

Limitations and breakthroughs of Chinese female media images in major public health emergencies

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Abstract. In a media society, information has become the main way people perceive society. After the outbreak of the novel coronavirus pneumonia, as an unprecedented "black swan incident", all aspects of social culture have been shaken. Gender culture has also been swept up in this wave of change. For the construction of the image of Chinese women, the media has played a huge role in information dissemination, cultural display, public opinion influence, and gender shaping. Under the influence of major public health emergencies, it was also an exploratory breakthrough when the media exposed the solidifying barriers to the image of Chinese women.

Keywords: female media image; professionalism; diversification; vivid personality; female needs.

1. Introduction

"Media image" is derived from the "mime environment" theory proposed by Lippman, and generally includes two meanings: "image" itself exists as a "medium"; or "image" exists through the "medium", namely The image of the medium itself or the medium reflects the image of the object. This article discusses the meaning of the second-level media image, that is, the construction of the image of Chinese women by the media. The theory of social structuring put forward by British sociologist Giddens believes that social structure has duality. On the one hand, structure (including the norms and resources provided by society) provides actors with a set of meaningful values and means for them to act. Choices promote their actions; on the other hand, all choices of actors are restricted by the structure itself. Its theory coincides with the value recognition relationship between the media and the audience in communication.

2. Female media image

2.1 Professional women

In December 2019, cases of novel coronavirus pneumonia (hereinafter referred to as new coronary pneumonia) were successively discovered in Wuhan City, Hubei Province, and the epidemic spread to the whole country. This new crown pneumonia epidemic is a major public health emergency that has the fastest spread, the widest range of infections, and the most difficult prevention and control in my country since the founding of the People's Republic of China [1]. On March 12, 2020, the World Health Organization classified the epidemic as a pandemic. After the outbreak of the new crown pneumonia epidemic, medical staff across the country quickly invested in the prevention, control and treatment of the epidemic. Female medical staff became the main battlefield for treating patients and the main force and new force in various fields of epidemic prevention and control, and received great attention from the media. According to data from the press conference of the State Council's Joint Prevention and Control Mechanism on March 8, 2020, among the 42,600 medical staff in the 346 medical team supporting Hubei, the number of women is 28,000, accounting for 3 out of the total medical staff assisting Hubei [2]. The media has also launched a large number of reports on this. The All-China Women's Federation opened the topic of "Salute to the Amazing Her" with more than 10 billion views, and blog posts with tens of millions of reading volume frequently swept the screen. The images of highly professional and professional women in this report are widely distributed in medical

treatment, disease prevention and control, scientific research, engineering infrastructure, mass prevention and treatment, and logistics support.

2.2 Diversified portraits of women

In this anti-epidemic report, there are not only detailed descriptions of female medical staff, but also concerns about women scattered in various industries and corners. "The Chinese "Post-90s" Girl Fighting the Epidemic in Rwanda" portrays a Chinese "post-90s" student who is struggling in the international fight against the epidemic on her own. "A Tribute to the Female Qingdao Post Employee Who Persevered in an Extraordinary Post under the Epidemic" presents the perseverance of the only female employee in the field of the company. "Women are more impacted by the epidemic and call on society to provide basic protection" on the "Her Power" Women's Leadership Forum proposed the impact of low-income women under the epidemic and called on society to pay more attention to women at very moments. "Female Consumer Dynamics under the New Coronary Epidemic" reported the impact of the epidemic on female consumption and the trend of female consumption after the epidemic, and proposed how to meet the consumption needs of women in the current environment. The phenomenon of "female group portraits" in 2020 is also particularly prominent in the film and television market. The hit drama "Thirty Only" tells the story of the multiple tests and life choices that urban women encountered when they were at the important age of 30. The series "Twenty Not Confused" tells the joys, sorrows, sorrows and joys of the four girls in the same dormitory during their university life and the process of entering society. The two dramas echoed each other, shaping female images of different ages, different social levels, and different forms, and to a certain extent promoted the rise of female roles. And "Lady's Character" tells the story of four good girlfriends who have achieved small achievements in their careers and continue to meet the challenges of life while encouraging and supporting each other.

