

Study on the Image Shaping of Young Women under the Perspective of Melting Media Communication: Take the "She Power" Series as an Example

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Abstract: Under the environment of integrated media communication, the production and dissemination of news content have undergone profound changes, which have had a significant impact on the expression of gender issues. The reconstruction of media discourse has shaped the image of young women and reflected the development process of gender equality in society. This study takes the "She Power" series of reports as an example, and explores its characteristics and strategies in shaping the image of young women from the perspective of integrated media communication. Through case analysis and content research, we found that the "She Power" series of reports has constructed an independent, autonomous and vivid image of young women through multi-platform communication, storytelling and emotional resonance, showing the outstanding performance of women in the workplace, science and technology, and public welfare, etc. However, the news reports also contain over-representation of women in the media. However, there are also problems such as over-symbolization and ignoring the plight of ordinary women in news reports. The study concludes with optimization suggestions, including enriching the content of coverage, reducing the tendency of gender labeling, and enhancing the media's awareness of social responsibility, in order to promote the positive role of integrated media in the coverage of gender issues.

Keywords: Young Women; Integrated Media Communication; Gender Equality; She Power Story

1. Introduction

In the era of Integrated media, the mode of

information dissemination changes with each passing day. The deep integration of traditional media and new media has changed the mode of news production and consumption. In-depth news reports have become an important way to guide public cognition and form social value because they emphasize fact mining, background analysis and multi-dimensional interpretation. At the same time, as an important group of social development, the presentation and shaping of young women's image not only affects the social issues of gender equality, but also is related to the dissemination direction of cultural concepts and mainstream values.

In recent years, with the rise of social media, short video platforms and other integrated media channels, the construction of young women's image shows complexity and diversity. On the one hand, the media reports promote the spread of diverse, independent and confident new era women by exploring the outstanding achievements of women in the workplace, technology, culture and other fields; on the other hand, some reports may continue the stereotypes, such as too much focus on appearance, family role or emotional experience, leading to the symbolic or single image. [1]

Most of the existing news reports pay attention to the performance of female images in traditional media, but the discussion on the mechanism, characteristics and social influence of the in-depth news reports of the integrated media is still insufficient. This study takes the in-depth news reports of the media as the starting point, analyzes the narrative strategy and reporting perspective of news reports in the image construction of young women, analyzes the potential problems and optimization paths, aiming to provide basis and reference for the construction of a more diversified and inclusive social and cultural

environment.

2. Literature Review and Research Background

2.1 The change of News Communication Mode in the Era of Integrated media

In 1978, the concept of Integrated media was first put forward by the American scholar Nicholas Negroponti, which refers to the trend of multi-functional integration of various media.[2] The concept definition of China's Integrated media is consistent with the international standards, aiming to make the news communication industry move forward towards the diversified era of information production and communication. Media combines new media such as smart phones and computers with traditional media newspapers, TV and radio to realize centralized information processing and resource sharing. Through this mode, the news content can be spread quickly and effectively on multiple different platforms. At the present stage of artificial intelligence technology, the integrated development of integrated media and all media has become an inevitable trend of development, showing the characteristics of block chain, networking and intelligence.[3] News reports are based on a large number of data collection, processing and analysis, and are presented in diversified forms, so that readers can intuitively understand the content of news reports.

2.2 The Important Social Significance of Young Female Image Shaping

2.2.1 Feminist theory

Feminism, also known as women'sism, is a comprehensive social critical theory that transcends social classes and ethnic groups, and its core objective is to promote gender equality on a global scale. Throughout the academic views of different schools of thought, there are both radical claims and moderate discussions, but their consensus is based on the recognition of the objective reality that women have long been in a disadvantaged position in the course of history.[4]

The concept of feminism was first proposed by Auclert, H. Okellet of Fran.[5] The systematic construction of this theoretical system can be traced back to the seminal research of French scholars in the 19th century. The path of practice in Europe and the United States is

mostly reflected in the gradual improvement of the system and the top-down promotion of gender equality through its own participation, which is complementary to the methodological level of the affirmative action approach of the early social movements. Later theoretical development emphasizes the synergistic mechanism of multiple subjects, especially the interaction and cooperation mode with social organizations.[6]

Relevant academic research in China has shown a distinct localization characteristic. By analyzing the academic lineage of core journals such as the Journal of Shanxi Normal University, some scholars have pointed out that the construction of a gender research discourse system with Chinese characteristics needs to focus on the in-depth fusion of practical experience. Using women's work in the mid-20th century as a case study, another researcher explores the academic value of gender theory and its localization and adaptation process, revealing the dialectical relationship between foreign theoretical paradigms and localized practices.[7]

2.2.2 Social construction theory

The theory of social construction is a theory that emphasizes that social reality is created together through social interaction, language and cultural customs.[8] The theory of social construction shows that gender is not an innate natural attribute, but is gradually constructed through social cognition, linguistic expression and cultural practice.

