

Research on Female Image in Webcast from Gender Perspective

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ABSTRACT

with the development of Internet, webcast as a new media came into being, more and more women enter webcast. Under the influence of this new media, the image of women still presents the gender order of the traditional society, which is full of discrimination against women, and the new media plays a limited role in the realization of gender equality. From the perspective of gender, the female anchorman in webcast is observed and analyzed, and it is found that the female anchor still plays the role of "second sex" because of the commercialization of the body, the sexual implication, and the female image as the object of "peep" as well.

Keywords: webcast; gender; female image; secondary sex

1. ISSUES

The research on the image of women has been discussed in various disciplines in the academic circles, showing a variety of statements. In the traditional social media, the image of women in Our country is often subjected to gender discrimination. Because, on the one hand, women's lives in traditional societies are often selectively neglected. On the other hand, the image of women in the traditional media is often linked to the family sphere and often appears in the traditional roles of wife, mother and daughter. In the long-term historical development process, whether in the family or in society, women compared to men are treated in an unequal way. [1]

Compared with the traditional media, the image of women in the network media breaks the patriarchal social structure and has great space for women to strive for the equality of media image. However, some scholars believe that women in the network media still become the object of patriarchal social control, play and appreciation, and become materialized objects under the background of consumer society. [2]

Live webcast is a new way of online entertainment and service, which presents performance, display, interaction and so on on the Internet platform through recording tools or mobile phones. [3] In recent years, the participation of women in webcast is extremely high. According to the "2018 anchorman career report" released by Mo Mo Mo, the number of female anchors accounted for 78.8 percent, while the number of male anchors accounted for only 21.2 percent, as if women had become the main force of webcast in China. In the process of live broadcast, the transmission of information is mainly through the interaction between the anchorman and the audience.

2. LITERATURE REVIEW

This paper mainly takes the female anchorman as the research object, and studies the image of the female anchorman in the live broadcast. Through the search of the literature, it is found that the research on webcast is beginning to increase, and some of the literature also involves women.

On the one hand, most of the literature presents the chaos of webcast from different angles. Yuan Aiqing and Sun Qiang think that webcast has the phenomenon of entertainment and vulgarization. [4] the network anchorwoman to cater to the aesthetic of most audiences, will carefully manage and present their own body images, and through the use of language and finger, kiss and other specific non-verbal symbols, and even do some more private activities, In the shortest time to arouse the audience about desire association, so that the audience to obtain a brief spiritual and emotional comfort, including the satisfaction of private desire. [5] and the dress is exposed, the posture is ambiguous, becomes some female anchorman obtains the benefit sharp weapon, therefore "the female anchorman" image is labeled, symbolized, stigmatized. From the point of view of webcast body performance and social communication, [6] Zeng Yiguo thinks that the female anchorwoman with a neutral sense of webcast can attract the magnificent male audience by showing herself. With the help of performance and audience communication opportunities, live interactive content belongs to low-quality communication. [7]

Yuan Aiqing and Sun Qiang analyze the female image from the dimension of the two-element structure of "see and be seen". The female anchorman webcast is a visual pleasure for the male audience itself, and this pleasure is based on the transplantation of the symbolic order of the

real patriarchal society. [4] this will weaken the individual's subjective consciousness to some extent.

3. METHODOLOGY

The development of the Internet has a certain impact on all aspects of human beings, and also poses challenges to the study of social science. The space-time characteristics of the network hinder the research of people and things in the network by the traditional social science research methods. Some scholars began to think about new research methods to meet the challenges posed by the Internet, and proposed that the Internet should be used as a field and tool for new research, and that the new social and cultural phenomena in the network should be explored by means of virtual anthropology. [8]

Learn more about the image of women in webcasts, so try to collect data through Internet technology to conduct research. In this paper, the network observation method is used to observe the female anchor of the network broadcast. Network observation refers to the observation of research objects in the network environment, mainly used to collect the observed person's language, video, picture, spatial behavior and other information, network observation can be "natural" or "participatory". [9] the author has used these two kinds of observation methods. In the aspect of "natural" network observation, it is mainly to browse and watch the contents of the female live broadcast room and the women's identification of their own identity and body. Collect all kinds of webcast and female anchorman data, news reports and comments. In the aspect of "participatory" network observation, it is mainly to participate directly in the interactive links of the female anchorman as a fan, to carry out dialogue and exchange, and to record the dialogue content.

