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Influence of Media Development on Women's Employment

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Abstract. The media landscape has changed significantly as a result of globalization and digitalization, moving from traditional media like television and newspapers to new media like social media, short-video platforms. New media's strong penetration and influence have changed many facets of social life, with women's professional lives being particularly affected in intricate and profound ways. With a focus on the central issue of how media development impacts women's employment, this article examines the advantages and possible drawbacks of media evolution through a combination of case studies and a review of literature. Gender stereotypes in occupations have been challenged, a large number of new flexible job positions have been created, and media development has expanded information channels for women's employment, according to the research. However, the scope, timeliness, and interactivity of various media types vary greatly, and new media may also introduce issues like the digital divide and information overload. Based on this, the article offers methodical optimization recommendations from the viewpoints of the government, the media, and individual women. Its goal is to offer theoretical references and useful avenues for optimizing the benefits of media for women's employment, advancing gender equality, and fostering the robust growth of the labor market.

Keywords: Media Development, Women's Employment, Female Rights and Interests, Gender Equality.

1. Introduction

Under the dual impetus of globalization and digitalization, as an important carrier of information diffusion, culture shaping and social communication, media has gone through a dramatic change in its form, content and influence. The influence of media development on women's employment participation, employment choice and career development is complex. It is closely related to the realization of gender equality and has significant implications for the full play of human resources and sustainable social and economic development. This paper aims to sort out how media development has gradually become an important factor affecting women's employment and career and explores its internal mechanism and feasible ways to maximize its positive impact.

The participation of women in the labor force is an important research topic in sociology and economics.

Existing literature points out that women's educational background has made a great progress, but they still meet with the "glass ceiling" and gender segregation in the process of promotion and

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salary, and distribution of industry in general [1]. There are not only institutional factors, but also the deep influence of social and cultural concepts, especially gender stereotypes in an occupation. As the main promulgator and spreader of social concepts, media plays an important core role in shaping people's perception of women's ability in profession. It is proved that there are biases in the portrayal of female scientists, and women of science remain "exception" rather than "norm", which invisibly affect girls' and young women's interest and confidence in STEM fields [2].

This paper will take a dynamic look at the fact that media is no longer a traditional one-way information transmission channel, i.e., people only receive information through newspapers and TV, but it has evolved into new media, and the way of distributing information has changed, which in turn gives birth to new economic forms and employment methods. For example, the "internet celebrity economy" and "live-streaming e-commerce" based on social media and short-video are totally new things, which have brought about new opportunities for women's entrepreneurship and flexible employment. The research on internet celebrity economy and live-streaming e-commerce based on social media and short-video are totally new things, which have brought about new opportunities for women's entrepreneurship and flexible employment. The study on the dissemination of agricultural advice in video form in rural areas of India found that there are significant differences in the acceptance of information by male and female farmers and revealed the connection between the form of media and gendered information intake [3].

This study will be a strict logic argument. That is, the article will elaborate on the three positive impacts of development of media on women's employment in detail as follows: expanding channels of employment information, breaking stereotypes of women's occupations and generating new types of jobs. For every single point, this paper will take some typical articles and relevant literatures as support; Secondly, this paper will take comparative analysis method to further explore the similarities and differences between traditional media and new media as well as different types of new media such as career recruitment, content creation and social media in influencing women's employment so as to reach a more precise understanding. The results show that although the advantages of interactivity and accuracy of new media exist, new challenges will also emerge, such as information explosion and fixing social circles. At last, based on the above analysis, taking into account of the three levels of operation countermeasures, that is, operation countermeasure of media content production, operation countermeasure of government policy regulation and operation countermeasure of women's media literacy, this paper will make a proposal to guide that the development of media can play more positive role in promoting women's employment.

Through the above systematic exploration, this paper intends to establish an overall analytical framework of the role of media in modern women's work life and provide academic support for formulating and optimizing relevant policies and practices.

2. Positive effects of media development on women's employment

Rich forms of media and high communication efficiency have given birth to new ways and platforms to help women seize opportunities for equality in the labor market. The positive effects of media development on women's employment are mainly reflected in the following three aspects: expanding channels, new concepts and generating new types of jobs

2.1. Expanding channels for job information acquisition

Information is the first thing that is of importance in looking for a job. Information asymmetry is one of the biggest obstacles for women's employment. With the development of media, the

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efficiency and coverage of women's access to job information have greatly improved.

In the media age of traditional media, job advertisements in newspapers and job-seeking programs on TV (such as the job-seeking program of Absolute Challenge in the early days) provided women with basic job information. Although job information was disseminated widely through newspapers and TV through traditional media, it was limited by slow updates of information and lack of specificity. In the new media era, qualitative leaps have been made. Professional job recruitment websites (such as Boss Zhipin and Zhaopin) use algorithms to match people and positions. Female job seekers can quickly filter out their desired positions through keywords such as industry, position, and salary expectations, thereby reducing the cost of information search greatly. Most importantly, in the new media era, social media has created a powerful effect of diffusion of job information. For example, LinkedIn is a professional social website. In addition to providing job information, it also creates a network based on professional identities. Women can obtain more implicit positions through "weak ties." Many enterprises and Key Opinion Leaders (KOLs) of an industry release job information and industry information through Websites such as WeChat Official Accounts and Weibo. This decentralized dissemination model allows job information to reach the appropriate mass quickly, if it is valuable, providing women with more diverse and cutting-edge job information [4].

