

# Research on the Trend of Gender Discrimination in the New Media Era

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## ABSTRACT

In this new way of communication, there are more and more debates and discussions on gender roles. Based on the criticism of physiological gender in people's stereotypes, the discussion of gender roles puts forward the problem of judging the differences between men and women from the perspective of thinking and behavior under the consensus within the group. Simultaneously, gender roles highlight the acquired influence and oppression of discrimination on women from the perspectives of ideology, social system, laws, and regulations. Through case analysis and comparison, this paper discusses the relationship between the road of gender equality and individual, society, national, and global cultural ethics in the new media era. Generally speaking, gender discrimination has been weakened in the new media era.

**Keywords:** *new media, gender discrimination, gender, gender equality*

## 1. INTRODUCTION

Under the background of the network era, with the development of the Internet of things, Internet, and other technologies, the media industry has gradually entered the new media era. The communication characteristics of new media mainly have three points: information fusion, personalization, timeliness, and interaction. The main difference between new media and traditional media lies in their basic elements. With the help of network technology, mobile technology, digital technology, and other technologies, new media provides information to users through networks and other channels. In this new way of communication, users not only have a lot of information but also provide people with a more open and free communication environment.

The issue of gender roles has been addressed in known studies on the media and gender discrimination. In the context of this diversity, the convergence of this result is surprising. Many studies have shown that women are underrepresented in the media and often become stereotyped roles, which is closely related to gender discrimination. Although these models are clear, many articles point out some changes in the development of the times, which may be the starting point of future research methods. First of all, I will classify and discuss the oppression of women, and use "the four I's of oppression." To study the harm of gender oppression

itself on the individual, social, international, and global levels. The most important thing is the positive impact of the new media on the elimination of gender discrimination. Next, it points out some key problems in the research results and application of gender issues in new media and provides suggestions for the next work of gender issues in the field of new media.

## 2. GENDER DISCRIMINATION IS BECOMING LESS PREVALENT IN THE NEW MEDIA ERA

From a historical point of view, gender discrimination has always been a common social problem. In terms of ideology, gender discrimination usually has the belief or attitude that one gender is superior to another. When studying these social problems, it first analyzes the harm of gender oppression itself to the individual, society, international and global levels. To further analyze to what extent and how these discriminations have been weakened in the new media era.

### 2.1 The oppression in personal ideology is weakened

First of all, at the individual level, the ideology and internal oppression of gender discrimination have greatly distorted personal real life and culture. For example,

people often use "toxic massiveness" on the Internet to describe some exaggerated masculinity features, which is considered a glorious thing in some distorted values. It forms so-called masculinity, that is, men should be strong, hide their emotions, be complacent, have a sense of domination, superiority, and sexual vitality. Under the oppression of this ideology, on the one hand, women will be materialized and become the goal of men's possession and control. On the other hand, when many men are incompatible with this toxic masculinity, they will be oppressed by society and lose their sense of belonging. It is not a total negation of men and masculinity. It criticizes "toxic massiveness" or male chauvinism in the Chinese context - it is a series of cultural creeds about "what a real man should be": a real man can't cry, a real man can't show fear, a real man can't lose, and a real man should take what they want, Real men solve problems with their fists. These traits, which are traditionally arbitrarily believed to be desirable for men, are not only torturing women but also destroying men, especially boys. According to the American Psychological Association, this "harmful masculinity" encourages boys to cover up their weaknesses, become aggressive and resort to violence to solve problems; Children affected by this for a long time will not only suffer damage in psychological development and behavioral performance but also be more prone to violence, depression, and suicide. When the concept of discrimination spreads, the society is full of words such as "men should be men", and it is difficult for people to establish a correct gender culture. This may even lead to the formation of stereotypes in many important areas. This is not only detrimental to gender equality. Many acts of violence are based on gender discrimination, which will lead to many violent incidents and damage social justice to a great extent.

