

Portray from "him" to "her": Case Study on Media Practices and Practical Significance of Chinese Female-themed Bloggers

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Abstract. The prosperity of new media and self-media has empowered women with more discourse power and influence in self-expression and group advocacy, making female-themed bloggers the emerging agents of gender communication. Through content analysis and text analysis, this paper explores the discourse expression and public influence of female-themed bloggers on social media platforms represented by "Little Red Book." It is found that female-themed bloggers have achieved considerable communication effects by shaping a high sense of social responsibility, ingenious topic planning and issue construction, creative narrative strategies, and text content focusing on women, continuously awakening women's consciousness and promoting gender equality. The article also identifies issues in the immature stage of the female-themed communication ecosystem, uneven content quality, and evident information cocoons, and provides corresponding recommendations.

Keywords: Female-themed Bloggers; Feminism; "Little Red Book".

1. Introduction

The world women's liberation movement began in the 1930s and 1940s, and developed rapidly in the 1990s, with the rise of academic research on feminism. As women's status in global politics, economy, culture and health becomes more and more important, feminism is no longer a shelf, but a real practice that plays an important role. Ali Rashid Al Nuaimi, chairman of The World Muslim Communities Council, said at the 2024 Global Summit of Women that protecting women's rights is important for sustainable social development, and can find solutions to common challenges such as gender gap, domestic violence, social and economic marginalization, providing further opportunities for women to lead in society.

According to statistics, as of December 2023, the number of internet users in China reached 1.092 billion, with an internet penetration rate of 77.5%. [1] According to QuestMobile, a professional mobile Internet business intelligence service provider in China, by January 2024, the proportion of women in the mobile Internet has continued to rise, with the number of active users increasing to nearly 610 million. According to data from QianGua, a Chinese third-party internet data analytic firm, the female user base of the Chinese lifestyle sharing social platform "Little Red Book" (literally "Xianghongshu") accounts for a staggering 90%, making it a representative platform for contemporary female online expression. The emergence of a large number of women's topics on the Internet depends on a group of women's active voice. To build an inclusive and equal society, the most important thing is to achieve the awakening of women themselves. The emergence of female bloggers has injected fresh blood into the Internet, an important battlefield of feminism, and has profoundly influenced and promoted women's liberation and gender equality. Among them, female-themed bloggers who take opinion output as the main mode and influence means, pass new ideas and new trends through the radiation and diffusion of the communication matrix, and change the situation and future of every woman imperceptibly. The rise of social media is really empowering women. It is of great significance to analyze the narrative strategies and communication skills of female-themed bloggers.

Delving into female-themed bloggers on social media holds four significant implications:

Firstly, it helps to dissect the content types of female-themed videos. Female-themed bloggers utilize



creative narrative strategies, textual content, and audio-visual language to express female discourse. Analyzing their patterns is crucial for guiding topic selection, expressing female viewpoints, and facilitating communication.

Secondly, it reflects social gender issues and trends. The content discussed by female-themed bloggers often mirrors societal expectations, roles, and rights assigned to women. Through showcasing interpretation and symbol interaction, they convey distinct viewpoints and provide support. Studying their patterns plays a vital role in promoting gender equality dialogues, empowerment, and enabling women.

Thirdly, it offers market insights for brands and media. Female-themed bloggers possess millions of followers, harboring significant consumer power. This serves as a crucial basis for precise marketing, consumer insights, and product development and promotion. Concurrently, it urges the market to nurture small yet refined, diverse, and superior media outlets that focus on women's situations and propagate female topics.

Lastly, it drives the diversity and inclusivity of online culture. Female-themed bloggers emerge from the fertile ground of online culture, benefiting from and promoting the diverse and inclusive development of online culture. This, in turn, propels the exchange and integration of multiculturalism and healthy development.

2. Theoretical Overview

In recent years, the rise and development of new media have provided new opportunities for the enhancement of female discourse power, allowing women to participate more actively in media construction.[2] Women, as new communication subjects, are gradually awakening to female consciousness. Feminism continues to evolve, leading to an increasing number of academic studies related to female issues and values in the new media era.

From a field perspective, research on women includes but is not limited to categories such as drama and film, social media platforms, books, and writings. Specifically within the realm of new media, the focus is primarily on two aspects: the emergence and development of variety shows with women as communication subjects and audiences, i.e., the rise of "she" program types, and the interaction behaviors of female bloggers on social media platforms labeled by gender.

In terms of content, research can be categorized into several major types: focusing on the construction of female images, discourse expression, and communication strategies in the context of new media. Li, X., & Liu, H. (2023) studied the rise path of emotional female youth bloggers and found that they establish solid and new emotional trust with the youth group through strategies such as breaking out, reconstructing, and self-building images. Gao, F., & Zhou, H. (2023) discussed the emotional marketing strategies of female bloggers on "*Little Red Book*," exploring the pros and cons of the marketing model represented by "grass planting" (literally means "to endorse") combined with emotional marketing. There are also studies on marketing strategies for specific female groups, including but not limited to "parenting bloggers," "beauty bloggers," and "full-time moms." Research also focuses on the media empowerment behaviors of marginalized female groups. Wu, F. (2023) studied the empowerment of young female entrepreneurs returning to their hometowns through short videos from a social gender perspective, finding that empowerment is centered on giving women the power and agency of self-control. Zhang, Y., & Lou, X. (2023) discussed the contradiction and complexity of the success of "divorced mothers" in short videos, paradoxically relying on traditional female identity values in the private domain.

