

**The Analysis of Women Reports in A Chinese Newspaper
During #MeToo: A Case Study of the *Southern Weekly***

Abstract

This study examines the portrayal of Women Reports in the Southern Weekly, a prominent liberal medium in China, during the period from 2017 to 2019, encompassing the outbreak of the #MeToo movement in China and the subsequent years. The study aims to identify and evaluate the differences in media representation during the period of the social movement and the post-movement period under the government's media supervision. Using content analysis, the study reveals that despite the media's emphasis on women's professional identity over family identity, the coverage of women's victimization is pervasive and encompasses women in diverse social positions. Furthermore, the study demonstrates that a national or global social movement has a lasting impact on media coverage, even when the media is subject to government restrictions. This influence is evident in the report's essential features, the related events or subjects covered, the attitude towards the subjects in the reports, and the framing of the report.

Keywords: Women Reports, *Southern Weekly*, feminist movement, victimization

The feminist movement #MeToo broke out in the United States in 2017, reached China in January 2018, and then spread widely on Chinese campuses. Activists view this movement as an important milestone in Chinese women's struggle for gender equality (Mu, 2018). Some scholars comment, "China has never seen such a deep and wide spontaneous social movement in decades" (Zoo, 2019). The development of social media has prompted Chinese people to share their experiences online, and Chinese feminists began solidarity campaigns on social platforms (Weibo and WeChat) in January 2018.

The relationship between media and social movement is inextricably linked. Previous media movement researchers considered media and movements as systems that interact with each other (Gamson & Wolfsfeld, 1993; Koopmans, 2004a; Oliver & Myers, 2003). Social movement theory emphasizes that media and social movements influence and shape each other (Oliver & Myers, 1999). Notably, the connection between the feminist movement and the media has been a salient topic in both social and media research. This study analyzes the relationship between a particular and prominent feminist social movement and the media from a more specific perspective.

It is noteworthy that although there is evidence that to maintain social harmony, the Chinese government does not allow mainstream media to cover #MeToo (Fincher, 2018), extensive exposure and discussion of related topics in the media, especially social media, has caused social movements to reverberate strongly in society. The

previous research findings are more about the direct influence of feminist social movements on new media or the portrayal and representation of feminist movements on social media (e.g., Han, 2018; Moghaddam, 2020; Zeng, 2019b).

The representation of female gender themes in Chinese media reports has not traditionally been viewed as controversial and has been aligned with the dictum of "Women hold up half of the sky," promoted by official media since Mao (Li & Li, 2017). However, the emergence of the feminist movement has introduced tension into this trend, particularly regarding the movement's mobilization capacity through social media. Consequently, authorities have increased their regulation of media coverage and have designated select topics related to the feminist movement as sensitive issues. Given this context, this study seeks to investigate the disparities in the perspectives and content of Women Reports concerning the #MeToo movement. This issue is crucial for mainstream media coverage, but it cannot be directly reported in the Southern Weekly, which is widely considered the most progressive legacy media outlet in China (Zhao, 2000). The purpose of this research is to examine the potential influence of the feminist movement on Women Reports over time.

Accordingly, this study investigates the refraction of a social movement that is not overtly represented in the media report but pertains to the movement's theme while circumventing it to a certain extent. As a market-driven media outlet, the Southern Weekly has a dual obligation to cater to both its readership and the government.

Therefore, news content serves as a commodity that displays the interplay of interests among various stakeholders involved in the news production process (Li, 2006).

In Mainland China, reports on women show various reporting areas, the portrayal of women's image, and ways of reporting. Meanwhile, the studies of stereotypes in reporting on women and women's status and image as communicators show that gender biases also exist in the Chinese mass media's portrayal of women (Hao & Du, 2011; Li, 2007; Zhang, 2012).

In 2018, according to Reporters Without Borders, world press freedom was said to be generally deteriorating (Fang, 2019). Japan's ranking advanced by five, but the Japan Times stated that this is partly because other countries' situation has worsened (Fang, 2019). However, with the 2017 kickoff of the global anti-sexual assault #MeToo campaign, ongoing coverage of #MeToo and related gender issues became one of the most critical reporting topics of 2018.

In addition to asking for the deletion of related topics on social media such as Weibo and WeChat, Chinese authorities ordered the mass media not to report related petitions to maintain social harmony (Fincher, 2018). Compared with previous generations, young women in China are more willing to talk about this issue and to express resistance, motivated by #MeToo global events that provide female activists with the opportunity to express protest and voice (Fu & Distelhorst, 2018). It is widely believed

that China's #MeToo is not only a campaign against sexual harassment but also a struggle against China's deep-rooted social and political forces of gender inequality (Mu, 2018).

Although the legacy mass media were not allowed to report the topic (Fincher, 2018), the social response was high and long-lasting (Zeng, 2019). This study assumes the representatives of the mainstream media would have noticed this and shown the reflection in the related issues and events before and after the #MeToo campaign in China.

Feminist media theory

The history of feminist media studies can be traced to Betty Friedan's 1963 study on women's representation of female images. Women's magazines describe women as unhappy and neurotic people who only feel fulfilled by achieving self-worth in the roles of housewife and mother (Friedan, 1963). The US Commission on Civil Rights (1977) reported the stereotyping of women in television dramas and news, and that women and people of color were rarely reported in the news. Ferguson (1990) defined feminist media claims as a higher-status representation of women in the media, represented as more equal and more powerful. "If women control the media, news content will be better" is a long-term assumption of feminist media theory. The issue of the division of labor between men and women in the media (including film and television) was the subject of continuous discussion in feminist media theory from the 1980s to the early

20th century (e.g., Beasley & Theus, 1988; Dahlerup, 2006; Fröhlich, 2004). In recent years, with the global perspective of feminist research, feminist media theory has paid more attention to gender issues in the global media environment. The focus of feminist media theory also extends to the content and form of new media, exploring the issues of gender and empowerment in the Internet age and online feminism (e.g., Dixon, 2014; Fotopoulou, 2016). Steiner (2014) believed that feminist media theory relied on feminist theory and applied the principles and concepts of feminism to the media process, such as hiring, production, and distribution. Media issues were the core of feminism, and women's representation in the media caused fierce debate on feminist issues.

Women are often marginalized in news reporting, and balanced reporting is complicated (Beasley & Gibbons, 2003). News reports often make women "disappear" in the public domain, with women appearing more as wives, mothers, and victims (Lundell & Ekström, 2008). The stereotypes in the media also exist widely. When women appear in the media, they often appear in sexualized or subordinated roles (Collins, 2011). The images of women in different countries are not the same, but compared with the image of men, they are more often portrayed as weak, attached, and close to family life (Das, 2011; Peak, Nelson, & Vilela, 2010).

Feminist media studies in China

Chinese feminist media studies gradually developed in the mid-1990s. In 1997, the first issue of "News and Communication Research" published the "Research Report on the Female Image in Chinese TV Advertisements," which Liu Bohong and Bu Wei completed; Which was the first masterpiece of research on Chinese media and women, and it began to bring this research topic into the field of view of Chinese news communication research (Lin, 2007). Research in the last 20 years mainly analyzed women's images in television, newspapers, and other media from a gender perspective (e.g., Chen, Wang, & Ren, 2015; Zhang, 2019). With the advent of the new media era and the transformation of traditional media, researchers have gradually expanded the types of media studied from traditional to new media (e.g., Han, 2018; Li, 2015; Zi, 2008), involving portal sites, women's channels on the site, and Weibo.

