

On the Application of Feminist Theory in Journalism and Communication

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Abstract: As a unique social critical theory, feminist theory has a unique perspective on social issues, and it is also an interpretation of women's living attitude in society. Since the 1980s, with China's reform and opening up, western feminism has gradually entered the research field of Chinese scholars, and was introduced into the field of Journalism and communication in the 1990s. Since then, its leader, journalism and communication, has developed more actively and balancedly.

1. Introduction

In the field of Journalism and communication, feminist theory has made better development under the constant attention of many scholars, but it is still facing more embarrassing problems, which requires more professional scholars in the industry to pay attention to it, in order to get more appropriate application of feminist theory in journalism and communication, and then Make the mass media shine brilliantly in the future development.

2. A review of feminist studies

Feminism originated from western feminist liberalism in the 18th century, and it is also a trend of social thought in the West. The early, middle and late stages are the development of feminism, in which women's exclusive private rights for men are emphasized in the early stage, the difference between men and women is highlighted in the middle stage, and essentialism is resisted in the later stage. In the course of the historical development of feminism, we can see that women's efforts and strive for self-orientation in their search for space for self-development. With the development of the times to the 1980s, post-modern women regard the pursuit of equality between men and women as a new definition of feminism. In this stage, feminism began to impact the bondage of family, and began to pursue self-affirmation from the outside world, which made feminism develop vigorously. The origin of feminism can be traced back to the Western Renaissance. In Renaissance Italy, Daffert shared the same idea as Confucius, the educator of our country. Both of them had the same idea. They believed that people should not have the theory of nobility and inferiority. They should put aside the treatment of gender so that everyone can learn. In such a school-running idea and disseminator. In this way, the number of women in education has begun to increase.

From the 18th to 19th centuries of the last century, feminism began to realize that it was striving for political rights with men, and achieved great achievements in many rights, such as the right to vote and the right to education. In the mid-20th century, feminism began to enter a substantive stage. In this period, feminism began to break away from tradition in a real sense and become feminism in the new era.

Our country's journalism and communication scholar, Feminism outside the United Nations, began to study our native feminism. In the book "Cultural Criticism of News and Communication" written by Professor Bao Haibo, we studied the positioning and concern of women in news and communication activities at the present stage. Professor Bao Haibo believed that there were three kinds of women in the news. Absence, 1: the absence of women's discourse power 2: In the news content, the absence of women is too little coverage of women. 3: The female absence of news audience is the main body of TV series and shopping.

3. The Application of Feminist Theory in Journalism and Communication

The study of localized feminism in China began in the field of traditional literature and popular movies in the 1980s, but at that time feminism was not introduced into the traditional media, which failed to attract the attention of Journalism and communication academia. Although both feminism and Journalism and communication had taken root in China at that time, the real combination of them was the result of the Fourth World Conference on Women held in Beijing in 1995. In 1997, the Women's Institute of the All-China Women's Federation (ACWF) undertook an important national project, "Women's Image in the Media". The main research project is the analysis of women's image in the mass media. Since then, the application of feminist theory in journalism and communication has been greatly promoted. The combination of Feminist Trend of thought and the study of Chinese journalism and communication is one of the main achievements of media culture research. In the 1990s, mass culture was far away from ideology, abandoned serious, sacred and profound meanings, dispelled values and meanings, pursued planarization, fragmentation and hedonism, and paid attention to the characteristics of the present and the individual, which met the spiritual needs of the Chinese people from the planned economy and relieved the pressure of their existence in the modern industrial society. It is very popular.

Therefore, the popularity of popular culture with entertainment, commerciality and consumption as its main characteristics has become a trend in China. At present, there are two main research directions of feminism in journalism and communication: one is to follow the traditional critical thinking of feminism research, and think that although there are various female images in today's media, they do not show real female life, and the female images created by male-dominated media are full of inadvertent understanding bias. The other holds that under the influence of Feminist Trend of thought, news communication has appeared the phenomenon of "feminization", but what it conceals is the essence of gender inequality. These two perspectives are different, but they both reflect that gender differences and the control of discourse power are important areas and fundamental essence of feminist research in news communication activities. Feminism clearly shows its critical attitude towards stereotypes in mass media. Common ones include female image analysis in news reports, female image analysis in media advertisements, female image analysis in soap operas (TV series) and MTV. In fact, the analysis of female images in media is a kind of text analysis. It mostly adopts the method of typical image analysis in literary criticism. Starting from the structural point of view of gender power, it analyses and summarizes the texts that have special relationship with women in mass media, looks into the unique position of women in society and explores the texts that constitute such texts. Internal mechanism. The audience is the object of news communication activities, and the study of the audience is an important aspect in the field of news communication. Researchers believe that the phenomenon of female audience absence exists in the news audience of our country. The reasons for the absence of female audiences are as follows: firstly, there are few products, that is, the absence of women in news reports, which is mainly manifested in the low proportion of women in news reports, and there is an unbalanced description of women's roles and stereotypes in news reports; secondly, there are fewer workers and fewer leaders, that is, the absence of women in news production departments. Including fewer female practitioners in the media, fewer women in the leadership, most of the controllers are men, the absence of women in the production sector indirectly led to the absence of women in the audience; third, the lack of attention, that is, the absence of women in traditional culture is the deep reason for the absence of women in the audience. China's long-term feudal rule led to low overall quality of women, there are certain biases in the attention and understanding of women, women in the family bear most of the housework, women do not have the ability to accept and accept time, resulting in the absence of female audiences [2].