From the perspective of media gender cognition, the research of foreign social construction theory is relatively mature in media gender cognition, emphasizing that gender cognition is the product of social, cultural and media interaction. The study of American columnist Rubin and others explores gender diversity, while American scholar Kellner thinks the influence of media culture on gender understanding.[9]

China's social construction theory focuses more on the social cognition of gender under the new media environment. Domestic scholar Wang Yue believes that social gender can be regarded as a system and a reflection of the relationship between people, which can be shaped and strengthened in the process of socialization.[10]

2.3 The Current Image Status of Young

Women in the Context of Integrated Media

In the era of Integrated media, information communication channels are more diversified and narrative methods are more diversified. As an important group of social participation, young women have increasingly become an important object of news reports.

2.3.1 Positive image building

In the Integrated media reports, more and more young women have been portrayed as independent "big women" with professional ability and the courage to pursue their dreams. News reports gradually increase their attention to "versatile" women, emphasizing their balance between family and career, and reflecting the shaping of multiple roles of modern women. While focusing on successful women, in this era of public participation in we-media, social media provides a platform for ordinary young women to show themselves. They express their views by shooting short videos and live broadcasts to express their views, broadening the possibility of the image of young women. The image of young women is no longer limited to the traditional gender label, but is more diverse.

2.3.2 Continuous stereotypes

In some integrated media content, the image of young women is still linked to the traditional family role. Even women with significant career achievements are often described as "models of family and career balance," reinforcing the stereotype that women assume family responsibilities. Young women are often limited to some specific fields in their reports, such as education, nursing, and literature and art, while the image of women in the fields of science and technology and engineering is rarely reported, reflecting the implicit solidification of occupational gender division of labor.[11]

In the media communication, appearance is still an important label in the role of female image building, and many contents regard appearance as the core indicator of female attraction. Media reports tend to focus on elite women, such as entrepreneurs and scientists, shaping their inspirational stories of "perseverance" and "self-made men", but ignore the daily life and practical difficulties of ordinary women and even women at the bottom. This narrative mode strengthens the stereotype of young women, and makes young women exposed to high social expectations.

2.4 Research Innovation

Comprehensive above inductive analysis of domestic and foreign research, break through the existing research of young women image construction of fragmentation symbolic cognition, establish a systematic Integrated media context of young women image construction methodology system, accurate young female image, deconstructing the new media communication ecological female image production mechanism, analysis of its social effect and value. Break the traditional stereotype of the public on female roles, extend the perspective from the social elite to ordinary women and women at the bottom group, and fill the cognition gap of ordinary women and the bottom women in the current society. To build a voice window for such groups to express their life difficulties and demands. Aiming at the industry pain point of "flow first", the paper explores the balance between social value and communication efficiency in women's issue reports, so as to provide solutions to the contradiction between content depth and flow.

3. The Communication Characteristics of the "Her Power" Series and the Image Building of Young Women

3.1 Series Outlines of "Her Power"

"She Power" series is an important news practice for the news media to focus on women's issues and highlight women's value in recent years. It aims to show the diverse roles and outstanding contributions of contemporary women in social, economic, cultural and other fields through in-depth reports, describe the diversified image of successful women, encourage more women to achieve self-breakthrough; deeply analyze gender issues, and call on the whole society to pay attention to women's rights and values. To promote public understanding of the diverse roles of women and to break stereotypes.