The study of women and media in Chinese academia has concentrated on three types of issues: the introduction of the results of Western gender and communication research, the study of media's stereotyped female images in the reporting process, and research on the status and image of women as communicators (Hao & Du, 2011). It is worth noting that many previous studies were carried out within the framework of critical cultural research combined with brief content analysis (e.g., Lin, 2007; Zhang, 2012; Zhang, 2016). Normative empirical research is insufficient in the study of Chinese feminist media. The research on feminist media in China is almost exclusively focused

on the representation of female images in various media types; it has not been combined with any feminist movement.

Feminist movement and media

In recent years, the performance of the feminist movement in social media has created a lot of attention and discussion. Some studies suggest that feminism is being networked. Feminists are constantly seeking new ways to communicate and adapt to the allocation of resources on social platforms (Dixon, 2014; Wang & Driscoll, 2019). Feminists use online media to keep in touch and attract new participants to their actions to achieve some kind of rights (Fotopoulou, 2016). Over the past decade, research on feminist media has evolved (Tan, 2017), including establishing a new technical framework for techno feminism and how the media influences the development of the feminist movement (e.g., Puente, 2011; Rodrigues & Smaill, 2009).

The non-governmental feminist movement in Mainland China emerged in the mid-1980s; it addressed various women's issues, such as economics, law, and sex (Hsiung, Jaschok, & Milwertz, 2001). The media sector (including news, television, and film) is under the government's supervision regarding reporting on feminism, and feminist practices in news reports are often represented as a particular case of personalization, ignoring its structural and social inequality, such as the analysis of domestic violence between 1984 and 2003 in *China Women's News* (Bu & Zhang, 2011). In China, issues regarding girls are often confused with those of women and children, with few media

reports. Females are often described as passive victims or recipients of assistance and are rarely given an active voice (Bu, 2008).

In the digital media era, the media practice of the feminist movement uses digital technology and the Internet. Aspirations for gender equality are spread through websites and online newspapers, and social media represented by Weibo are used as a communication platform. However, in recent years, China has strengthened its control over the activist movement of national networks, and feminist movements in the new media have also been more suppressed (Tan, 2017).

For studies of the feminist movement #MeToo that broke out in the United States in October 2017 and then expanded to other countries and media, Hindes and Fileborn (2019) used post-structural feminist frameworks to analyze how Australian media reproduced the discourse on sexual violence and sexual consent through discourse analysis after #MeToo. The research suggested that the purpose of #MeToo had not consistently penetrated news reports, and the description of sexual violence in the reports was still in a gray area as a discursive erasure. Another study analyzed sexual assault reporting by *The New York Times* during #MeToo and argued that *The New York Times* focused more on white people during the campaign. Compared to other ethnic groups, white individuals are the most represented group in *The New York Times* #MeToo coverage (Evans, 2018). Regarding #MeToo and media in China, some studies have analyzed how young Chinese feminists carried out solidarity campaigns on social

media (Weibo and WeChat), exploring the combination of online communication and offline practice conducted by feminists under the supervision of the media by the authorities (Fisher, 2018). Some studies focused on the impact of digital technology on the role of Chinese feminists as organizers in this movement, exploring #MeToo supporters' game with China's online censorship in social media (Zeng, 2019b).

The social movement theory provides a theoretical basis for the possible relationship between #MeToo and Women Reports in the *Southern Weekly* discussed in this thesis. By combing the literature on the interaction between social movements and media(e.g., Gamson & Wolfsfeld, 1993; Oliver & Myers, 1999), and through the literature on the relationship between media reporting and #MeToo movements in other countries around the world (e.g., Evans, 2018; Hindes & Fileborn, 2019), it is believed that the *Southern Weekly's* Women Reports may also be affected by the feminist movement which has a wide range of attention and influence around the world. By further combing the relationship between the feminist movement and media in mainland China (e.g., Zeng, 2019b), it is found that previous research on China's non-governmental feminist movements mainly focused on their performance on social media, little attention has been paid to the relationship with the legacy media.

Framing in Women Reports

Goffman (1974) was one of the earliest scholars to propose framing. He referred to framing as the explanatory model and defined framing as the cognitive structure people

use to interpret and recognize the external objective world. The discussion of news framing in Women Reports often focuses on the feminist frame setting. Originating from the second wave of feminist movements, feminists expressed dissatisfaction with their treatment in the news media. Reports often minimize their members and distort their goals of action (Brownmiller, 2000).

Research on news framing also often deals with violence against women. Feminist media researchers have developed systematic reviews of the frame for reporting on violence against women, including issues such as distortions in event selection, gender stereotypes, and insufficient attention to the structural causes of gender violence (Carter, Branston, & Allan, 1998; Valdivia, 1995). Most Chinese scholars used reports of sexual assault as the unit of analysis. They studied the reporting frames of women's sexual assault in mainstream metropolitan newspapers in China. They used text analysis to examine the construction of the consciousness framing of sexual assault issues and the factors affecting the framing from the social and media level (Ye, 2018).

Framing and social movements

Gamson (2004) considered that the concept of the framing could be used to analyze social movements. A few scholars have applied framing to investigate media reports of feminist movements (Bronstein, 2005; Lind & Salo, 2002; Ashley & Olson, 1998). van Zoonen (1992) found feminism as illegitimate, feminists as different from and not

representative of ordinary women, and feminism as anti-male, using several frames to analyze the presentation of the women's movement in Dutch newspapers from 1968 to 1973. Terkildsen and Schnell (1997) used content analysis to examine the multimedia framing corresponding to the content of women's movements in weekly print coverage from 1950 to 1985. The study applied roles, feminism, political rights, anti-feminism, and economic rights as the five unique framings for coding. Mendes (2011) compared the coverage of the second wave of feminist movements in four British and American newspapers from 1968 to 1982 and argued that frame analysis was an essential tool for analyzing social reality. Bronstein (2005) believed that the framing of media is essential for the study of journalism and social movements, as the way journalists demonstrate movements can affect the willingness of the public to provide support.

The framing provides an approach for analyzing the presentation of Women Reports in the *Southern Weekly* for this study. By combining the application of framing in the news reporting on females (e.g., Carter et al., 1998; Vavrus, 2007), it provides a reference for the analysis of Women Reports in the *Southern Weekly* in this study. Through the application of framing in the analysis of social movement literature (e.g., Mendes, 2011; Terkildsen & Schnell, 1997), it recognized the advantages of analyzing social movement in media coverage by framing, which can clearly show the problems and key actors in the social movement. In this study, the framing is applied to analyze the presentation of Women Reports in the *Southern Weekly* before and after #MeToo, linking the refractions of Women Reports under the feminist movement.

Hypotheses and Research Questions

According to feminist media theory, gender imbalances and stereotypes of women in news reports (Beasley & Gibbons, 2003). Gender imbalance refers to the fact that the amount of female-dominated news in news reports is generally less than that of male-dominated news. Women are less likely to be interviewed than men, and there are more negative reports than positive reports on women. In news reports, women in leadership or power positions rarely appear, and women in lower social groups are reported more often (Lont, 1995).

Stereotypes of women exist in all media forms, a phenomenon that accompanies the establishment of mass media to this day (Kitch, 2001). Regarding gender reports, women generally appear as mothers, wives, in other family identities, and as a supporting role for male subjects in the news, emphasizing women's family pursuits such as marriage and parenting (Tuchman, 2000).