2.3 Feminine traits with vivid personality

Van Dijk believes that in the impact of catastrophic events, the media expects audiences to pay special attention to the progress of rescue operations and the heroes who ultimately solve this problem. This tendency will lead to the problems of flatness, simplification, and stylization in typical character reports. In particular, Chinese women are often in a collective state of being "lost" in terms of their own happiness, anger, sorrow, and daily needs. In the report of the female image of the epidemic, the media has made a breakthrough to reflect the more freshly activated female characteristics. Such as "Nurses born in the 90s draw cartoons on protective clothing", "Search for the most beautiful anonymous donation girl in the city", "Wuhan Fangcang Hospital nurse protective clothing wrote Hu Ge's wife, Hu Ge replied", "Community worker Zhang Min "Delivering medicine to the elderly living alone in hospital for their spouse", etc., all present images of women with distinctive characteristics. Their images are no longer confined to self-sacrificing and selfless facial heroes, but may have their own distinctive personalities or have their own distinctive characters, their own unique preferences.

2.4 The obscured female needs

In the feudal society that lasted for more than 2,000 years, Chinese women have always been under the shadow of history, and women's personal development, social communication, and emotional expression have always been in a closed and imprisoned state. Books such as "Internal Training", "Female Fan Jieli", "Gu Fan" and "Gu Jie" in the Ming Dynasty regulated women's morals and behaviors in a more specific and cumbersome way[3]. The "New Women's Genealogy" and "Girls' Classics" in the Qing Dynasty popularized women's moral education to the whole society in an easy-to-understand manner. Real attention and manifestation of women's needs Inevitably, it cannot be completely changed through the contributions and efforts of women in major public health events. On February 17, 2020, female medical worker Liu Hongjuan at Wuhan Jinyintan Hospital mentioned in an interview that some female medical workers have insufficient physical health essential items during their menstrual period. However, when this report was broadcast, the staff later edited out Liu

Hongjuan's question of the demand for health supplies during the "menstrual period". In fact, it is not a case that the topic of menstrual period has been "eliminated" in the domestic mainstream media discourse. Whether it is in the East or the West, the discussion on the issue of menstrual period has always been in a relatively obscure state. "The Bible" mentions that "a woman who walks through her period will be filthy for seven days; whoever touches her will be unclean until night. [4] "We can glimpse one or two things about the western cognition of menstrual period from the "Bible". In modern society, there are more and more platforms for women to spread discourse, but most of them focus on the feminine display of women, the fashionable temperament of women, and the male-dominated concept of women's love, etc. The medium under the control of this logic of power The mode of operation will lead to the tendency to obscure and exclude women's health needs.

3. Summary

China's deep-rooted feudal society's patriarchal notion and Confucianism's traditional ideas of "three outlines and five permanences" have been promoted by the global exchange of cultural thoughts in modern society. The Chinese media's portrayal of women's images appears to be complex and subtle, with both pursuing freedom and progress. The will acted cautiously. Since the 18th National Congress of the Communist Party of China, the development of Chinese women has ushered in strong policy and theoretical support and a huge leap. The Party Central Committee with General Secretary Xi at the core is highly concerned about and attaches great importance to the development of women. He proposed, "Achieving the great rejuvenation of the Chinese nation is the overall work of the party and the country, and is also the theme of the contemporary Chinese women's movement." "Our party has always insisted on writing the realization of women's liberation and development, and the realization of gender equality on the banner of its own struggle. "Support women to make contributions, realize their ideals and dreams in life, do a good job of women's work under the new historical conditions, promote women's all-round development, gather the strength of women, mobilize and encourage women to persevere in realizing the Chinese dream of the great rejuvenation of the Chinese nation Work hard. [5]"Affected by this public health emergency, women began to have a more extensive influence and promote social progress, and they began to rationally examine and carefully craft their own gender ideology. To a certain extent, the female media image under the influence of the epidemic is also an exploration and practice of women's own development.

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