In the context of new media communication, these discriminatory ideas have been widely debated, such as the advertisement uploaded by the famous Razor Company Gillette on YouTube. Regardless of the economic benefits of this advertisement, the controversy and heat of this issue alone is enough to help people think about the best state of men. Such controversy makes the value oppression of individual ideology attractive. This weakens the so-called ideology and internal oppression to a certain extent. At the same time, it will guide social justice in real life.

## ***2.2 Interpersonal and institutional oppression within institutions are weakened in society***

At the social level, interpersonal relationships are suppressed. This system was established in our institutions to allow and strengthen the personal abuse of some people in oppressed groups by individual members of the leadership. As an organization, gender discrimination in the workplace is reflected in the gender dilemma caused by employees' interpersonal and

institutional pressure. It has a huge negative impact on women's life in the workplace and the culture of the company or enterprise. Many women are treated unfairly by recruiters when looking for jobs. Due to factors such as fertility and family, the competition for employment between men and women is not fair. In the workplace, female middle-level leaders are very common, but the proportion of women in senior leaders is very small, which obviously does not conform to the law of promotion. If it is an example, it can also be attributed to personal work ability, but when this phenomenon becomes a "hidden rule" in the workplace, it is the so-called "glass ceiling" of working women. Many informal rules and social networks that have an important impact on career development also prefer men. In this workplace environment, women are naturally at a disadvantage. They must make more efforts and sacrifices than their male colleagues to stand out. This indicates that there is an invisible and artificial institutional pressure in the workplace, which will prevent some qualified personnel, especially women, from being promoted to a position in the organization. This involves social equity and justice and undermines women's voice and activities in the workplace. More seriously, the wide spread of negative information will also lead to some internal opposition, leading to women's misunderstanding and questioning of self-worth.

Institutional and interpersonal oppression has aroused extensive discussion on the Internet and promoted the process of gender equality legislation in the workplace. In order to protect these women's rights in the workplace, some companies that discriminate against pregnant, considered pregnant or planned pregnant women will be opposed by law. This is illegal under the Pregnancy Discrimination Act. In the United States, it is illegal for companies to treat employees unfairly or expose them to blatant discrimination based on gender. Federal law prohibits discrimination against employees based on gender, religion, race, color, age, nationality and disability. The United States has several laws to protect people from discrimination, including Chapter VII of the civil rights act of 1964, which prohibits employment discrimination on the basis of sex. Even under the protection of many laws, conceptual oppression is still difficult to control. Whether verbal irony or subconscious behavior, a large number of women still find it difficult to obtain the same conditions and respect as others in the workplace. Many derogatory gender roles came into being, which also greatly damaged the establishment and development of women's roles.

Unfortunately, although the legislative process has been accelerated under the influence of the Internet, there is still a gender dilemma in ideology, which makes it difficult to alleviate gender discrimination in the workplace. At the same time, this gender discrimination has had a great impact on women's activities and voices in the workplace. The Canadian Journal of

Administrative Sciences, entitled "gender destiny: the ideological dilemma of organizational gender neutrality and discrimination", analyzes the situation of ICT workers talking about gender discrimination. The conclusion is that these workers do not deny gender discrimination and recognize that it is possible. But they feel that this is not a common event, but an accidental single event. They also shift the responsibility for overcoming these obstacles in the workplace to women. Pearson product moment correlation coefficient was used to evaluate the impact of gender discrimination on satisfaction and motivation, commitment and enthusiasm, and stress level. "The results show that gender discrimination reduces employees' satisfaction, motivation, commitment and enthusiasm, and increases employees' stress level." [2] The next step in the development of gender issues in the field of new media requires a more in-depth discussion of internal oppression in the working environment.