Based on the review of the literature, the following research questions and hypotheses are proposed to explore the representation of women in the *Southern Weekly's* Women Reports during the three years:

H1: Compared with positive news, negative news accounts for the larger part in Women Reports in the *Southern Weekly*.

H2: The majority of women are presented with their family identity in Women Reports in the *Southern Weekly*.

RQ1a: How are social identities chosen to present women in Women Reports in the *Southern Weekly*?

RQ1b: How is the coverage field chosen to represent women in Women Reports in the *Southern Weekly*?

Women often appear in news reports as victims. Even in reports where the subject is female, women often appear as victims or perpetrators (Das, 2011; Lundell & Ekstroumlm, 2008). In early news reports, women were always victims of sexual crimes (Lont, 1995). In China, discussions of women's safety also widely exist in social media represented by Weibo, and domestic violence is often the focus of traditional media on women's issues (Chew, 2011). Based on those findings, this research proposes the following research questions and hypotheses to explore the perpetrators and victims in the *Southern Weekly*'s Women Reports:

H3: In the *Southern Weekly*'s Women Reports, compared with women, men account for as perpetrators for the most part.

H4: In the *Southern Weekly*'s Women Reports, compared with men, women account for as victims for the most part.

RQ2: What is the major type of harm reported on women in Women Reports in the *Southern Weekly*?

Media movement researchers believed that media and social movements were systems that interacted with each other (Gamson & Wolfsfeld, 1993; Koopmans, 2004a; Oliver

& Myers, 2003). The media's attention to social movements is a dynamic process, and media representation shapes not only the media attributes of social movement organizations but also the feedback on their consequences. The media's choice of news reports also guides its following news selection criteria. When focusing on a social movement organization or the social movement itself, the media may deviate from this focus and pay attention to the events or organizations associated with the movement (Koopmans & Vliegenthart, 2011).

The phrase "MeToo" initially appeared on Myspace, which is an American social networking service in 2006, from the sexual assault survivor and activist Tarana Burke (Ohlheiser, 2017). Actress Alyssa Milano and others launched the #MeToo campaign in October 2017 against Hollywood producer Harvey Weinstein's sexual assault on multiple actresses. It called on all women who have been sexually assaulted to come forward to speak of their painful experiences, and it tagged social media posts to draw social attention (Frye, 2018). This campaign started in China in January 2018 and swept across China's academic and charity circles, media journalism, and religious organizations. The Chinese media were asked not to report on related events (Fincher, 2018), so the Chinese #MeToo did not appear in media reports. However, the movement is still considered a symbolic struggle for women in China to fight for gender equality (Zeng, 2019b).

According to the works of the media movement scholars (Gamson, 2004; Koopmans, 2004; Oliver & Myers, 2003), this thesis attempts to explore the differences between Women Reports in the *Southern Weekly* before, during, and after the outbreak of the #MeToo movement, so the following research questions are raised:

RQ3a: What are the differences in the content of Women Reports in the *Southern Weekly* from 2017 to 2019?

RQ3b: What are the differences in the news frames of Women Reports presented in the *Southern Weekly* from 2017 to 2019?

Research Method

This study uses quantitative content analysis to explore Women Reports in the *Southern Weekly*. Content analysis provides valuable tools for researching sexual and gender role comparisons (Argamon, Koppel, Fine, & Shimoni, 2003). Analyzing the types and gender of victimization in Women Reports is an essential part of this study. The content analysis method's analysis of the types of harm and the victims of victimization also has a specific guiding role in this study.

Data collection

The *Southern Weekly*, founded on February 11, 1984, is headquartered in Guangzhou, China. It is printed in 19 cities in Mainland China simultaneously and is thus distributed to the whole country. The *Southern Weekly* is published every Thursday, with 52 issues published each year. “Understand China in there” is the newspaper’s purpose, and

“justice, conscience, love, rationality” is its editorial policy. Known as one of the most influential media in China, it is said to be the largest weekly newspaper in Mainland China and has been shortlisted as the most valuable Chinese media brand (Sun, 2009).

This thesis takes “*Southern Weekly*” as the research object and analyzes the Women Reports in this representative of China’s relatively liberal media to explore the perspective of the reporting on women in this traditional media.

In this study, a total of 156 issues of the *Southern Weekly* were selected as samples in 2017, 2018, and 2019. These news reports directly related to women are selected from a total of 156 issues from 2017 to 2019, using the form of manual identification and judgment. Two articles containing the above search terms in the title or subtitle but not actually related to Women Reports and six reports with “parents” in the title or subtitle, which show almost no difference between men and women, are excluded. The final effective sample is 175 articles, including 66 articles in 2017, 54 articles in 2018, and 55 articles in 2019.

Measurement

Content analysis entries in the codebook are divided into three sections with 25 items.

The first section is the basic information of the report, which contains a total of 15 items:

the headline, positive/neutral/negative slant of the headline, subtitles, positive/neutral/negative slant of subtitles, core words, issues, layout, pictures,

positive/neutral/negative slant of pictures, women's social identity, women's marital status, news frames, coverage field, coverage issues, and types of issues.

Based on the definition of the feminist reporting frames in the news by previous feminist media researchers, this article adapts the news frames for Women Reports in the *Southern Weekly* to the following four frames: personalization and trivialization, goals and rights, victimization, and agency (Bronstein, 2005). "Personalization and trivialization" refers to representing the report's focal point from the individual without an apparent attitude. "Goals and rights" means the report shows that the objects in the news report strive to realize goals and rights. "Victimization" refers to the representation of women as weak, helpless, or victims of violence, and "Agency" refers to the representation of women as powerful and self-actuated. Sometimes, a piece of the report covers multiple frames; in this case, the most important and prominent frame is adopted.

The social identity of women refers to the occupational status or family status of women in the report. When the report does not clearly indicate the identity of either, it refers to the identity of pregnant women, village women, or women.

The concept of the coverage field in this thesis draws on the concept of "field" that French sociologist Bourdieu proposed to criticize the commercial logic of French television media (Benson & Neveu, 2005). Bourdieu offered a way of explaining the

constructs and processes involved in media production. In this thesis, the coverage field refers to the presentation of news subjects under the various social forces and factors represented by the interrelationship network in the social space. Which revolves around professions, families, and individuals, and is divided into workplace-oriented, workplace and self-oriented, workplace and family-oriented, family-oriented, self-oriented, self and family-oriented, and general discussion without specific field.

The second section is the judgment of the event itself and the character's interest in the event in the report. It includes the judgment of the positive/neutral/negative slant of the news event itself, the interest towards the subject in the news report, and the interest towards the female object in the news report.

The third section is the judgment of the gender role of perpetrators and the victims, and the objects of accountability in the report. The coding items include whether there is a specific victim in the report, the gender of the perpetrator, the type of the perpetrator, the gender of the victim, the type of harm, the object of accountability in the report, and whether it is a security issue, a total of 7 items.

Victimization here includes personal injury (physical, psychological), property damage, reputation loss, suffering unfair treatment, discrimination, and ridicule, the person should have obtained success or reputation but did not due to the influence of social systems or others, failure. The definition of the type of victimization is adapted from a

gender study on television violence in Spain, which is mainly based on the gender of the victim, the type of victimization, and the degree of victimization (Fernández-Villanueva, Revilla-Castro, Domínguez-Bilbao, Gimeno-Jiménez, & Almagro, 2009).

