Research on women's sports report from the perspective of social gender

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Abstract: Sports values are progressing with the development of The Times, but there is no unified standard as a reference and constraint. How do different media use the news framework to conduct women's sports reports, and what are the differences and commonalities between different media reports, it is worth thinking about. This study takes the perspective of social gender as the entry point of research, and makes the analysis of mainstream media, commercial media and we-media reporting framework as the research object, the research uses the content analysis method to construct its report content, and analyzes the news framework of mainstream media, commercial media and we media on women's sports reports. Through the research, it is found that the news media mainly uses the factual framework to report on the women's sports reports, among which the mainstream media accounted for 72%, the commercial media accounted for 62%, and the we media accounted for 60%. At the same time, the commercial media use more emotional framework when reporting on women's sports, which reflects the stories and emotions behind the female athletes to a certain extent and meets the needs of the audience. In addition, the proportion of "we media" using the conflict framework to report on women's sports has reached 30%, and it has constructed a variety of women's images through the creation of topics. Finally, the news media reporting framework also reflects a variety of women's images, but all have a positive impact on the positive construction of female images.

Keywords: social gender theory; framework theory; content analysis method; women's sports report.

1 Introduction

The smooth hosting of the 2022 Beijing Winter Olympics, the event process, The situation of medals and the performance of the athletes have been widely reported by the media. Among them, Gu Ailing's 192 hot search topics on the championship day were read by 6 billion times, attracting wide attention from the audience. As a result, a large number of outstanding female athletes began to jump into the public eye. We observed that the news media adopted a different news framework from the male athletes to report these female athletes, in addition to the report related, the content behind the athletes 'glory for the country, tended to choose the rigid framework for reporting women's appearance. Especially in commercial media and we media, this rigid framework is particularly prominent. We are curious that what are the common characteristics of Chinese news media in the news framework for reporting on female athletes? What is the differentiation between

the content reporting framework of mainstream media, commercial media and we media media? What causes this differentiation?

2 Review

2.1 Literature review

2.1.1 Study on female image reporting

The report of female image has caused multiple perspective research from academic circles. Foreign scholar Sing A. K (2020),from the perspective of media ethics, he believes that mass media is an important responsible factor for social development, so the display of women's image on media platforms is also the main factor affecting women's status[1]. Foreign scholars Loscertales Felicidad; Nunez Trinidad (2009) believe that the media creates gender inequality, makes the female image is negotiated and causes female discrimination[2]. Foreign scholars Junxia Li; Yunwen Xu (2022), from the perspective of consumerism, believe that women in their own experience and understanding are the independent image construction[3].

At the same time, from the perspective of feminist media studies, domestic scholar Li Xuege (2017) believes that female images, as a vulnerable group in media reports, give audiences a deep stereotype[4]. Chinese scholar Lv Junyi (2018) started from the phenomenon of media violence in women's issues, indicating that the phenomenon of media violence in women's issues is rampant. In the process of today's media reporting, we should "deviolence", correct gender discrimination and create a good scope[5]. Scholar Miao Wei (2014) believes that due to the wrong direction of some female athletes, the sports media is likely to deviate from the direction of sports[6]. From the existing research, the academic definition of female image reporting is mainly explored from the "stereotype" and "media violence". In this study, we explore the news media reports on women's sports from the perspective of social gender.

2.1.2 Studies on social sex

Foreign scholar Joan Wallach Scott (2010) believes that social gender is a manifestation of power from the perspective of social gender[7]. Foreign scholar Melek Korukcu (2021) tells us the view that respect and equality between the two sexes is important from the perspective of social science[8]. Chinese scholar Shang Jinping (2010), from analyzing the actual phenomenon of female crimes in China, proposed that "to reduce female crimes, the system of gender inequality and stratification must be changed"[9]. Jing Shijie (2007) starts from the actual phenomenon of regional gender differences in China, and believes that the ultimate problem of gender inequality is to lay the foundation for building a new gender culture and establishing a new gender system[10].

Although these studies adopt the social gender theory, their methods are limited to the analysis of the social phenomena, and they cannot analyze the application of the social gender theory from a micro perspective. Starting from the phenomenon of news media reporting, this paper adopts

the content analysis method to study the news media research on women's sports reporting from the perspective of social gender, and uses the social gender theory and the framework theory to further study its communication effect.

2.2 Theoretical Review

2.2.1 Social Gender Theory

Social gender theory is one of the achievements of the deepening of the understanding of western feminist theory, and also a very important concept and theoretical weapon in the women's liberation movement. It aims at the traditional thinking mode of "naturalistic attitude" and the dual opposition between men and women. The theory divides human gender into physiological gender and social gender, arguing that the root cause of gender inequality is not determined by the differences in physiology between the two sexes, but is caused by the social gender differences between the two sexes. Its development can be roughly divided into two parts.