2.2. Breaking gender stereotypes in careers

Gender stereotypes in careers are one of the important reasons for horizontal segregation in the labor market (that is, women and men are concentrated in different industries and occupations). As content producers, media also have the ability to influence society through content production and agenda setting [5].

Media content. Films and documentaries are powerful tools to shape social perceptions. Recently, a number of workplace dramas focusing on women's success in fields typically dominated by men (such as finance, technology, law, etc.) and documentary programs have promoted the professional performance, leadership and perseverance of female characters, showing women in different jobs to the public. This "visibility" itself is a powerful tool for equality. It enables young women to see more possibilities in their jobs and encourages them to break free from constraints in choosing their careers. For example, an analysis of films and TV shows from several countries found that positive and normalized depiction of female scientists, engineers, etc., can dispel women's bias that "women are not good at science and technology" [2].

Social media, through topic guidance and user-generated content, creates a powerful bottom-up wave of concept innovation. Topics such as "#Female Programmers#" and "#Stories of Female Entrepreneurs#" have attracted countless real individual experiences and success stories. These vivid stories have formed strong persuasive power in public discussions. It compels society to reevaluate women's professional capabilities. This participatory culture not only gives practitioners a sense of belonging and emotional support but also effectively resists implicit gender bias in choosing jobs [6].

2.3. Creating new types of jobs for women

Birth of media industry itself is a huge employment machine, especially creating many new jobs, which fit women’s characteristics and attached importance to communication, creation and emotional work.

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First, in addition to creating a large number of new jobs, the new media industry has created many jobs directly. These positions require good communication skills, aesthetic ability and empathy, which are socialization skills of women and can better play their advantages. Many women have been outstanding in these positions and become leaders in the industry. These positions include operation of short videos, sales promotion and broadcasting of goods through live streaming, editing of new media, management of community and content planning.

Secondly, the prosperity of the employment demands of industrial chains of the economy of platform of media has promoted the employment of the media. The most typical example is that the prosperity of e-commerce live streaming gave birth to top streamers like Li Jiaqi and Viya. In addition to top streamers, the employment links of the industry chain have also been born, including assistant streaming, product selection, video editing, supply chain management and operation of MCN agency. These employment positions provide women with a very rich variety of positions to choose from. Another typical example is that the rise of knowledge payment platform has enabled women with certain skills to become online course developers, lecturers and consultants after transforming into knowledge payers, realizing knowledge pay and employment at the same time. This kind of employment mode of new media based on technology not only provides women with the possibility of realizing personal value, but also provides them with a new choice for balancing work and family with its flexibility and openness.

3. Analysis of the difference in the effect of different types of media on women's employment

Based on Comparative Analysis, although the whole process of media development has played a positive role in women's employment, the mechanism of action, the range of influence, the level of influence and the effect of different types of media are different, which needs to be analyzed in detail.

3.1. Comparison of the effect of traditional media and new media

Traditional media and new media have different scopes of influence, timeliness and interactive relationship.

Traditional media such as television and radio have advantages of authority and wide audience. They can cover more people including those who have weak digital skills. However, the information dissemination is in the way of "broadcast". The precision is low, and it is not easy to meet the individualized employment demand of people. New media use algorithms and social relationship chains to accurately reach people. They may also cause the situation that "information cocoons" are formed and the community of closed groups are constructed. Therefore, some people, especially older women who are not familiar with digital technology, can't benefit from it [7].

It takes a long time for traditional media to release information. The speed of information release is very slow, which makes it unable to adapt to the constantly changing job market. The advantage of new media is that it can release information in real time. Job information and industry news reach users in real time. However, the abundance of new media information also causes the life span of individuals' information to be very short. It's easy to be buried under a pile of information.

Traditional media are one-way information transmission, job seekers are in a passive receiving situation. The biggest strong point of new media is its two-way interactive characteristics. Female job seekers can communicate experience of interviews in professional community, communicate directly with HR of enterprise on recruitment website, get advice and help by following industrial leaders, which enhance employment initiative of female job seekers and confidence greatly a lot [8].

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The interactive two-way communication establishes a dynamic support system, which is unmatched by traditional media.

3.2. Different influence of new media in different areas

Even in new media, different core functions of different media on the impact on women's employment exist due to.

Professional Recruitment Media (51job, Liepin). The impact of its influence on women's employment is the most direct. The core function of these media is to enhance the effectiveness of job opportunity matching. They directly connect job seekers and employers through structured data and technical algorithms, and the value of these media are more tool oriented.

