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中国媒介与女性发展报告

 $(2011 \sim 2012)$

REPORT ON THE DEVELOPMENT OF

MEDIA AND GENDER IN CHINA (2011-2012)

主 编/刘利群 执行主编/唐觐英







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刘利群 女,博士,教授,博士生导师,中国传媒大学党委副书记,联合国教科文组织"媒介与女性"教席主持人,中国传媒大学媒介与女性研究中心主任。兼任中国妇女研究会副秘书长,美国艾森豪威尔基金会高级访问学者,美国加州州立大学洛杉矶分校访问学者,美国传播学学会会员。主要研究领域为媒介与女性、西方广播电视、国际传播。承担国家社科基金项目、教育部人文社会科学研究项目、国家广播电影电视总局项目等课题多项。代表性(译)著作有《社会性别与媒介传播》《美国电视节目形态》《国际传播》《中国媒介与女性研究报告(2005~2006)》《联合国教科文组织科技与性别问题全球报告》《中韩女性媒介比较研究》等。

唐觐英 女,博士,中国传媒大学媒介与女性研究中心助理研究员,主要研究领域为媒介与女性、女性理论、舆论研究、研究方法。参与国家社科基金项目、教育部人文社会科学研究项目等科研项目,独立承担"转型社会中舆论监督与社会性别"、"女性人才发展的宣传传播支持"等课题;重点论文有《中国性别传播研究的当代议题》《公共讨论中的女性议题》《社会性别视野中公共讨论的三个关键问题》等。

社会性别平等是国际社会的一项重大关切议题,在媒介化时代,媒介传播与社会性别问题日益凸显。"媒介与女性"是一个新兴、交叉研究领域,自 20 世纪六七十年代在国际上兴起以来,对媒介与女性的和谐发展、社会进步产生了广泛而积极的影响。当今转型时代,性别问题与传播问题的关联日益密切和复杂,深刻影响着男女两性的生存发展以及社会的可持续发展。这需要我国媒介与女性研究和实践进一步发展与创新。

为适应我国媒介与女性发展的需求,联合国教科文组织 - 中国传媒大学 "媒介与女性"教席策划并推出了媒介与女性蓝皮书,旨在对我国媒介与女性 发展现状和态势进行权威、全面与系统的监测和分析,总结得失,把脉问题, 总结经验,提供对策和建议。

《媒介与女性蓝皮书:中国媒介与女性发展报告(2011~2012)》立足于 当前中国媒介与女性研究和实践的发展前沿,着力揭示"媒介与女性"和 "转型社会"的重要关联,对 2011~2012 年中国媒介与女性发展进行了系统 梳理、多维分析与综合评估。

全书视域开阔,包括七大部分。"总报告"透视了我国当前媒介与女性发展的现状,分析了2011~2012年媒介与女性的重要特征,剖析了矛盾症结,做出了展望。"理论前沿"汇聚多学科视野,讨论我国网络媒体与女性发展、国际关系中的战争报道与社会性别、新中国成立以来中国媒体的女性形象建构与女性主体意识的关系等重要议题,是媒介与女性研究在前沿议题上的新探索。

"女性发展与媒介使用"、"媒介建构与性别话语"、"女性形象与媒介再现"、"女性视角与媒介实践"围绕女性的媒介使用、传媒的性别话语、传媒的女性形象以及女性媒介实践等主题,对我国当前媒介与女性发展进行了深

人、细致的考察。研究议题丰富,既积极回应社会热点现象如微博、电视相亲节目等,也深入探究媒介与女性发展的重要问题如女性媒介的发展、参政女性的媒体再现、边缘女性的媒介权利等。研究内容进一步拓展,在"媒介文本"的传统研究范畴之外,发展了"媒介生产"范畴的研究,积极推动媒介与女性研究的创新。

此外,"全球观察"探讨了世界女子高等教育、联合国教科文组织的"妇女制作新闻"全球倡议、外国社会的媒体与女性发展、国际传播中的中国女性形象等议题,为我国媒介与女性发展提供了参考与借鉴。

全书运用性别研究、新闻学、传播学、社会学、广播电视艺术学等丰富的 学理视角,采用内容分析法、统计与调查法、访谈法、个案法、比较研究、文献研究等多元研究方法,考察了电视、报纸、网络、杂志、电影等多种媒介类型中的性别问题,丰富和深化了对我国媒介与女性的认识。

《中国媒介与女性发展报告(2011~2012)》可用作人文社科学术读物、资讯参考工具、科研教学参考书及培训教材等,适合新闻传播学、性别研究、媒介素养等专业师生及政府部门、传媒业工作者使用,也是关注中国媒介传播、女性发展与社会变迁的读者的有益读物。

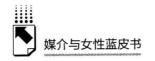
Abstract

Gender equality is a critical issue of concern in the international community and is now becoming increasingly prominent in the media age. Media and gender studies is a newly emerged and interdisciplinary field. It has exerted broad and positive impact on the harmonious development of media and women and on social progress since its rise in the 1960s and 1970s. In an era of transformation in China the issues of gender and media communication are increasingly intertwined with each other, which is profoundly influencing the survival and development of both sexes as well as the sustainable development of the society. This calls for the further development and innovation of media and gender studies in China.