3.2 The Shaping Characteristics of Young Female Image

In a series of reports, China Youth Daily uses real character cases to arouse emotional resonance among readers, and cites intuitive data to demonstrate the power of women. Around the family. For example, China Youth

Daily cited the data of the gender proportion and female welfare treatment of the digital technology industry in the analysis report of young women, which shows that enterprises pay more attention to the work needs and welfare treatment of female employees. Including maternity leave protection can help female employees better balance their work and family.[12]

Most of them start from national contributions. China Youth Daily published an article titled "Her Power" at the Two Sessions "and interviewed five female representatives and members to tell stories about their performance of their duties. Most of the characters selected were women workers in the workshops of ordinary enterprises. Besides, the five deputies have focused on safeguarding women's rights and interests and speaking out for women. For example, it calls for "fully integrating the birth costs into the social security system, and giving certain subsidies and preferential policies to enterprises that provide special protection for female workers." [13]

Compared with the men. The report also emphasizes that the gap between women's income and men is narrowing. On the surface, it shows that the average income of female office workers has increased significantly, but in fact, the status of female employees is psychologically placed below men. But later mentioned that the current concept is that the traditional gender role is diluted, which is obviously contradictory to the previous words. Deliberate emphasis on female identity.

Nowadays, many news reports about introducing outstanding women tend to add "female" Chinese characters before their professional status, such as "female scientist" and "female teacher". The occurrence of this phenomenon and the acquiescence of readers show that the concept of gender equality has not been deeply rooted in the people.

3.3 Analysis of Transmission Strategy

With the help of video, short films, graphics, women columns, interactive pages and other forms to enhance the communication effect. Using social media for multi-channel distribution, audiences can obtain content on the short video platform, we-chat public account, news pc terminal, news client and other platforms, highlighting authority and in-depth analysis. According to the big data

intelligent algorithm, the relevant content is accurately delivered according to the gender, age, occupation and other labels to improve the communication efficiency. For example, release social media with more young female users, such as Little Red Book. However, through the survey, it is found that most of the articles reported about young women are read by women themselves, which have not achieved full coverage of gender, which also reflects the neglect and even rejection of male readers reported by young women. However, it also shows that the voice of young women encourages and influences the rise of more young women, and brings positive social feedback. Interactive transmission. Using a combination of online and offline models, news media such as China Youth Daily have held seminars on "her power" from time to time, inviting women who have made outstanding contributions in certain fields to share their stories and experiences. To make the audience empathy. Combine current affairs and hot spot reports. The "She Power" series of reports are often combined with hot social events, major festivals or hot topics, such as Women's Day, women's health, women's education, etc., to enhance the attention and effectiveness of the reports.

4. Problems of Analysis

4.1 Over-Symbolization

Many women already show a strong tendency and are keen to explore issues related to gender and female independence. However, there is still the problem of excessive symbolization of news reports on women. This problem occurs largely because the reporting topics focusing on women in news reports are too limited to personal emotions and experiences, and gender issues tend to be superficial and superficial. The group of young women is defined by fixed labels such as "strong woman" and "Superman mother" or simple concepts such as "tenacity" and "success". Although this narrative mode can make the information spread quickly and attract attention, but it ignores the diversity and three-dimensional nature of this group itself. For example, when reporting on young female scientists, news reports often use "balancing family and career" to emphasize gender responsibilities, thus ignoring the young women's achievements in scientific research.

For regional reports, journalists may directly use "poor mountainous areas" and "backward areas" to express themselves, and the description of young women is mostly the subjective description of journalists, ignoring the self-report of young women, and lacking the fairness and objectivity of news reports.

They are often shaped into specific inherent images, which tend to deepen the stereotype of the readers, but these images usually represent only one aspect and ignore other dimensions more worthy of reporting. For example, young women are often symbolized as flat images, and they are habitually labeled as "working woman", "wife", "and" daughter ", leading to too single image. This perspective of reporting tends to solidify the established social concept, leading to the intensification of gender stereotypes.

4.2 The Neglect of the Plight of Women at the Bottom

Looking at domestic news reports about women, although women have already spoken out, most of these voices come from women with high social status, such as working women and female students. They often focus on urban life, workplace employment, cultural knowledge, emotional life and sports health, etc., while the words reveal the pursuit and desire for women's independence. However, these topics are far from the life reality of the majority of rural women, ethnic minority women, women with low education, and women with low-level work. Therefore, the life demands, living space, education situation and mental health problems of the bottom women are easy to be ignored.