4. PRESENTATION OF THE IMAGE OF WOMEN ON WEBCAST

As one of the main interactive ways of female anchors, webcast is the main place for female anchors to construct images in the network media. Under the influence of gender culture, female images are materialized and commercialized and become "consumers". And webcast to some extent aggravated the distortion of female image.

4.1. *The commodified image of women*

Bodria once said that in the contemporary consumer society, the body has become the "most beautiful consumer goods": "in the full set of equipment consumed, there is a more beautiful, more precious, more dazzling object than everything else ——— It carries a heavier connotation than a car with all its connotations. This is the body." [10] In the webcast, the anchorman communicates with the audience through the screen. In order to cater to the

audience group, the female anchorman takes the initiative to show her body through body performance, and presents her body as a commodity in front of the audience group, thus obtaining the reward of the audience group. Under the control of patriarchal society, female body is objectified into consumer goods, even the most beautiful goods. [11] for example, female anchorman by dancing, selling cute, Manda and other forms of body expression, to meet the requirements of fans, attract fans' attention. In this kind of interaction, women gradually become commodities, become the focus of audience groups, and make women's subjectivity and diversity strangled.

4.2. *Sexually suggestive images of women*

Simone, founder of the French feminist movement, said : " Women under patriarchy are the second sex different from men ." [11] in a patriarchal society, women exist as male appendages. In the network environment, women are also reproduced with the image of "second sex ". Women pleasing men become a common tendency of gender rights in the network media. More and more women use their bodies as a capital to attract audience groups. Men always take the initiative in the aesthetic process, they measure women as individuals by whether they are sexy or attractive to men. In the interaction of female anchors, men, as viewers, bring realizable virtual gifts to female anchors, have absolute initiative in the process of live broadcast, and can select female anchors according to their own preferences. As a female anchorman, the first thing to get a reward is to attract the audience to their own live broadcast room. Therefore, the female anchorman does her best to use physical resources to win the audience's favor and compassion in exchange for material gain. For example, the anchorwoman should change clothes at the request of the audience, dress sexy, walk on the edge of the red area. This phenomenon is not an example, but a common phenomenon in the live broadcast industry. Male viewers choose the live room, and the purpose of watching the live broadcast is not live content from the start, but the body of the female anchor.

4.3. *Female image as the object of peep*

In webcast, most audience groups like to go to the high-value live broadcast room, as the saying goes, love beauty is common. Men go to the female live room mainly to appreciate beauty, to satisfy the desire to peep. Most of the female anchors with higher face value are more popular and have a very high flow of people. Even if the face value is not high, the female anchors will increase the face value through makeup, beauty and other technologies, and perform by the sexy body to attract the male audience into the live broadcast room. On the one hand, the anchorwoman attracts the male audience through the performance of high face and body, on the other hand, the anchorwoman gets pleasure in the peep of fans. As Freud

said," exposure "(perceived pleasure) and "voyeurism "(perceived pleasure) are vividly displayed on wecast. [7] Simone said in *Second Sex* : " It is often said that women dress up to arouse the envy of other women, which is actually a clear sign of success; but this is not the only purpose. By being envied, envied, or admired, she wanted to be sure of her beauty, elegance, taste, that is, her own Jedi: she showed herself to be herself." [12] On the wecast platform, the body of the female anchorman is the foundation of the live broadcast, and the male is eager to peep at the female body. Women actively satisfy the male desire to peep.

5. CONCLUSION AND DISCUSSION

In the age of mass communication, the gender coding in the media is actually influenced by the gender inequality in the real world. The birth of network media has opened up a new social place outside the reality for people, and objectively new way for women to pursue equality and freedom and expand their right to speak. However, in the real society, the gender order of the traditional society is still present, it is full of discrimination against women, and the new media plays a limited role in the realization of gender equality, which has become a new tool for men to control women.

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