In order to adapt to the development needs of media and women, UNESCO Chair on Media and Gender at Communication University of China launched the Blue Book of Media and Gender. The goals are to provide authoritative, comprehensive and systematic monitoring on and analysis of the status and tendency of media and women's development in China, diagnose problems, summarize gains and losses, review experiences and offer policy suggestions.

Blue Book of Media and Gender: Report on the Development of Media and Gender in China (2011 – 2012) reveals the close relations between "media and gender" and "transformative society" on the basis of the cutting-edge areas of both the studies and practice of China's media and gender. It systematically reviews, multi-dimensionally analyzes and comprehensively evaluates China's media and women's development from 2011 to 2012.

This book consists of seven parts. "General Report" provides a keen analysis of China's media and women's development from 2011 to 2012, as well as its characteristics, contradictions and future prospects. "Theoretical Trends", from a multidisciplinary perspective, discusses important issues such as China's Internet and women's development, war reporting and gender, the relations between media representation of women in China since the founding of the People's Republic of



China and women's subjectivity, etc. It is an exploration into the cutting-edge areas in media and gender studies.

"Women's Media Use", "Media Construction and Gender Discourse", "Women's Images and Media Representation" and "Media Industry's Practices" focus on these four topics and comprehensively examine the status quo of China's media and women's development. Not only are hot topics such as Weibo and TV match-making shows explored, profound topics such as the development of women's media, media representation of women's participation in politics, and disadvantaged women's media rights are also explored. Besides, the book transcends the traditional research area of media content and develops the study in the area of media production, greatly promoting innovation in media and gender studies.

The last part, "Global Media and Gender", explores women's higher education in the world, UNESCO's "Women Make News" Global Initiative, media and women's development in other countries and the media image of Chinese women in international communication and provides a source of reference for China's media and women's development.

Adopting the methodology of content analysis, statistics and investigation, interviews, case studies, comparative study and literature study, this book explores the gender issues as represented in various media forms such as television, newspaper, Internet, magazines and movies from the theoretical perspectives of gender studies, journalism, communication studies, sociology, and radio and television arts, which will further enrich the understanding of China's media and gender.

Blue Book of Media and Gender: Report on the Development of Media and Gender in China (2011 – 2012) can be used as reading in humanities and social sciences, reference tool, research and teaching reference book, training material, etc.. It can be used by teachers and students in journalism and communication studies, gender studies and media literacy, as well as government department staff and media professionals. It can be a useful book for readers concerned with China's media communication, women's development and social change.

(本文由联合国教科文组织"媒介与女性"教席、中国传媒大学媒介与女性研究中心陈志娟博士翻译)

积极响应联合国教科文组织倡议 共同推动媒介中的性别平等

辛格 (Abhimanyu Singh)*

曾庆怡 译**

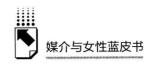
媒介中的性别平等,不仅是媒介专业主义的基础,也是实现人类平等与可持续发展以及联合国千年发展目标的先决条件。自 1995 年举行的第四次世界妇女大会通过了《北京宣言》和《行动纲领》以来,我们在实现媒介中的性别平等方面取得了很多成就。然而,"全球媒体监测项目"发现,在 2010 年全世界接受媒体采访的人中,只有不到 1/4 的人是女性,只有 16% 的媒体内容显示了对妇女问题的特别关注。2011 年,联合国教科文组织支持的《妇女在新闻媒体中的地位全球报告》显示,在半数的受调查亚洲国家中,女性在媒体行业的代表性不足。这些统计表明,要在包括中国在内的亚洲地区全面履行《北京宣言》和《行动纲领》仍然任重而道远。

联合国教科文组织致力于性别平等和妇女赋权,将此作为教科文组织的全球优先事项之一,通过在其主管领域——教育、科学、文化、信息与传播——开展的社会性别专门项目和推动社会性别主流化的项目来实现。在信息传播领域,联合国教科文组织的信息与传播部在全球广泛开展了社会性别专门项目,重点关注媒体中的性别平等和新闻报道中的性别敏感性。