The biggest problem of these phenomena lies in the lack of direct or indirect channels for such groups to speak out, which is also insufficient in news reports. They also have no access to such media, or they do not have the consciousness to speak out for this, resulting in the stories, opinions and experiences of the bottom women are gradually marginalized or even ignored. Readers or the general public have no way to know the real appearance of such groups in the social and cultural life environment, which is also the epitome of the lack of discourse power of the women at the bottom group. The prevalence of this phenomenon also makes the audience misunderstand that only success is worthy of

reporting, thus ignoring the issue of gender equality.

4.3 Propaganda Traffic Change Tendency

In the context of the era of Integrated media, in order to cater to the mass market or blindly pursue the click-through rate, some news reports mostly only focus on and discuss those controversial hot social events that have caused controversy and gender topics, making gender issues become gimmicks. Such news reports tend to adopt story-based and perceptual narrative means, deliberately emphasizing or highlighting some eye-catching external characteristics, such as third-party factors such as appearance and family background, rather than shifting the perspective to the objective analysis and in-depth excavation of the event itself. Such traffic-oriented news reporting will make the content shallow, leading to further deepening the stereotypes of young women.

The disconnection between content quality and the seriousness of gender issues may lead to the human discourse power and social recognition of young women becoming superficial and flat in the discussion, thus weakening the status and influence of women's discourse in the social public space.

5. Discussion on the Image Building Strategy of Young Women

5.1 Accurate Portrayal of Female Images Reduce the Use of Gender Tags

The pursuit of equality between men and women is not to pay special attention to women as vulnerable groups. In news reports, female names such as "female science education" and "female athletes" are avoided. Avoid addressing gender issues when writing the story Show the character characteristics from multiple angles. Pay attention to personalized narrative, pay attention to particularity to avoid universality, avoid applying the same success template, explore the unique growth experience and life background of each young woman in the real case analysis, and highlight the individual characteristics. Women's personal growth is discussed in a specific social environment and cultural background, reflecting their ability to solve them in the face of external pressure. For example, to introduce a rural teacher who not

only pays attention to her teaching achievements, but also combines her dedication and greatness in the environment of lack of rural education resources and economic shortage.

5.2 Expand the Scope of Reporting Objects

Introduce the underlying perspective. In order to build a more inclusive and diversified news communication ecology, we need to absorb and listen to the voices of women from the bottom of society and from different backgrounds, so that more women's voices can be effectively spread and recognized. [14] Such as podcast "don't capricious | Be A Dodo" 139 " I live in the village, on what to feed yourself? Several female guests from rural areas were invited to tell how new rural women from different backgrounds are self-sufficient and consistent, which can be regarded as a podcast example to show the diversified survival of modern women. In the news report, the female image is comprehensively narrated from multiple levels, including professional ability, social role division, emotional status and story, so as to avoid being directly attributed to the female gender characteristics.

5.3 Balancing between Depth and Attraction

When talking about gender issues, it is necessary to balance the contradiction between the depth of the content mining and the issues itself, so as to avoid drowning the topics that should be in depth in the accumulation of shallow symbols. Fundamentally speaking, in order to better convey women's thinking on gender issues, women's podcasts need more profound thinking, accumulation and precipitation from life experience, and promote the transmission and recognition of women's voice in the public space with better discourse expression. Optimize the agenda setting for the dissemination of content. Strengthen the practical issues of ordinary women and women at the bottom. The reporting perspective is extended to the workplace, education and family problems of ordinary women, and gender equality and welfare of pregnant women can be included in the scope of topics. Open columns to focus on the daily life of different groups of young women, and build a more comprehensive and three-dimensional social cognition. Focus on women's cross-field

achievements, include non-traditional fields that non-women are good at into important topics, deeply analyze how young women break through professional barriers and prejudices, and change the public's traditional association of women's career.

6. Conclusion

In the context of the media news as a new media, not only for the contemporary young women to express themselves and discourse construction channels, also for young women topic provides closer dialogue space, enables young women can be based on life experience discussion and sharing, and thus attract more and more young women participants, thus encourage the rise of more young women and success. This bridge of deep connection and interactive communication not only encourages young women to re-examine their own emotional needs, but also enables them to gradually realize the identification and improvement of their self-value in the process of finding emotional resonance and mutual identity. At the same time, we should also face up to the problems existing in news reports. The future news reports need more voices from women of different professions and identities, especially those from the bottom of society, and more depth thinking on gender topics, so as to promote more standardized news reports about young women in the future.

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