The types of perpetrators are defined as individuals, society, and institutions. The social category here refers to the associations, social activities, social relations, and discourses among people in a society. The institution refers to the rules of conduct, the customary etiquette and conventions in society, such as laws and regulations, social systems, local customs, and workplace rules.

The types of harm are defined as physical, psychological, social, property, and symbolic. Victims of a report often suffer multiple injuries, and this study focused on the injuries most emphasized in the report.

Under the premise of specific accountability objects in the report, the types of accountability objects are defined as women themselves, others, special rules of the company or organization, general rules of occupation, social ethics or pressure, and legal systems.

This thesis codes negative as -1, neutral as 0, and positive as 1; meanwhile, it codes the without/unspecific as 0, male as 1, and female as 2. The coding sheet can be found in Appendix I.

Inter-coder reliability

Coding work in this research was done by the author and a master's student majoring in communication. The second coder had a three-day coding training period and used a codebook as the training material before coding. Using the content analysis platform DiVoMiner as an auxiliary coding tool, the two coders independently completed 20 randomly selected samples, accounting for 11.4% of the total sample size. Inter-coder reliability was measured using Cohen's kappa and ranged from .89 to .99. Subsequently, the inconsistent encodings in the items were discussed, and a consistent encoding result was reached. Then proper encoding was started, and tasks were assigned according to a 1:1 weighting, i.e., each coder coded 50% of the sample.

Statistical Analysis

The judgment of positive and negative news comes from the classic research on the definition of positive and negative news (Gieberg, 1995). In this study, the headline, subtitle, and positive/neutral/negative slant of the event itself is used as indicators to judge the attribution of the coverage.

Table 1 about here

It can be seen from Table 1 that of the 175 reports, according to the Chi-square test, the rhetoric of the headline in the reports is different statistically ($\chi^2 = 53.00$, $df = 2$, $p < .001$). The largest proportion of reports has neutral headlines (100 articles),

accounting for 57.1%. There are 53 articles with negative headlines, accounting for 30.3%, and the number of articles with positive headlines is the smallest, at 22 articles, accounting for 12.6%.

Among the 80 reports with subtitles, the rhetoric of them in the reports is different statistically ($\chi^2 = 33.41$, $df = 2$, $p < .001$). 24 subtitles have a negative tendency, accounting for 13.7%; 49 subtitles are neutral, accounting for 28%, and seven are positive, for 4%.

Regarding the positive, neutral, or negative slant of events in the news, it is different statistically in the reports ($\chi^2 = 15.91$, $df = 2$, $p < .001$). The largest proportion of reports is neutral, with 82 articles, accounting for 46.9%. There are 53 articles with negative events, accounting for 30.3%, and 40 articles with positive events, accounting for 22.9%.

From the above analysis, in Women Reports, headlines, subtitles, and events in the news with neutral slant represents the largest proportion. At the same time, headlines, subtitles, and events in the news with negative tendencies account for a larger part than positive ones in Women Reports, which are in support of H1: Compared with positive news, negative news accounts for the larger part in Women Reports in the *Southern Weekly*.

For the social identities of women, the word cloud graph frequency analysis in the content analysis software DiVoMiner is used in this study. As can be seen from the word cloud graph from figure 1, women in the 175 Women Reports in the three years of 2017, 2018, and 2019 in the *Southern Weekly* are widely involved in various identities, including professional identities such as actors and directors, and family identities such as mothers and wives. “Female” identities in general account for the largest proportion.

Figure 1 about here

Table 2 about here

Table 2 shows the classification of social identities involved in the report. According to the Chi-square test, the social identities of female object in the reports is different statistically ($\chi^2 = 154.26$, $df = 3$, $p < .001$). In the *Southern Weekly*'s Women Reports, 113 women are reported on in their professional capacity, accounting for 64.6% of the total sample. The women in the reports are presented as family identities in 14 articles, accounting for 8.0% of the total sample. Women in 36 reports have no specific occupation or family status, accounting for 20.6% of the total. Women in 12 other reports are presented in other identities, such as holy warriors in ISIS, college students, members of the royal family, and patients, accounting for 6.7% of the total sample.

From this, it can be concluded that H2, the majority of women are presented with their family identity in Women Reports in the *Southern Weekly*, was rejected. Occupational identity is the most presented female identity in the three years' Women Reports in the *Southern weekly*.

RQ1a considers the presentation of women's social identity in the *Southern Weekly*. From Figures 1 and Table 2, it can be concluded that the presentation of women's social identity by Women Reports in the *Southern Weekly* was diverse, and the largest proportion was women's professional identity. Without a specific social identity, the reports of women focused on general identity are second only to the presentation of professional women. Family identities, including mother, wife, grandmother, and elder sister, account for a smaller portion of the *Southern Weekly* reports. The presentation of women's marital status is shown in Table 3:

Table 3 about here

According to the Chi-square test, the marital status of female objects in the reports is different statistically ($\chi^2 = 35.18$, $df = 2$, $p < .001$). Of the 175 Women Reports in the *Southern Weekly*, 61 reports with the subject of married women, accounting for 34.9%. There are 25 reports of unmarried women subjects, accounting for 14.3% of the total. Among the reports, 89 do not mention the subject's marital status, accounting for 50.9% of the total sample.

Table 4 about here

From Table 4, the type of coverage field in the reports is different statistically ($\chi^2 = 54.10$, $df = 6$, $p < .001$). In the reports with clear report fields, the field with both workplace and self-oriented has the largest proportion, accounting for 20.6% of the total sample, with 36 articles. There are 34 workplace-oriented reports, accounting for 19.4% of the sample.

RQ1b follows the news fields in the Women Reports in the *Southern Weekly*. According to the analysis in Table 4, in the Women Reports with specific coverage fields in the *Southern Weekly*, the number of workplace and self-oriented, workplace-oriented, and workplace and family-oriented is relatively balanced. Workplace is the most concentrated area for Women Reports in the *Southern Weekly*. The coverage field of the workplace accounts for more than half of the articles with clear workplace reports. The amount of family-oriented coverage surpasses the self-oriented coverage. Combined with the marital status of female subjects, more Women Reports in the *Southern Weekly* do not explicitly mention the marital status of female subjects, and there are more reports about married women than unmarried women.

Table 5 about here

As seen in Table 5, 54 of the 175 reports clearly identify the perpetrators, of which 30 are male, accounting for 55.6%, and seven are female, accounting for 13.0%. There are 17 reports of both male and female perpetrators, accounting for 31.5%.

Of the 175 reports, 98 clearly identify the victims, of which three are male, accounting for 3.1%. There are 76 reports of women being victims, accounting for 77.6%. There are 19 reports of both male and female victims, accounting for 19.4%.

To test H3 and H4 about the gender distribution in different roles of victimization in the *Southern Weekly's* Women Reports, according to the Chi-square test, the gender distribution of the role as perpetrator in the reports is different statistically ($\chi^2 = 14.78$, $df = 2$, $p < .001$). Also, the gender distribution of the role as victim in the reports is different statistically ($\chi^2 = 89.99$, $df = 2$, $p < .001$). The proportion of males as perpetrators is much larger than that of females, and the proportion of females as victims is much larger than that of males. Thus, H3 and H4 were both supported.