The first part is a criticism of the original determinism of gender. In 1978, American psychologist Sandra Bem designed the psychological scale of the androgynous trait, which is designed to stereotype human beings from individual characters and form a healthy mental concept. The second part is the formation of the new concept of "social gender". American scholar Gail Lubin pointed out in his article "Political Economy"of Women Trading——Sex" (1975) that "gender / gender systems are not things divorced from history and human fantasy,and they are the products of human history".

Under the perspective of social gender, social gender theory, as an academic concept, has also been studied and developed locally in China. Chinese scholars Liu Na and Ding Yixuan (2022) took the TV drama Just Thirty as an example, believing that male media images show a diversified trend. Although the reproduction of male images in female TV dramas is influenced by the awakening of feminism, they still cannot get rid of the social identity of male gender identity and male self-identity[11]. Shen Shiwei and Xiao Yunmei (2021) believe that today's female gender expectation, the development of the concept of gender equality, and the concept of female independence gradually emerge under the influence of society, family and individual levels[12].

2.2.2 Framework Theory

Foreign scholars (Reese) summarized the relevant definition of framework theory into three categories: the first category focuses on the effect of news framework, represented by Enman, that framework can influence the audience acceptance of things; the second category focuses on framework as a positive meaning production process, represented by Gemson, that "people construct meaning by the framework to understand the cause and context of social events"; the third category believes that framework is not only the production process of meaning, is a regular means of screening[13]. Taking Gitlin as a representative, the formation of the framework is influenced by ideology. In addition, Tach's book "Doing News" (translated by Professor Ma Zhengqi and Professor Liu Xiaoying of Communication University of China) believes that the

existence of "framework" is inevitable, and the key lies in how journalists use it[14].

The framework theory has also been discussed in China. Zang Guoren and Zhong Weiwen pointed out that " the framework can be understood as a complex of verbs and nouns. As a verb, it is the framework process that boundaries external facts and psychological reconstruction facts; as a noun, it is the framework formed"[15]. TengJin pointed, in the Principles of News Framework and News Authenticity, that the reconstruction and shaping of the real news framework are a dynamic organic process existing in the complex structure level, and different aspects of this process affect the ethical norms and professional ethics of news practitioners to varying degrees in the industry practice[16]. Based on the definition of framework theory, this study focuses on the research of women's sports reporting, exploring the research of women's sports reporting from the perspective of social gender, and on how the news media use the framework to present women's sports reporting.

2.3 Questions are raised

Therefore, this article will try to answer the following questions from sports news,the framework theory and social gender theory:

What are the common characteristics of Chinese news media in the news framework of reporting on female athletes? What is the differentiation between the content reporting framework of mainstream media, commercial media and we media media? What causes this differentiation?

3 Research methods

This paper adopts the research method of content analysis to try to answer the above questions.

3.1 Content Analysis method

3.1.1 Hypothesis Establishment

Based on the above problems, the corresponding assumptions are proposed here:

H1: Mainstream media sports coverage of female athletes tends to adopt a factual framework.

H2: Commercial media tend to report sports on female athletes with an emotional framework.

H3: We-media's sports reports of female athletes tend to adopt a conflict framework.

To prove the hypothesis, this study used a content analysis method, sampled the population, and produced a questionnaire.

3.1.2 Sampling method

The research object of this paper is the content analysis of the sports reports of female athletes in the mainstream media, commercial media and we media. CCTV Sports was selected as the

representative of mainstream media, The Paper as the representative of commercial media, and sports veteran craftsmen as the representative of we media. Using the random sampling method, 100 articles were selected in each of the three media and finally used as the whole of the sample.

Research category construction is the most critical step of the content analysis method. Peng Zengjun pointed out that " the categories of media content analysis are established according to multiple dimensions, including content categories and formal categories. Among them, form categories include report theme, report length, report layout, report arrangement characteristics, article guide type; content categories include news source, news source, quotation, news framework, theme, image reproduction, and reporting tendency"[17].This study divides the category construction into four parts: the news source, reporting means, attitude tendency and reporting framework.

4 Research findings and discussion points

4.1 Study findings

The content analysis selected CCTV sports, the Paper news and sports master 100 sports report news, through the test, the mainstream media for female athletes sports report, more inclined to adopt the fact framework (X^2=67, P =0.000), among them, the mainstream media for female athletes sports report 72% adopted the fact framework, but commercial media and the media for female athletes sports report is only 30% and 18% adopted the fact framework, the research hypothesis H1 is supported.

Through chi-square test found that commercial media for sports reports of female athletes, more inclined to adopt the emotional framework (X^2=29.12, P =0.000), among them, the mainstream media reported 28% of female athletes using the emotional framework, commercial media and the media for female athletes reported 62% and 60% adopted the fact framework, research hypothesis H2 is supported.

Through the square test found that the media for female athletes sports reports, more tend to adopt the conflict framework (X^2=27.556, P =0.000), among them, the mainstream media for female athletes sports report does not use the conflict framework, commercial media has 8% of sports reports using the conflict framework, the media this proportion reached 30%, the research hypothesis H3 is supported.

