Construction of Gender Consciousness in the Network Communication

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K E Y W O R D S	A B S T R A C T
Network communication, Female images, Female topics, Construction of gender, Consciousness	The image of women in the network communication and the female channel are still the norm of inheritance of traditional gender role. There are network media editors' compromises as well as ordinary Internet users' choice, more "network navy" adding fuel to the fire. To construct reasonable gender consciousness in the network space, we must advocate gender temperament diversification, strengthen supervision and improve media literacy.

1 Introduction

The rise of the network communication completely changed the traditional media's operation mechanism and management mode. The spread of the network in time, instant, full-time characteristics overturns the traditional media timing propagation characteristic, hopping nature of the a hyperlink media technology revolutionized the way lag expression linear editing, relaxed and optional interactive subjectivity communication and multidirectional interactive communication relationship make network communication more flexibility and humanization. Many people think that, in the anonymity of the net interaction, people can use multiple identities, which is a complete change for the traditional identity concept. Because in the network, it is difficult for people accurately judge each other's gender identity ownership with some old methods quickly in a short period of time. It is the gender neutrality ambiguity leads to the freedom of expression and open reconstruction.

According to CNNIC 29th time Internet report statistics show that by the end of December 2011, in the proportion of China's Internet users, women was 44.1%, only had a 11.8% lower than men. And survey data of Sina, Nielsen institutions in recent years also show that in the Internet form of the blog, social networking websites, network shopping, and entertainment and so on, the level of activity of women is not inferior to men, women play an important role in the rapid development of the network.

On the one hand, the gender identities of the two interaction sides become fuzzy even disappear; on the other hand, female users of large-scale emerge. Does this "gratifying" phenomenon bring the highlight of the sexism and reinterpretation of women values? Whether can the virtual network produce a new language and strategy to challenge against the existing gender concepts and gender image? If we say that in the traditional media, the image of women has always been a kind of "non-self" setting, the directional relationship between disseminators and recipients led to the gender relations one dimensional expression. So in a free network space, the structure relationship of the bidirectional and even multi-directional interaction give users full of sex right to express. Anyone can use text, pictures, images, video, Animation, etc. multimedia forms to express and set "autonomy" self image. Network

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communication seems to bring an unprecedented opportunity for sexism development. Does this kind of opportunity really present us a "gender utopia"?

According to the traditional media research, the mass media is one of the social institutions of gender power structure, whose language and narrative have traces of sexism. It reproduces traditional gender relations of women as "the other". The emerging fourth media is no exception at this point. The gender discourses and expressions on network, even more than the gender discourse in real life monotonous, are more idealistic. Some scholars call "high gendered". [1] In other words, gender identity in cyberspace is not a variety, but more monotonous, more stereotypes. It can be explained either the image of women characterization from the network transmission or from the female topic establishment.

2 The Image of Women Characterization

The growing popularity of the network makes it a major carrier to construct gender images. The image of women in the network is always beauty, fashion, sexy and the male is mainly the handsome, young. While the former is the main website picture, these deliberately prominent female images highlight individual subjectivity development through the surface of the autonomous choices and self pursuit. But in fact, this choice and the pursuit carried out in the male scrutiny. The external beauty only showed "a male culture from the perspective of aesthetic perception, female subjectivity (subjective feeling for the beauty) or the independent personality has been neglected, get no respect. This kind of male culture view is reflected not only males consistently in the aesthetic process occupies initiative to 'select' women, but also shown that they took it as a standard to measure women, whether sexy, whether attractive for men. As an individual, women have been disappeared, just as the cut 'parts' live in the aesthetic activities by male culture". [2]