RQ2 explores the harm reported on women most in Women Reports in the *Southern Weekly*. The table below shows the type of harm suffered by female victims:

Table 6 about here

Of the 95 reports of women as victims (including both men and women), the type of harm suffered by female object in the reports is different statistically ($\chi^2 = 72.61$, $df = 4$, $p < .001$). The type of injuries women suffered the most was physical harm, with 42 articles, accounting for 44.2% of the total sample. Social harm is next, with 35 articles, accounting for 36.8% of the sample.

RQ3a considers the differences in the content in the coverage of females from the *Southern Weekly* in the year 2018, in which the #MeToo campaign broke out and the years before and after 2018.

Table 7 about here

According to Table 7, in the *Southern Weekly*'s Women Reports, the rhetoric of headlines in 2019 ($M = -.18$, $SD = .63$) are more negative than those in 2018 ($M = -.09$, $SD = .59$) and 2017 ($M = -.14$, $SD = .58$), and the difference between means is not statistically significant. The proportion of headlines of neutral slant in 2018 (64.8%) and 2017 (65.2%) accounts for the entire year is more than the accounts in 2019 (40.0%). Positive headlines account for almost the same percentage in all three years.

Table 8 about here

As shown in Table 8, the attributes of events in 2019 ($M = -.36$, $SD = .70$) are more negative than those in 2018 ($M = -.07$, $SD = .70$) and 2017 ($M = .17$, $SD = .69$), and the difference between means is statistically significant ($F = 8.68$, $df = 2$, $p < .001$). In 2017 (50.0% vs. 33.3%) and 2018 (51.9% vs. 20.4%), and the proportion of news about neutral events and positive events was greater than in 2019 (38.3% vs. 12.7%).

Table 9 about here

Regarding the interest in female objects in Women Reports (Table 9), this item in 2019 ($M = -.25$, $SD = .87$) are more negative than those in 2018 ($M = -.04$, $SD = .85$) and 2017 ($M = .18$, $SD = .82$), and the difference between means is statistically significant ($F = 4.03$, $df = 2$, $p < .05$). In 2018 (29.6%) and 2017 (30.3%), and the proportions of reports which are neutral toward female objects account for a larger proportion of the year than accounts in 2019 (20.0%). For female objects, there are more positive reports in 2017 (43.9%).

Figure 2 about here

Table 10 about here

Table 11 about here

In the case of victims (Table 11), the reports without or with unspecific victims among the three years are different statistically ($\chi^2 = 8.52$, $df = 2$, $p < .05$). Meanwhile, the report with male as victim and the report with female as victim among year 2017, 2018 and 2019 are not different statistically. The proportion of reports with unspecific victims in 2017 (49.3%) is significantly more than in 2019 (24.6%).

Figure 3 about here

Table 12 about here

Regarding the object of accountability, the report without or with the unspecific object of accountability over the three years is different statistically ($\chi^2 = 11.65$, $df = 2$, $p < .01$). Meanwhile, the report with society as object of accountability among the three years are different statistically ($\chi^2 = 7.79$, $df = 2$, $p < .05$). The report with institution as object of accountability among the three years are different statistically ($\chi^2 = 6.92$, $df = 2$, $p < .05$). And the report with individual as object of accountability among the year 2017, 2018 and 2019 are not different statistically. From table 12, the proportion of Women Reports without a clear object of accountability in 2019 (34.5%) is significantly smaller throughout the year than in 2018 (68.5%), and in 2017 (71.2%).

Among Women Reports in 2019, the reports that regarded society and institutions as the object of accountability account for the largest proportion of the year (20.0%, 27.3%) than the two elements in 2017 (6.0%, 9.1%) and 2018 (3.7%, 9.3%), respectively.

It can be seen from the items of concern in this study that in terms of the attribution of the reports, the proportion of negative tendency reports in 2019 is significantly higher than in 2017 and 2018 on events with female objects in the report. Meanwhile, the presentations of the event itself and the female object are more neutral oriented. In victimization, regarding the perpetrators, victims, and the object of accountability, these elements in the 2018 and 2017 reports are more presented as unclear and do not exist; significant differences exist in the report with an unspecific object in victimization. Reports of men as perpetrators and women as victims in the *Southern Weekly* in 2019 account for a greater proportion of the year than in 2018 and 2017. In 2018, the proportion of men as perpetrators in Women Reports was the smallest, while that of women was larger than in 2017 and 2019. Nevertheless, no statistical differences exist in the reports with males or females as perpetrators or victims.

Figure 4 about here

Table 13 about here

RQ3b considers the differences in the news frames of Women Reports presented in the *Southern Weekly* from 2017 to 2019. As can be seen from Table 13, the report with agency framing among the three years is different statistically ($\chi^2 = 9.14$, $df = 2$, $p < .05$). Meanwhile, the report with Personalization, Goals and Rights, Victimization framing among the year 2017, 2018 and 2019 are not different statistically. The proportions of the agency framing in Women Reports in 2017(45.5%, 33.3%) are larger than those in 2018 (35.2%, 25.9%) and 2019 (30.9%, 10.9%), respectively, $\chi^2 = 18.46$, $p < .01$. At the same time, reports on gender equality issues are slightly more in 2019 than in 2018 and 2017, at 8, 3, and 3 pieces, respectively.

Conclusion and discussion

This paper used the content analysis to analyze the Women Reports in the *Southern Weekly* from 2017 to 2019. Through this state-owned media company's newspaper of the provincial party agency admired by liberal intellectuals, the representation of the Women Reports in Chinese paper media during the year when #MeToo broke out in Mainland China, and the years before and after is explored.

Feminist media theorists believed that gender stereotypes and gender prejudices in news reports were widely used in media operations within the patriarchal frame. There were more negative attributes of Women Reports. Women were always presented as subsidiary roles in news reports, such as "wife" and "mother," a kind of family identity which showed dependence and weakness (Das, 2011; Peak, Nelson, & Vilela, 2010).

This thesis first explored the rhetoric of headlines and subtitles, the attribution of events, and used the judgment of the positive/neutral/negative slant of coverage to study the overall attribution of the *Southern Weekly*'s Women Reports. The study has found that the *Southern Weekly* tended to present these items with neutral attributes, and there were more reports of negative attributes than reports of positive attributes. This finding supports feminist media theories, with more negative attributes in Women Reports. This thesis also explored the presentation of women's social identity in Women Reports. A large number of previous studies have stated that in the reports that focus on women, most of the women presented were at the bottom of society and were constructed in a vulnerable position in society. Even most of the paid jobs are civilian and "pink collar." Within the family, the role of strong women was hardly depicted in positions of responsibility and authority.

However, inconsistent with the above view that news reports mostly presented women who were in a vulnerable position in society, in the Women Reports in the *Southern Weekly* in this study, women are mainly presented with professional identities and are not focused on specific family identities presented by "wife" and "mother." Women are presented in various social identities in reports, with the largest proportion being professional identities. In the distribution of occupations, actors, directors, professors, entrepreneurs, and politicians are not traditionally regarded as bottom-level occupations. These occupations are even considered to have a certain aura and social

status. In the field of reporting, more attention is paid to occupation and work. The coverage fields of the workplace and self-oriented, workplace-oriented are the most. In the current Women Reports, the presentation of women's social identity has been diversified, and their professional identity in society is more likely to be presented. It seems that women's status has been improved in the reports, and the social identity attributes of women have received more tolerance and respect.

