needed to study the governance mechanism and policy formulation of new media platforms. As an important channel of information dissemination, the new media platform plays an important role in the issue of gender opposition. Future research can focus on the governance mechanism of new media platforms, how to reduce the occurrence of gender confrontation through technical means and policy making, and promote a good communication environment for new media platforms.

The research outlook section of this study will continue to focus on gender antagonism on new media platforms, with in-depth research on their construction mechanisms, social influences and consequences, confrontation and reconciliation mechanisms, as well as governance mechanisms and policy making. These studies will further enrich our knowledge of the gender antagonism problem and provide useful enlightenment and suggestions for addressing and reducing it.

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