4.2 Discussion

4.2.1 Social gender theory promotes the construction of the positive image of new women

The concept of gender equality in today's society has redefined women, made new demands on women, and assumed the same social responsibilities as men. China has formulated a series of policies, systems, laws and regulations to protect female rights and interests. Xi Jinping's "four-point proposal" at the Global Women's Summit has brought the basic national policy of gender

equality to a new height.

In order to promote social development, meet the interests and national needs, need to build a new female image, female athletes become the best spokesperson, as a representative of the new women, through flowers, honor and applause, is expected to make a "new era of women", "healthy beauty", their sports spirit, become other women spontaneously learn from the benchmark.

At the same time, the image of women in the new era is constructed through the media communication system. Influenced by the concept, women become independent individuals in the process of construction. It realizes the independence of women and the awakening that must rely on self-consciousness, self-construction of women from "other" to self.

4.2.2 Positive public opinion of mainstream media guides and resolves the stereotype of female athletes

Compared with the commercial media, we-media, the mainstream media, has great influence, plays a leading role, and shoulders the responsibilities and obligations of the Party and the government. In the reports on women's sports, the mainstream media use the factual framework to show the positive, sunny and healthy image of women, which plays a positive role in promoting the elimination of gender discrimination from the gender perspective and promoting the concept of gender equality.

At the same time, the emergence of new platforms has promoted the diversification of content presentation methods, expanded the content form of mainstream media, made the thematic content of central media more affinity, closer to the audience, and formed a fission communication. Take Weibo as an example. Compared with the one-way communication path of traditional media, Weibo with social media platforms. The diversity, interactivity of its use subjects, the full autonomy of expressing opinions and the freedom of the audience to receive information makes the agenda setting function of the media change significantly, which is easier to arouse the resonance of the audience.

The CCTV Sports Weibo platform firmly grasps the correct guidance of public opinion in the process of surrounding women and sports reports. During the Winter Olympics, the topic # Gu Ailing MEDALS # received more than 4.13 billion views, and # Dang Ling # received 129,000 discussions. His portfolio of pictures, videos, text, voting and other forms, showing sports reports about women.

Therefore, we observe that the mainstream media gives full play to the advantages of public opinion guidance, cause topic discussion based on facts, weaken the stereotype of female athletes, and promotes the construction of social content and the concept of a harmonious society.

4.2.3 The interests of commercial media hinder the legal rights protection of female athletes

In today's business culture and consumerism, the media also need to cater to the needs of the audience while reporting objectively, in order to get readings and clicks. Driven by various commercial interests, in order to attract the attention of the audience's attention, the media will adopt emotional framework to regard women as the object of consumption and arouse wide

discussion among the audience.

Surging news of a named # stoped Gu Ailing man argued just help block car # topic caused the audience, the thumb up comments up to 23000, but the title of the topic easily cause the ambiguity of the audience, although want to tell the audience through emotion, savage star is not desirable, we should be rational make track for a star, respect the personal rights and interests of female athletes, avoid improper words and deeds. But it also caused personal harm to the man who appeared on the topic.

Therefore, we have observed that when commercial media use the emotional framework, it is easy to attract attention and cause harm to others. Because we meet the needs of the audience, we ensure that the privacy of others is not violated.

4.2.4 Fan culture Broadens the influence of female athletes

John Fisk said: "Fans are" excessive readers ", that is, the fans for the general audience, they have a deeper understanding of the works and the characters, and the fans come together for the worship of loving things to form a new cultural community with common beliefs and values"[18]. Under the empowerment of Internet technology, the development of we-media makes fans no longer passive recipients, but positive creators and producers. As a kind of mass culture landscape, fan culture not only reflects the change of people's thoughts and behavior, but also reflects the change and trend of social development.

Take the veteran sports craftsman of "we media" sports blogger as an example, the conflict framework is mostly used when reporting shows the pursuit and expectation of female athletes as fans. But at the same time, the feedback of fans is a double - edged sword. While he recognizes and pursues it, it will also cause adverse effects. Excessive pursuit of fans will gradually appear pan-entertainment, vulgar, lack of oriented consciousness and other bad tendencies.

4.3 Summary

This study makes a theoretical study of the phenomenon of women's sports reporting through the content analysis method, trying to answer the questions of the mainstream media, commercial media and we media about the framework of women's sports reporting. Through the research, it is found that both the mainstream media, commercial media and we-media reports will use the factual framework to play a positive role in promoting the construction of female images. Since the mainstream media plays a role in guiding the positive public opinion in the society, the conflict framework will not be adopted in the reporting to cause ambiguity. The use of a factual and emotional framework, to some extent, dispelled the stereotypes of female athletes. Driven by commercial interests, commercial media use emotional framework to report. Although it has a positive impact on female athletes, there is still the consumption of the image of female athletes, which causes discussion by the audience and then obtains benefits, and sometimes causes harm to others. As the product of the empowerment of the Internet, we-media and fans, as active creators and producers, have broadened their positive influence on female image under the influence of star effect. Driven by the social gender theory, the news media has played a positive influence on the

positive construction of women's image, promoted women's independence and self - awakening, and realized the transformation from "the other" to the self.

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