The present study's examination of victimization in Women Reports, when juxtaposed with the aforementioned findings, indicates that women's societal position has been weakened and subjected to intense victimization. A review of perpetrator-victim portrayals in Southern Weekly's Women Reports suggests a preponderance of men as the former, and women as the latter. Regardless of social status, women in the reports have also suffered different types of harm. In the report, the most common types of harm suffered by women are physical harm, followed by social harm, that is, acts that cause harm to the victim's social identity by demeaning or ostracizing them. Additionally, social harm manifests as obstacles impeding the victim's routine activities and hindering their normal interpersonal communication and social identity expression.

The present study contributes to and extends feminist media theories by providing additional insight into the diversity of women's social identities represented in current Women Reports. The findings reveal an increased focus on this aspect and a heightened level of victimization experienced by women. This harm is not limited to vulnerable

groups or families, but instead affects women from all walks of life and at all levels of societal status.

Drawing on social movement theory, previous research has highlighted the reciprocal interaction between media and social movements (Gamson & Wolfsfeld, 1993; Koopmans, 2004a; Oliver & Myers, 2003). In the context of China, the authorities have imposed strict regulations on media oversight, prohibiting major traditional Chinese media from reporting on the #MeToo movement or any news associated with the movement. As such, the current study could not analyze news directly related to #MeToo. However, building upon prior scholarship positing the potential influence of social movements on news selection by media, this investigation examined Women Reports during the year in which the #MeToo movement erupted in China and the year preceding and following its emergence. The study's analysis revealed significant disparities in the fundamental reporting characteristics, victimization portrayal, and reporting framework employed in Women Reports across the three years of investigation (2017, 2018, and 2019).

On the basic attributes of the reporting, the reporting of the neutral slant of headlines and events accounted for the highest proportion in 2018 and 2017, and the reporting of the negative slant of headlines and events was reported the most in 2019. It shows that the basic attributes of the reporting in 2018 and 2017 were more likely to be neutral and had no obvious interest tendencies, while the reporting in 2019 was more directly

negative. Regarding the interest in female subjects, the number of reports showing negative tendencies in 2019 was the most, at more than half the total number of reports for the year. Positive trends for female subjects accounted for the largest proportion in 2017. It can be concluded that in the past three years, reporting with negative tendencies has increased for female objects, and reporting with positive tendencies has decreased. That is, in the year after the outbreak of #MeToo, the reporting on women has had more negative tendencies.

In the investigation of victimization in the report, there were more female victims than male victims in each of these three years. However, in 2018, the roles of victims were more obscure. Judging from the presentation of the accountability object in the report, it is more inclined to be obscured in 2017 and 2018. In the past three years, when the proportion of the accountability object in the report was almost the same, in 2019, the accountability objects in the report showed a significant increase towards society and institutions. In 2018, compared with the other two years, a more ambiguous attitude was adopted to present the victim and the accountability objects in the victimization framing. The problems of the social issue were not magnified under the movement, while the Women Reports were presented in the opposite direction. However, after #MeToo in 2019, a more explicit attitude was used to present the issue of victimization.

This thesis aims to expand on previous studies that have adopted news framing to analyze feminist representation in social movements. Specifically, it seeks to apply this

approach to the analysis of news framing in Women Reports over the past three years, utilizing four types of framing: personalization and trivialization, goals and rights, victimization, and agency. While sexual assault and gender equality issues have been more evenly distributed in Women Reporting over the past three years, there are no statistical differences in the distribution of personalization, goals and rights, and victimization framings during this period. However, the agency framing has decreased significantly since 2018, with Women Reports in the *Southern Weekly* rarely portraying women as powerful and self-actuated. This suggests that, compared to 2017 and 2018, the *Southern Weekly* has shown more reports of women experiencing various types of harm with an apparent attitude. However, it is less likely to apply the agency framing to women's coverage after #MeToo in 2019.

Therefore, this study provides references to social movement theory on the relationship between the social movement and media by analyzing the differences among the Women Reports in the *Southern Weekly* during the outbreak of the #MeToo feminist movement. The study believes that even if the media does not show specific social movements and events closely related to them in the reports, a national or even global social movement will still affect the media for a long time. Reporting brings influence, which is reflected in the basic attributes of the reporting of the related event or subject, the attitude towards the object in the report, and the way in which the reporting frame for representing such events or subjects is selected. In the cycle of the outbreak of the social movement, the media may present more news reports contrary to the movement's

demands, weakening or suppressing the perception and emotion brought by the social movement. At the end of the movement, however, on the premise of bypassing the social movement itself, the media may present more events that respond to the points of appeal of the previous social movement or directly confront the problems related to the social issues presented in the social movement.

Limitations

First, this study only analyzed the differences in Women Reports in the *Southern Weekly* in 2017, 2018, and 2019 by using a content analysis method, providing a reference for social movement theory, and finding a possible relationship between the feminist movement in China and the Women Reports in newspapers. Second, as far as #MeToo is concerned, although the media has been asked to delete related topics, posts and reports, the movement has caused a certain amount of attention and discussion on social media compared to the paper media, which were almost “voiceless.” However, this study only discussed the presentation of Women Reports in legacy media.

Future research could combine survey research methods and collect other newspapers with different orientations and tones to explore whether there is a definite relationship between Women Reports and the feminist movement. For the correlation between Women Reports on the *Southern Weekly* and #MeToo, the interview method can also be applied in future study to analyze and corroborate from the journalist's perspective. Subsequent research can also explore the performance of social movements

represented by #MeToo on China's social media, extend the exploration of reporting on females to social media, and compare the performance of social media and paper media before and after social movements to further explore the relations between social movements and media.

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Table 1*The Rhetoric of Coverage*

	Headline		Subtitle		Event		Total	
	N	percentage	N	percentage	N	percentage	N	percentage
Negative	53	12.6%	24	13.7%	53	30.3%	130	30.2%
Neutral	100	57.1%	49	28.0%	82	46.9%	231	53.2%
Positive	22	30.3%	7	4.0%	40	22.9%	69	16.0%
χ^2	53		33.41		15.91		93.51	
df	2		2		2		2	
<i>p</i>	< .001		< .001		< .001		< .001	

Table 2*The Social Identities of Female Object*

	N	percentage
Professional	113	64.6%
Family	14	8.0%
General	36	20.6%
Others	12	6.9%
Total	175	100%

Note: $\chi^2=154.26$, $df = 3$, $p < .001$.

Table 3*The Marital Status of Female Object*

	N	percentage
Married	61	34.9%
Unmarried	25	14.3%
Mot Mentioned	89	50.9%
Total	175	100%

$\chi^2 = 35.18$, $df = 2$, $p < .001$.

Table 4*The Type of Coverage Field*

	N	percentage
Workplace-oriented	34	19.4%
Workplace and self-oriented	36	20.6%
Workplace and family-oriented	7	4.0%
Family-oriented	33	18.9%
Self-oriented	29	16.6%
Self and family-oriented	0	0.0%
General	36	20.6%
Total	175	100%

$\chi^2 = 54.10$, $df = 6$, $p < .001$.

Table 5*The Gender Distribution in Different Roles of Victimization*

Role/Gender	Male	Female	Male and Female	Total
Perpetrator	30(90.9%)	7(8.4%)	17(47.2%)	54(100%)
Victim	3(9.1%)	76(91.6%)	19(52.8%)	98(100%)
Total	33(100%)	3(100%)	36(100%)	152(100%)

$\chi^2 = 72.93$, $df = 2$, $p < .001$.