4. Prospects and shortcomings of feminist theoretical research

The introduction of feminist theory has injected new vitality into the study of Journalism and

communication and has a bright future. However, there are obvious shortcomings in the development, which are manifested in the lack of theoretical depth. Because feminist theory itself is a kind of theory introduced from the West, Chinese scholars are more constrained in the process of research. Most of the studies on this theory are concentrated on the surface, and have not been further explored from the substantive aspects. After theorists introduced this theory into the field of Journalism and communication, deep excavation is not enough. In the fields of historiography, sociology, literature and so on, the research works of researchers are considerable, but in the field of Journalism and communication, few of them can apply feminist theory to journalism and communication. In addition to their lack of innovation, there is also a lack of attention to the development of foreign feminist theory, lack of reference to the latest foreign theories.

5. The Present Situation of Women in the Field of News and Communication in China

Women, whether in social work or in daily life, play an irreplaceable role and make great contributions. Women are half of the sky and are indispensable. But what role do women play in the field of mass communication in today's society with rapid economic development, surging commercial trends and material desires?

5.1 Women's Image in Media

In the field of mass communication, we can pay close attention to women almost all the time. In all kinds of social news and entertainment news, in all kinds of commodity advertisements, in countless TV dramas and women's magazines, female stars, female victims, female victims are full of TV screens, newspaper layout, magazine weekly important position.

In all kinds of advertisements and business information, women are often portrayed as consumers, mostly as housewives, even in the workplace, mostly as secretaries or service personnel, almost all supporting roles; in the increasingly rampant entertainment news, the appearance and body of female stars are increasingly becoming the focus of attention and frequently commented, and these female stars seem to like to expose themselves more and more. Their bodies, like to wear low-breasted dresses, like to be controversial about the size of cups, whether breast augmentation, they not only do not object to male peep, but also actively display. It has been pointed out that women's bodies have passively become the subject of male desire, but the change is only to "show women's secrets passively" and to "expose women's desires actively". In various types of auto exhibitions, women's figures are indispensable, young, beautiful, nude youth, show off the limelight of the models, but they exist as objects generally appreciated. In social news, most of the women appear as female victims and victims, often with an endless title to attract audiences, such as "gang rape of 15-year-old girl Valentine's Day netizens" and "Nanchong girl Posts revealing the rape of animal fathers" and so on. To sum up, women in the media are almost in the position of being appreciated. To a certain extent, the image of women in the media is discriminatory, prejudiced and defamed.

5.2 Women's Right of Speech in Media

According to the survey, most of the media staff are male, and most of them are in the upper management of media organizations. In China, the proportion of men and women in radio and television, newspapers and news agencies is about 7:3, while the proportion of women in media leadership is even smaller. Although more and more women are going to media jobs, most of them are engaged in hosting, post-production and other work, so there is no doubt that men control the media industry.

Foucault once said that "discourse is power, and power plays a role in cultural mechanism through discourse". It is precisely because of the long-term control of the media industry by men that the male viewpoint is prevalent in mass culture and mass communication, and women are in the dilemma of "aphasia" for a long time. In the field of mass communication, there are gentle, beautiful and gorgeous women everywhere, which are presented from the perspective of men, while women are gradually becoming accessories and ornaments of male chauvinism.

5.3 The Orientation of Women in Media

When the People's Republic of China was founded, it put "equality between men and women" into the Constitution, advocated women's liberation, affirmed women's status and protected women's rights. But it is undeniable that today, in the field of mass media, women are still in a weak position. The defamation of women's image and the lack of women's right to speak are powerful proof of this. More seriously, in the field of male-centered mass communication, women are gradually "materialized". As the Chinese scholar Bowei's research shows, female beauty is traditionally defined as the sexy object in the male's eyes, and women are cut into "parts" and live in the aesthetic activities dominated by male culture. As the main body of aesthetics, men's expectation of female appearance and figure essentially forms a control over women.

6. Conclusion

Based on the above, we can conclude that feminist theory is playing an increasingly important role in journalism and communication. It not only promotes the development of feminist theory itself, but also promotes the progress of Journalism and communication as a whole, so that women can achieve real equality.

References

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