这其中取得的突出成就之一就是联合国教科文组织与国际新闻工作者联合 会及其他媒体利益相关者共同开发的《媒介性别敏感指标》,用以评估媒介中

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的社会性别主流化。该指标是一套针对媒体组织的非指令性指导纲要,以促进 在各种形式的媒介中(无论使用何种技术)的性别平等和妇女赋权。该指标 鼓励媒体机构对内部的政策和做法进行审视,以更加透明易懂的方法诠释性别 平等,希望传媒机构和从业人员在独立的专业机制下,自愿选择并利用这些指 标,将其作为在新闻编辑和内容生产中推进性别平等的工具。

联合国教科文组织还与国际和地区的合作伙伴一道,推出了"妇女制作新闻"这一行动倡议。这是一个推动对媒介中的性别平等进行关注的全球运动,于每年3月8日国际妇女节之际举行。

在中国,联合国教科文组织驻华代表处和中国传媒大学"媒介与女性"教席合作,共同推进性别和媒体的全球倡议。2012年,教席举办了主题为"农村妇女获取信息"的圆桌会议来庆祝国际妇女节;同年,在教科文组织国际传播发展计划的资助下,教席还推出了在中国大众媒体上推广性别意识的项目,具体活动包括对媒介性别敏感指标进行翻译、发布和本土化。教席还在中国开展了一系列与媒体和性别主题相关的研究和活动,《中国媒介与女性发展报告(2011~2012)》就是所取得的重要成果之一。

2013 年 11 月,联合国教科文组织、联合国妇女署以及媒体和非政府组织的合作伙伴将联合举办第一届"媒介与性别全球论坛"。论坛将促进辩论、提供培训和分享经验,以期实现建立媒介与性别全球联盟这一终极目标。作为《北京宣言》和《行动纲领》的一个组成部分,论坛也将举办以"妇女和媒体后续行动"为主题的高级别会议。联合国教科文组织期待与教席在全球论坛等活动上加强合作。

最后,让我们回顾一下联合国教科文组织总干事伊琳娜·博科娃女士的一番致辞:"只有当女性和男性享有充分的、平等的机会和选择,以及自由生活的能力和尊严,人类的可持续发展、人权与和平才能得以实现。只有当女性和男性能够平等地获取优质的教育资源并在各个领域富有成效地工作,以及在此基础上分享权力和知识,人类的平等才能得以实现。性别平等既是一个伦理要求,更是一个切实需要。"

Preface

Positive Response to UNESCO Initiatives, Working Together to Promote Gender Equality in Media

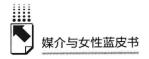
辛格 (Abhimanyu Singh)*

Gender equality in the media is fundamental both for media professionalism per se, as a prerequisite for an equitable and sustainable human development and for the realization of the UN Millennium Development Goals. Much has been achieved since the Beijing Declaration and Platform for Action adopted at the Fourth World Conference on Women in 1995. Yet the Global Media Monitoring Project found that worldwide less than a quarter of the people interviewed by the media are women and only 16% of stories focus specifically on women in 2010. The 2011 UNESCO-supported Global Report on the Status of Women in the News Media reveals that women are underrepresented in media operations in half of the countries surveyed in Asia. These statistics are indicators that there is much to be done in the region and in China to fully honor the Beijing Declaration and Platform for Action.

UNESCO's commitment to gender equality and women's empowerment is a global priority pursued through gender-specific and gender mainstreaming programs in all of the Organization's fields of competence-education, sciences, culture, and communication and information. In this latter field, UNESCO's Communication and Information Sector has engaged globally in a wide range of gender-specific initiatives, focusing on equality in the media and on gender-sensitivity in news reporting.

A flagship endeavor are the Gender-Sensitive Indicators for Media (GSIM) developed by UNESCO in cooperation with the International Federation of

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Journalists (IFJ) and other major media stakeholders to assess gender mainstreaming in media. The GSIM are a non-prescriptive comprehensive set of guidelines, particularly for media organizations, to contribute to gender equality and women's empowerment in and through media of all forms, irrespective of the technology used. The focus is on encouraging media organizations to make gender equality transparent and comprehensible as well as to review their own internal policies and practices. The hope is that media organizations and practitioners will, through their own independent professional mechanisms, voluntarily opt to adapt and use these indicators as a tool for advancing gender equality in their newsrooms and in their content production.