### ***2.3 The oppression of global internalization is weakened***

Finally, with regard to global internal oppression, even across cultural differences and various regional factors, it is still inevitable. Considering the inclusiveness of cosmopolitanism, in the context of global common development, the negative impact of gender discrimination on world culture and citizenship is inevitable. For instance, Finland has always been a country that supports gender equality in the field of higher education, known as the paradise of gender equality. However, female scholars still encounter institutional opposition. In paradise for gender equality, the author points out that "Finland's practice of filling Professor posts by invitation rather than open competition is discrimination against women." In countries with high levels of gender equality, there is also the practice of filling women's positions, not to mention countries with deep-rooted patriarchy. At the global level, the oppression of gender discrimination is still widespread. Many international organizations do not agree with women's rights and interests, and even have a large number of feudal backward ideas. These decadent cultures accompany the growth of many newborns, making them unable to live in a free and equal civil environment. Moral oppression also caused the limitations of their daily life. Oppression at the world level takes gender as the symbol of every citizen, makes the moral relationship between themselves and others fragile, and prevents citizens from enjoying equal rights and respect. Of course, in the new media era, this oppression rooted in cultural and conceptual differences is gradually weakened.

In the Internet age, the integration of information makes the diversified cultures around the world no longer isolated. The new media era is undoubtedly inclusive. It

recognizes globalization. It takes into account the oppressive factors in different cultural backgrounds and promotes the development and progress of cosmopolitanism. This undoubtedly sounded the alarm for gender oppression, but at present, the negative impact of gender discrimination on world culture and citizenship is huge. The progress of world culture needs everyone's efforts and efforts. From a global perspective, the international community still needs to work together in promoting gender equality and eliminating gender discrimination.

### **3. DISCUSSION**

The current situation of gender equality, because of coronavirus, the process of gender equality has regressed for decades. Gender equality for sustainable development. It is mentioned in "worldwide, in 2020, the share of women in the labor market was 48%, which is 3 percent less than in 2019, so the gender balance has differentiated slightly." During the 2019 coronavirus disease, women spend more time taking care of their families, which is also the reason for the slight deterioration of gender balance.

Facing this reality, what can promote the process of gender equality is not the ranking comparison between countries in the annual United Nations gender gap report, but the gap between men and women in the economy, politics, education, and health. The goal of eliminating the inferiority of men and promoting gender equality should not be just a policy slogan but should be reflected in more detail and our daily life. In addition to enabling women to obtain more equal educational, economic and political resources through policies and laws, we should also stimulate women's main force to promote the change of social concepts and norms and realize gender equality.

In terms of ideology, we should promote harmonious feminism. Feminism should absorb all the essence of human culture and establish harmonious feminism based on dialogue, communication, and communication aimed at eliminating antagonism, mutual tolerance, common promotion, and common development. Harmonious feminism is essentially the harmonious gender view of mankind. Harmonious feminism recognizes the difference and believes that this difference is the physiological and psychological basis of gender harmony. The gender difference is the result of physiological changes, and the gender status gap is the result of the role of history and culture. With the gradual elimination of the historical factors causing this gap, gender equality has become a historical trend that no force can stop. What feminism in the future should face is to explore and advocate the principle of harmonious coexistence between men and women in a society with the full development of both sexes, to make the new generation of men and women move towards a harmonious and happy future hand in hand.

#### 4. CONCLUSION

In general, since ancient times, man's voice has almost completely dominated discourse power in social, political, and economic fields all over the world. Nowadays, with the advent of the digital age, women have obtained a powerful and effective means to express their opinions, which has promoted the continuous development of gender equality. In the network era of massive and complex information, a large number of gender discrimination issues have been widely discussed, and more and more people begin to pay attention to gender discrimination issues. Gender discrimination is a common social problem at different levels, whether individual, social or global. The openness of information in the new media era is undoubtedly helpful to gender issues. Weakened the negative impact of gender discrimination.

Of course, the internalized oppression of gender discrimination in the world is still a grand proposition, and the selection of research methods and the comprehensiveness of research data still need to be verified. In the future, eliminating gender discrimination will become the development goal of many countries. In today's new media era and even in the future, gender equality is the common goal of the world.

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