As an example the network stir in recent years, their popular ways are nothing less than autodyne, "the so-called" candid, "pure" candid and several ways. Regardless of several popular ways right and wrong, being shot by intentional or unintentional, these men or women individual overall image or individual identity and at once by the network featuring "brother", "sister", just from the number of perspective, "sisters" are significantly more than their "brothers". First, here is "sister Fu Rong, Feng Jie", "Angel Sister", "Tea Sister", and then "Fireworks Sister," "Monkey Grasping Sister", "Gan Lulu", "Guo Meimei". Besides a few individuals will not be subjective to be "famous", the others either rely on uploading the private photos to large scale grandstanding, either in a freak show and a spray blood speech and act shock the world, and the very person to show naked body or dazzle rich piece. To sum up it is common at least one thing, that is the focus of attention by others has something with body, privacy, physical, sexual without exception. The temptation of Internet users is "sexy", "passion", "pure", "wow", "provocative" and other modified vocabularies. These overwhelming image of the picture as well as the vocabulary of the visual impact of the Internet users will undoubtedly constitute a thick the Gender Role dams, the female as a sign of desire symbol become more prominent, male peeping desire unprecedented infinitely amplification. The characterization of women as a symbol of desire becomes more prominent, and desires of men infinite zoom are in infinitely amplification. If the gender discrimination for women is too naked and innovated in the traditional media, so, in the new network communication space, women still can't avoid to become the male's ornamental objects of desire and stimulating visual pleasures. And the physicochemical, desired experience has become increasingly hidden and invisible.

3 The Female Topic Establishment

In addition to the distorted female images, in some comprehensive websites, the setting of the topic about women is also showing the misleading and deviation of concept of gender. Currently, the majority of the domestic commercial web sites and portals are now offering special "female" channels. We take the largest portal "sina.com.cn" as an example, and open its "female" channel, whose columns are: beauty, clothing, fashion, the body, emotion, Vanity Fair, jewelry, shopping, plastic, pets, constellation, etc. These columns can be roughly divided into two categories: one is the fashion and beauty, shopping topic; other is about family parenting, private emotion. The setting of these two types of topics is curing the two categories we call the stereotype of women: one is the fashionable women with consumption desire and purchasing power; the second is the traditional women gentle virtuous, good at housekeeping. This classification was not only corny, even in some extent strengthened female gender image under the traditional meaning. The other portal websites are similar with this setting.

During the web page design, the channel and program planning reflected the policy and value concept of a web site editor. On one hand, the emergence of female channel illustrates the concept of feminism is deeply rooted in the hearts of the people; on the other hand, shows a misunderstanding and dislocation about sexism of the site editor. Women are only limited to personal areas of life and family, and have nothing to do with the society, economy, science and technology, sports, military. Females are wrapped by materials, the body is alienation, ideology is confined, and all this has no essential difference with the traditional male centralism.

Regardless the image characterization of women in network or the topic of women in the site settings, which reflects some kind of expectations for women from traditional gender role norms. Women are still selected and constructed in the traditional gender system. The reason is nothing more than the sender, recipients and propagation contents in such aspects as the result of conspiracy.

3.1 The weakening of the gender role consciousness and the poor media literacy of the network edit

Lippmann pointed out that in modern society with the highly developed mass media people's behavior is linked to three senses "reality": one is "objective reality" in existence, the second is "symbol reality" provided by mass media, and the third is subjective external impression namely "subjective reality". In modern society, people often can't contact with the objective reality directly, so they have to resort to mass media to cognitive world. And symbol reality by mass media providing becomes decisive power of influencing people's subjective reality. People inevitably are affected by acculturation role of the mass media.

The agenda-setting theory of the communication studies tells us that the media can't tell the audience how to think, but can tell the audience what to think. The media choose to or not report something what which has deep influence to the audience. In order to attract users' eyeball, the female in the website often evolved into sexy, enchanting, amorous feelings which follows the traditional gender role norms and male's framework. While web editors spread rapidly and highlights these information through placing the title or pictures on the outstanding homepage position with some ways: bold and black, sticky, etc. In which, there are few web editors take the correct guidance in the planning. Most editors stay in the collection and collation for net friend sayings, and set related links to posts about female topic search, question and textual research from users. As the last of the person of network communication gender mechanism construction, network media editor's media literacy and gender concept urgently need correct training and rational guide.