UNESCO has joined with international and regional partners to launch the annual Women Make the News (WMN) initiative, which is a global flagship effort aimed at focusing attention on an issue relating to gender equality in and through the media. This initiative is commemorated every year on the occasion of the International Women's Day, 8 March.

In China, UNESCO Office in Beijing and the UNESCO Chair on Media and Gender at the Communication University of China (CUC) have joined forces to implement UNESCO's global initiatives on gender and media. In 2012, the Chair celebrated the International Women's Day with a roundtable discussion on the 2012 Women Make the News' theme: "Rural Women Access to Media and Information." In the same year, funded by the UNESCO's International Programme for the Development of Communication (IPDC), the Chair also launched a project to promote gender-awareness in Chinese mass media, including the translation, launch and localization of the Gender-Sensitive Indicators for Media. The Chair is also carrying out a number of initiatives and research related to media and gender in China. This "Report on the Development of Media and Gender in China" is one of the important outcomes.

The first Global Forum on Media and Gender will be organized by UNESCO, UN Women, and media and NGO partners in November 2013. The Forum will foster debate, provide training and stimulate sharing of experiences with the ultimate aim of forming a Global Alliance for Media and Gender. It will host a high level session on the "Women and Media Follow-up" component of the Beijing Declaration and Platform for Action. UNESCO looks forward to strengthening its



collaboration with the Chair on initiatives such as the Global Forum.

In closing, let us recall a remark made by the Director-General of UNESCO Ms Irina Bokova: "Sustainable development, human rights and peace can only be realized if women and men enjoy expanded and equal opportunities, choices and the ability to live in freedom and dignity. Equality exists when both women and men have equal access to quality education resources and productive work in all domains and when they are able to share power and knowledge on this basis. Gender equality must be seen as both a practical necessity and an ethical requirement."

Abhimanyu Singh Director and Representative UNESCO Beijing Office

目 录



BI 总报告

B.1 2011~2012年中国媒介与女性发展报告 ······· 刘利群 唐觐英 / 001

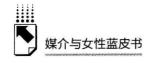
BⅡ 理论前沿

B. 2	网络媒体:是否存在数字性别鸿沟?	
	——基于第三期中国妇女社会地位调查的	
	数据分析 谭 琳	李亚妮/015
1B ₁ .3	传媒中的性别、战争与和平:历史视角	李英桃 / 031
1B.4	媒介中的女性: 形象与意识	张 开/044

BⅢ 女性发展与媒介使用

JB . 5	媒体和女性 HIV 感染者的赋权	冯	媛 / 055
1B.6	都市女性数字生活特征分析	杨彦	も青/068
1B.7	女校大学生微博使用的状况与动机		

——基于主成分正交旋转法的建模 ………… 董小菲 王言浩 / 078



BN 媒体建构与性别话语

B.8	时尚类女性杂志的性别价值观		
	——以《时尚·COSMO》为例 ······	贾	静/089
√1B.9	消费主义视角下的"白富美"话语分析	李汇	群 / 101
B. 10	女权主义电影批评视野中的《金陵十三钗》	石	苑/112
	BV 女性形象与媒介再现		
B.11	"女祸"或"女惑":"美人计"故事的电视剧改编		
	及其问题	孟	梅 / 123
B.12	"两会"女代表的媒体再现与建构	贺	程/133
B.13	财经报道中的商界女性形象 童 璐	王	冰/144
B.14	"女博士"形象及其重构		
	——电视相亲节目《非诚勿扰》话语分析 ······	萨其	- 尔 / 153
	IB VI 女性视角与媒介实践		
B.15	实现主流话题与女性视角的对接		
	——《中国妇女报》的新闻实践及思考	蔡	敏 / 166
B.16	女战地记者的角色与报道特色		
	——以凤凰卫视为例	张凌	云 / 172
B.17	在网络媒体中推动性别平等		
	——网易女性频道的思考与实践	刘雪	辉/183
B.18	女性电视节目发展现状与问题	孙百	卉/187

BVI 全球观察

B. 19	世界女子院校发展比较研究报告:价值认同与			
	教育定位 张艳秋	任	玥 /	199
B. 20	镜像与现实: 韩剧背后的韩国女性职业状况	王	琴/	214
B.21	"妇女制作新闻"			
	——联合国教科文组织框架下的妇女与媒介倡导	陈志	.娟/	227
B . 22	对媒介事件与在美生活的性别思考	张敬	婕/	241
B . 23	性別・种族・国际传播:《纽约时报》中的中国女性			
	形象	李	敏 /	251
B. 24	后记		/	262

皮书数据库阅读使用指南