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Title:  
Contested Discourse of Women Identity in Chinese Print Media

Abstract:  
Gender consciousness and dynamics are manifested and highlighted in our everyday media discourse as part of the construction of gendered identities and power relations. Chinese women have been through different phases of liberation, and the present society has put them into a real dilemma—they tend to resist the temptation of prevailing definition of a good woman in contemporary culture by maintaining self value pursuit, on the other hand, the “rationality” of such standard definition has firmly established itself as “scientific” evaluation of women difference. The tension struggle in the ongoing re-definition of women identity leads to the diversity of women’s image presentation in media and an increasing mixture of discourse. Much of the studies in the field so far focus on popular genres of advertisements and movies, not much dealing with news or academic sources of magazines and journals from linguistic perspective. My research is to study how women identity is discursively constructed and to explore the extent to which women’s image projection in news media in China is affected by the ambivalence inherent in ideologies and the contradictory tension resulting from the confrontation between cultures. History-honored Confucianism before Mao, the Mao-era ideology, Western cultures flooding into China after Mao, and New-Confucius reviving at the turn of the century will be investigated of their influence on gender identity and equality. The data set in the research includes news articles and academic papers on women identity between the years 1995 and 2005, covering both monthly women magazine of Women of China and quarterly academic journal of Collection of Women’s Studies. The time under scrutiny was a period of gender development and transformation in China since the Fourth World Women’s Conference held in Beijing in 1995. While looking at the intersection/inter-textuality between media discourse and academic discourse, due to the focus on the rhetorical moves and strategies by which producers of texts position themselves in relationship to their audiences, genre analysis will be adopted to provides a more useful lead to the understanding of socially discursive practices of gender identity construction. The proposed methodology is an evidence-based discourse analytical exploration covering critical discourse analysis and some feminist critique.

Key words:  
gender, media, genre, identity, CDA

References:  
Press.