Table 6*The Type of Harm Suffered by Female Objects*

	N	percentage
Physical	42	44.2%
Psychological	3	3.2%
Social	35	36.8%
Property	9	9.5%
Symbolic	6	6.3%
Total	95	100%

$\chi^2 = 68.95$, $df = 4$, $p < .001$.

Table 7*The Rhetoric of Headlines Among the Different Years*

Headline/Year	2017	2018	2019	Total
Negative	16(24.2%)	12(22.2%)	25(45.5%)	53(100%)
Neutral	43(65.2%)	35(64.8%)	22(40.0%)	100(100%)
Positive	7(10.6%)	7(13.0%)	8(14.5%)	22(100%)
Total	66(100%)	54(100%)	55(100%)	175(100%)

$\chi^2 = 10.64$, $df = 4$, $p < .05$.

Note. Under Bonferroni correction, there is no significant difference between the presentation of the rhetoric of the headlines every two years.

Table 8*The Attributes of Events Among the Different Years*

Event/Year	2017	2018	2019	Total
Negative	11(16.7%)	15(27.8%)	27(49.1%)	53(100%)
Neutral	33(50.0%)	28(51.9%)	21(38.2%)	100(100%)
Positive	22(33.3%)	11(20.4%)	7(12.7%)	22(100%)
Total	66(100%)	54(100%)	55(100%)	175(100%)

$\chi^2 = 17.67$, $df = 4$, $p < .005$.

Table 9*The Interest Towards Female Object Among the Different Years*

Female Object/Year	2017	2018	2019	Total
Negative	17(16.7%)	20(37.4%)	29(52.7%)	66(100%)
Neutral	20(30.3%)	16(29.6%)	11(20.0%)	47(100%)
Positive	29(43.9%)	18(33.3%)	15(27.3%)	62(100%)
Total	66(100%)	54(100%)	55(100%)	175(100%)

$\chi^2 = 10.33$, $df = 4$, $p < .05$.

Note. Under Bonferroni correction, the presentation of the interest towards the female object is significantly different between 2019 and 2017, $\chi^2 = 9.28$, $df = 2$, $p < .0167$.

Table 10*The Gender of Perpetrator Among the Different Years*

Gender/Year	2017	2018	2019	Total
Without/Unspecific	51(70.8%)	41(73.2%)	29(45.3%)	121(100%)
Male	15(20.8%)	10(17.9%)	22(34.4%)	47(100%)
Female	6(8.3%)	5(8.9%)	13(20.3%)	24(100%)
Total	72(100%)	56(100%)	64(100%)	192(100%)

$\chi^2 = 13.64$, $df = 4$, $p < .01$.

Note. Under Bonferroni correction, the gender of perpetrator's presentation has significant differences between 2019 and 2018, $\chi^2 = 9.62$, $df = 2$, $p < .0167$; there are also significant differences between 2019 and 2017, $\chi^2 = 9.52$, $df = 2$, $p < .0167$.

Table 11

The Gender of Victim Among the Different Years

Gender/Year	2017	2018	2019	Total
Without/Unspecific	36(49.3%)	26(43.3%)	15(24.6%)	77(100%)
Male	8(11.0%)	7(11.67%)	7(11.5%)	22(100%)
Female	29(39.7%)	27(45.0%)	39(63.9%)	95(100%)
Total	73(100%)	60(100%)	61(100%)	194(100%)

$\chi^2 = 9.68$, $df = 4$, $p < .05$.

Table 12

The Object of Accountability Among the Different Years

Object/Year	2017	2018	2019	Total
Without/Unspecific	47(71.2%)	37(68.5%)	19(34.5%)	103(100%)
Individual	9(13.6%)	10(18.5%)	10(18.2%)	29(100%)
Society	4(6.0%)	2(3.7%)	11(20.2%)	17(100%)
Institution	6(9.1%)	5(9.3%)	15(27.3%)	26(100%)
Total	66(100%)	54(100%)	55(100%)	175(100%)

$\chi^2 = 25.87$, $df = 6$, $p < .001$.

Note. Under Bonferroni correction, the presentation of the object of accountability is significantly different between 2019 and 2018, $\chi^2 = 17.01$, $df = 3$, $p < .0167$; there is also a significant difference between 2019 and 2017, $\chi^2 = 18.21$, $df = 3$, $p < .0167$.

Table 13

The Framing of Coverage Among the Different Years

Framing/Year	2017	2018	2019	Total
Personalization*	30(45.5%)	19(35.2%)	17(30.9%)	66(100%)
Goals and Rights	5(7.6%)	9(16.7%)	11(20.0%)	25(100%)
Victimization	9(13.6%)	12(22.2%)	21(38.2%)	42(100%)
Agency	22(33.3%)	14(25.9%)	6(10.9%)	42(100%)
Total	66(100%)	54(100%)	55(100%)	175(100%)

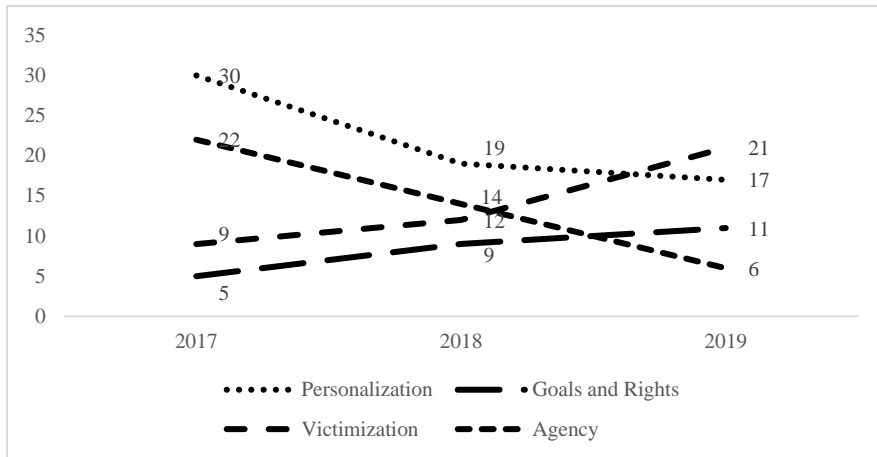
*Personalization refers to personalization and trivialization

$\chi^2 = 18.46$, $df = 6$, $p < .01$.

Note. Under Bonferroni correction, the presentation of the framing of coverage is significantly different between 2019 and 2017, $\chi^2 = 18.95$, $df = 3$, $p < .0167$.

Figure 1

The Framing of Coverage Among the Different Years



Appendix I: Coding Sheet

Date:

Name of coder:

Women Reports: In this study, headlines or subtitles with “female”(「女」), “mother”(「母親」「娘」), “wife”(「妻子」), “woman”(「婦」), “aunt”(「姨」), “princess”(「公主」), “she”(「她」), “sitting the month”(「坐月子」), in which reports are clearly related to women, and reports that can be clearly identified based on the well-known female’ name are defined as Women Reports.

Part I. Basic Information of the Report

A. Headline

B. The attribute of headline

-1. Negative

0. Neutral

1. Positive

Visually judge the positive and negative attributes of the headline narrative, without personal follow-up subjective analysis, e.g., negative: clear negative words such as “suicide,” “harm,” “debt,” “failure,” “anxiety,” etc.