3.2 The users' curious and peeping psychology and passive choice of helpless

Network provides people with a fresh world and the curious instinct makes people into network space. And the vast multitude of information resources, infinite expanding interpersonal communication, flexible hidden personal identity, the new experience beyond time and space of the network can't have been owned in the real society. Vast resources and fresh communication means of network space greatly stimulate and expand the curiosity psychology, and encourage people to explore all of the network space. Repressed by traditional gender stereotypes in the real world, in the virtual online world people can wantonly click and spy information resources on the body and gender, which extremely enlarged and inspired the network audience's sexual peering desire.

In December 2011, the 29th CNNIC Internet report statistics show that in the age structure of China's Internet users, 10-29 years old young Internet users occupy 56.5% of the total number of Internet users. In the educational structure characteristics, high school education reached 69% of the total Internet population. Seen in this light, the main Internet audience is still in the low-educated youth groups. The physiological and psychological age of this group are still in the development phase, they can not seriously discern the traditional stereotype of gender roles and gender image deviation appearing on the network, much less criticism and correction. As discussed by scholars Ren Zhengying, the images of women in website actually cater to the society and most people's gender role identity. There is a relationship of power between the society and the individual, the product manufacturer and audiences. The society always gives individuals a kind of role expectations by most people recognized, and product manufacturer always intentionally or unintentionally impose their own likes and dislikes on audiences. For personal and audiences, they have the right to choose information, but this option is exercised within the information scope provided by the media, which is really just an operating rights. The audience often also the default selected information to manipulate the information control rights of the media, which both co-construct the unequal power relations between the media and the audience. The image of women embodied in the website is consistent with the traditional mass media shape. Network, although in recent years, is the media with rapid development, but the values of mainstream network media, especially gender perspective, is still the same strain with the traditional mainstream media. [3] Thus, in the face of huge online world, Internet users can only be limited to a passive choice, helplessly assimilation and popularity.

3.3 The control by the "network navy" behind the scenes and the benefit drive

As the products of the freedom of speech on the Internet and anonymous interactive, "the network navy" has its existence value. Its propaganda power and the ability of agenda setting can be not matched with any traditional media, the commercial interests and industrial value is immeasurable. National Bureau of Statistics estimated that by 2012, China's online shopping market will exceed one trillion Yuan. In such an environment, how to use the network to achieve the maximum amount of commercial interests, become problems that numerous merchants urgently need to solve.

Similarly, for the website, the click rate and page views are a scale to get advertising revenue and profit. While the network Navy is using this point to deliberately create a topic, cause netizens high attention, improve the site click rate, to win customers' advertising investment so as to earn maximum economic benefits. It should be said that the network navy know the Internet users' psychology to peep privacy caused by curiosity and expansion psychology due to anonymity. Therefore, in gender image representation, they always will deliberately set some topic or pictures which can cause of "desire", even at a figment of manufacturing "stunt". And this kind of deliberately "pushing hands" is precisely coincident with the traditional gender ideology of trajectory. The traditional concept of the gender stereotypes still dominates the field of gender landscape in the network communication. Now popular on the network named "most" series, "the most beautiful women in the history", "the most beautiful nurse", and "the most beautiful graduate student". It is not difficult to discover by carefully thinking, which involved female image is related to appearance, figure, dress and so on. This image is in line with the aesthetic requirements for women in the network culture: beauty is basic, identity or role is bright. And this kind of value judgment in the network can be found everywhere.

4 Conclusions

Gender perspective in the network communication is one of the main sources of Internet users constructing gender awareness. The gender mechanism construction of network communication is precisely the result of collusion by the manipulation of the media, internet users, and some people with ulterior motives. As some scholars have pointed out, "the content of the media did not present the true nature of the women's face and their efforts and contributions. We need to appeal for women's public sphere to express their views, to participate in political reform. Media should not be the field to reappear women stereotyped image, but media organizations to endorse social consensus of gender equality." [4] The network communication did not give us a "gender utopia", equal and harmonious communication space needs to break the traditional gender order, negative gender stereotypes, and advocate social gender temperament norms diversity. While strengthening supervision mechanism construction of network communication, improving the media literacy of the sender, recipients and mass media will undoubtedly become the most important research subject.

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