Content Creation Media (Douyin, Kuaishou, Bilibili). The impact of its influence on women's employment is more indirect and extensive. On the one hand, they influence women's career values and employment concept indirectly and extensively through abundant and various kinds of content (Douyin Vlog, recording work life, knowledge,short videos). On the other hand, as mentioned above, they themselves are huge job markets, creating new career identity for women as hosts, UPers, content creators and so on [3,5].

Social media (WeChat, Weibo, Xiaohongshu.: The influence of its influence on women's employment is realized through interpersonal relationship network and public opinion atmosphere. The recommendation of "acquaintances" on friend circle of WeChat maybe more believable, affecting women's employment choice. At the same time, the public opinion on topics such as "996" working hours, gender discrimination in the workplace influence the whole culture atmosphere of workplace, affecting women's expectation of work environment and own plan of career development [9,10]. The "word-of-mouth" effect and emotional support effect of social media are also an indispensable part of women's workplace environment.

4. Countermeasures and suggestions for optimal influence of media on women's employment

In order to maximize the positive effects of the development of media, it is inevitable to consider the possible challenges and require the cooperation of media, government and individual women.

4.1. Media level

Produce diversified content about women's careers. Media organizations should realize their social responsibilities, consciously abandon gender stereotype in producing contents, and enhance positive and regular coverage about women in new fields, high-skilled fields and leaders. Film and television works should produce more diversified and three-dimensional professional female image. It is not right to believe that their success is only due to their appearance and luck. More of their professional quality and struggle process should be promoted [2,6].

Strict employment information review and security: All kinds of recruitment network platforms and social network should build strict information review system, combined with the technical review and manual review to severely punish the false recruitment and job-seeking fraud, especially punishing the man fraud for women. Build a variety of reporting and feedback platforms and create a safe and credible online job-seeking environment.

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4.2. Government level

Develop supportive and incentive policy: The government can promote the media to produce and promote the promotional public service broadcasting, documentary, special programs for women's employment through the tax preferential policy and special subsidy policy, support the development of employment service media products and applications serving women, especially serving the disadvantaged women (urban women, female university students).

Improve industry supervision and legislation: Formulate and improve the communication media norms against employment gender discrimination and make a clear prohibition on gender discriminatory content in the employment recruitment advertisements and media reports, interview and fine the media that spread the content promoting gender bias, creating a fair public opinion environment [10].

Eliminate the digital divide: Implement digital training programs, especially concentrate on the middle-aged and elderly women, women in the remote areas, etc., to use new media to get the employment information and employment service resources to avoid the digital divide [7,11].

4.3. Women's own level

Improve the skills to use Media: Women should actively learn and master all kinds of recruitment network platforms and professional social tools (such as linkedin), establish and maintain the own career network, and turn it into the job capital.

Improving Critical Media Literacy. When faced with a large amount of media information, have the ability of rational judgment, not easily believe the false promise, and not be confused by the bad public opinion anxiety selling. Establish a correct career view based on the own interest and ability and make the own career decision.

Using Media to Build Personal Career Brand. Encourage women, especially young women, to actively use social media platforms to show their own professional skills, project experiences, and career thinking. Through writing professional articles, sharing learning experience, etc., to establish the personal professional image and enhance the visibility and competitiveness in the labor market.

5. Conclusion

This study adopted systematic literature research and case analysis methods to thoroughly study the multi-dimensional impacts of media development on women's employment. Firstly, this article elaborated on the process of different forms of media development from traditional media to new media. Secondly, this article elaborated on the three positive impacts of media development on women's employment, that is, the information source of employment has been expanded, gender stereotypes in occupations have been broken, and new positions have been created. Positive changes have improved the visibility, choice rights and participation feeling of women in the labor market. Finally, this article compared and analyzed the differentiated impacts of different types of media, especially the differentiation of impact of traditional media and new media, and the differentiation of impact of different functional new media. The advantages of new media in empowering women's employment are reflected in the precision, interactivity and creativity of new media, which are specifically manifested in the hidden employment positions of social networks, the diversified display of women's career images on short-video platforms, and the new employment ecosystem of live-streaming e-commerce. However, these impacts are not entirely positive. In addition, this study further elaborated on the negative impacts accompanying the development of media, such as the

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"information cocoons" of new media may aggravate the segregation of social circles, if the algorithmic recommendations are not directed, they may play a mirrored effect of real-life gender bias, and the lack of stable social security in some emerging jobs may bring uncertainty to employment development. Live-streaming e-commerce is still in a dynamic development stage, and the new business models and new patterns generated by media technology are still in a dynamic development stage. The capture and analysis of the latest trends in this study may be delayed. In the future, related research can further deepen the following aspects: First, carry out long-term tracking survey and quantitative research to more accurately measure the causal relationship between the use of media and the quality of women's employment; second, focus on the strategy of narrowing the digital divide to ensure that the benefits of technological development benefits all women, especially disadvantaged groups; third, advocate that the government, media and all sectors of society strengthen collaborative governance to create a more equal, healthy and safe media environment, so as to truly empower women and achieve more adequate and higher-quality employment and development in the digital era.

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