Positive: clear positive words such as “success,” “defend,” “promote,” “shine,” etc.

Neutral: (1) Just explaining the facts, without obvious positive/negative attitude; (2)

Half positive and half negative, e.g., “pain and light coexist”

C. Subtitle

D. The attribute of subtitle

-1. Negative

0. Neutral

1. Positive

Note: Judgment criteria are the same as those of the headline.

E. Core word

Summarize the core meaning of the report yourself, including the identity of the subject and the event, preferably no more than 10 words, e.g., Female Teacher Abortion, Female Buying a House, Transgender Athlete, Zhang Yingying Case.

F. Number of the issue

Clearly state the year, month and day, e.g., January 3, 2019; February 21, 2018

G. Layout

Clearly state. If more than one layout is used, all the layouts must be written out. Use “-” for continuous layout and “,” for non-continuous layout.

e.g., “A4 legal system, ” “A1-A2 depth,” “C18 culture, C20 attention”

H. Pictures

0. No picture

1. With picture

I. The attribute of the picture

-1. Negative

0. Neutral

1. Positive

Note: Judge the visual impression given by the picture.

J. Women's social identity

(1) The focus here is on the social identity of women in the report. Even if the subject of the report is male, fill in the social identity of women in the article.

(2) The social identity here includes professional identity and other social attributes, e.g., First look for professional identity. If there is no clear professional information in the report, label it as female, pregnant.

K. Women's marital status

0. Not married

1. Married

2. Not mentioned

L. News frames

1. Personalization and trivialization: the presentation of the focal point of the report from the individual and without a clear attitude.

2. Goals and rights: the report shows that the objects in the news strive for the realization of goals and rights.

3. Victimization: the presentation of women as weak or helpless, or as victims of violence.

4. Agency: the presentation of women as powerful and self-actuated.

Note: Sometimes, a piece of the report covers multiple frames, and here the most important and prominent frame is adopted.

M. Coverage field

1. Workplace-oriented

2. Workplace and self-oriented

3. Workplace and family-oriented

4. Family-oriented

5. Self-oriented

6. Self and family-oriented

7. General discussion without specific field

N. Coverage issues

O. Types of issues

Note: Text input is used here instead of numbering because there are many specific categories. Please add it yourself if it cannot be classified into any category.

Crimes (economic crimes, other crimes)

Female image (movie and television image, literary image, online game role, online influencer's dress)

Career (demotion, promotion)

Sexual autonomy (sexual assault, sexual harassment, extramarital affair, hidden rules, rape, third party, remarriage)

Celebrity anecdotes (experience)

Life and health (health, maintenance, fertility, abortion, suicide, murder)

Occupation (encounter)

Work experience (skills, experience sharing)

Marriage (parent-child relationship, domestic violence, housework sharing, labor sharing, economic disputes)

Emotion (emotional distress)

Treatment (wage, environment, employment, gender equality)

Other (funny, novel, joke, motivational articles)

Part II. Judgment of the Event Itself & the Character's Interest in the Event in the Report

P. The attribute of the event

1. Negative

2. Neutral

3. Positive

The judgment standard is the same as the judgment of the attribute of the headline. The difference is that the perception of the overall event is made after reading the entire report.

Note: Rumors are events that have not occurred and cannot be judged as negative according to the word “rumors.” It needs to be judged in conjunction with the overall event.

The following (Q & R) are all judgments about the encounters of the characters in the reported events.

The judgment of interest (positive, negative, and neutral) is based on placing characters in news reports. That is, according to the character’s encounter in the reported event, not the inference that will be brought to the subject after the news is reported.

Q. The interest in report subject

-1. Negative

0. Neutral

1. Positive

Determine whether the events in the report are beneficial or harmful to the subject in the news (positive or negative).

Note: The attention here is focused on the subject in the news. For example, in the report on the case of Wu Xieyu, who killed his mother, the subject of the news is Wu Xieyu. In the report on a man who teaches the village's women how to raise a baby, the news subject is the man who teaches the women how to raise a baby.

R. The interest in the female object

-1. Negative

0. Neutral

1. Positive

Determine whether the events in the report are beneficial or harmful to the female object in the news (positive or negative).

Note: The attention here is focused on the female object in the news, and she is not necessarily the subject of the report. For example, in the report on the case of Wu Xieyu, who killed his mother, the female object of the news is Wu Xieyu's mother.

Q & R, e.g., News report, "In my movie, she is just a character." The subject of the news here is the male director Mandoza, and the female object is "her," that is, Huppert. Q judges the interest in Mendoza (positive/neutral/negative). R judges the interest for Huppert (positive/neutral /negative). In the reported event, it is not obvious what Mendoza suffered, but Huppert experienced a very unpleasant shooting experience, she is just considered by Mendoza as a character, for her, it is negative (harmful).

Part III. Judgment of the Gender Role in Victimization and the Objects of Accountability in Report

Note: Victimization here is a broad concept, including personal injury (physical, psychological), property damage, reputation loss, suffering unfair treatment, discrimination, ridicule, the person should have obtained success or reputation but did not due to the influence of social systems or others, failure.

S. Whether there is a specific victim

0. Without a victim/unspecific

1. With a specific victim

T. Gender of the perpetrator

0. Without/unspecific

1. Male

2. Female

3. Male and female

U. Type of perpetrator

0. Without/unspecific

1. Individual

2. Society: associations, social activities, social relations, discourse among people in a society.

3. Institution: rules of conduct, customary etiquette and conventions in society, such as laws and regulations, social systems, local customs, workplace rules.

V. Gender of the victim

0. Without/unspecific

1. Male

2. Female

3. Male and female

W. Type of harm

1. Physical: Bodily injury, which causes all or part of a person's limbs or organs to lose function and suffer injury, e.g., murder, carcinogenesis, miscarriage, domestic violence, suicide.

2. Psychological: Mental harm, to inflict fear on the victim by changing the behavior of the victim, to induce the victim to have psychological sorrow and mental illness, e.g., depression, intimidation, threaten what they are doing.

3. Social: Acts that cause harm to the victim's social identity by insulting (verbal abuse), derogating or excluding others, hindering the victim's normal interpersonal communication and the normal expression of social identities, which are more common in the social and institutional harm to the victim, e.g., sexism in the workplace, Islamist jihadists have difficulty returning home, hard for Aiko to be the empress, Teresa resigns.

4. Property: Victims of property losses, mainly economic property, e.g., bankruptcy, debt infringement, divorce, economic disputes.

5. Symbolic: The damage represents an important symbol for the victims, mainly the loss of honor and success, e.g., damage to other female athletes caused by a transgender athlete's championship in the women's competition; a female mountaineer failed to reach the top due to the accidental burning of her foot by other team members (burning feet there is also a physical injury, but the report clearly emphasizes the lifelong regret of failing to reach the summit).

Note: Victims in a report often suffer multiple injuries, and this study focused on the injuries that are most emphasized in that report.

X. Object of accountability

0. Without/unspecific

1. Individual

2. Society

3. Institution

Y. Whether it is a security issue

0. No

1. Security issues in private space, e.g., domestic violence, killed by family members (including couples).

2. Security issues in public space, e.g., assaults on Dalian streets, Didi driver killed women, random killings in Honggutan, Nanchang, rape by strangers.

Note: Safety here refers only to life safety, e.g., murder (not counting suicide), domestic violence, rape, beatings.