Furthermore, attention is given to women's self-presentation on social media and their social influence. Liu, Y. (2023) attempted to provide solutions to issues such as the neglect of gatekeepers in self-media and the lack of mainstream discourse power from a multimodal discourse perspective. Xi, B. (2023) used dramaturgical theory to study the self-presentation of creators of picture blogs (Plogs) on the "*Weibo*" platform, a social media platform, emphasizing that social media users should

maintain independent thinking in the aesthetic context of symbol projection. Zhao, M., & Chen, G. (2023), combining dramaturgical theory and media context theory, further explored how Plog creators present themselves by creating ideal personas, showcasing private situations, and reshaping common values, pointing out the technical risks behind the short video broadcasting craze.

Moreover, attention is given to body discipline in the new media context. Li, X. (2023) delved into the individual itself, discussing the female media image and the construction of information behind the body displayed in the online variety show "Sisters Who Make Waves." Liu, Q. (2023) summarized the changes in the presentation of women's bodies on "Little Red Book" from "white, thin, and young" to "healthy beauty."

It is evident that current research on female topics spans multiple fields, focuses on various subject categories, and addresses aspects such as discourse construction, image shaping, communication marketing, and media literacy, providing ample research materials. However, there are still some shortcomings:

First, most studies use "gender" symbols as labeling criteria to discuss social behaviors with women as the main subjects, lacking exploration of the content of female consciousness within. Second, there is insufficient research on the narrative strategies of female topics in social media. There is ample room for research on how female bloggers positioning themselves to communicate female values, awaken female consciousness, influence public perception, attitudes, and behavior through narrative techniques.

In conclusion, based on the aforementioned research, this study aims to select and analyze female bloggers focusing on disseminating female topics on social media platforms. The proposed research questions and intentions include four aspects: in terms of viewpoint output, how female-themed bloggers target popular online trends, explore potential topics, cleverly set topics, prevent audience avoidance, and engage in positive interactions on public topics. In terms of image shaping, how to combine feminism and creative expression to convey cultural values, shape positive and personalized role images, and promote social and cultural construction. In terms of social interaction, how to refine narrative strategies and interaction modes in specific areas, fulfill the social responsibility of content producers, combat negative stereotypes, improve communication effectiveness, and increase audience stickiness. In terms of commercial realization, how to effectively utilize the identity of female-themed bloggers, integrate the commercial fields and product selling points covered by female topic content, and increase traffic monetization rates.

3. Research Design

Table 1. Statistics of accounts "Pause" and "Princess" in "Little Red Book" as of February 8,2024

Account	First release time	Number of videos	Number of fans (ten thousand)	Praise and collection volume (ten thousand people)
"Pause"	On July 31,2022	79	51.7	515.6
"Princess"	On July 26,2022	354	188.4	1294.8

According to the classification of content creators on social media platforms such as "Little Red Book," female-themed bloggers fall under the category of "blogger of gender and emotion." As there has been no clear definition of "female-themed bloggers" in previous research, this study defines them as content producers who focus on reflecting the real-life situations of women, engaging in topic discussions and opinion sharing, and aiming to evoke female awareness, propagate female values,

and guide female growth as their core values and positioning.

As shown in Table 1, this study selected two prominent and distinctive content producers, namely "Pause in Dialogue" (referred to as "Pause") and "Princesses Are Made of Flowers" (referred to as "Princess"), for analysis using content analysis and text analysis methods.

Through content analysis, this study established 20 categories to analyze and organize the selected accounts, and conducted qualitative text analysis on each sample video's textual content, visual language, semantic rhetoric, interactive effects, commercial collaborations, and more. Guided by this research methodology, the profile of the research subjects is outlined as follows:

1. 80% of the account's videos have a duration of 30 seconds to 3 minutes, aligning with the domestic scholars' definition of short videos as those under 5 minutes in length.

Table 2. Main content types of the video

Main type	Covering content
Female growth	Experience in self-cultivation and self-improvement, women's workplace, women's self-protection, etc.
Sex education	Experience in physical development during adolescence, gynecological examination, sexual health education, etc.
Sexual intimacy	Tips for getting out of singlehood, dating skills, sharing experiences of breakup, etc.
Social gender issues	Women's safety when going out, women-exclusive names, gender equality, etc.

2. The videos posted by the accounts cover a wide range of content types, as shown in Table 2. Compared to the diverse content coverage of the "Pause" account, "Princess" tends to attract more audience favoritism in the realm of "interpersonal relationships."

3. The audience of these accounts consists predominantly of young female individuals, mainly 18-28-year-old university students and 20-30-year-old professionals. These individuals exhibit distinct characteristics both online and offline, embodying various traits of modern women such as openness to new experiences, independent thinking on social phenomena, critical analysis of societal issues, clear life planning, and a growing awareness of female empowerment. Online, this audience demonstrates a high demand for content related to adolescent growth, dating advice, career insights, and actively engages in discussions. They are also adept at generating derivative content from original material, creating a plethora of trendy and relatable content in the online space. Therefore, these two accounts are positioned to cater to the collective characteristics of this audience group, delivering impactful, insightful, and profound viewpoints, further exploring the diverse boundaries of female-themed bloggers.

4. Case-Based Qualitative and Quantitative Analysis

4.1. Self-Presentation and Image Construction

Female-themed bloggers showcase their images, viewpoints, values, and experiences on social media platforms. They use multimodal discourse content to shape and express their identity and social image in the digital space. This serves as a means of information dissemination and shaping public opinion. By carefully constructing and maintaining their self-image, they influence public perception and

evaluation. Accounts like "Pause" and "Princess" integrate the shaping of self-image and core viewpoints into their account names. The underlying meaning of "Princesses Are Made of Flowers" implies that women deserve all things beautiful, while "Pause in Dialogue" signifies advocating for women to bravely express a willingness to pause in the face of unfair dialogue situations. This represents a profound and implicit expression of feminist implications, aligning with the core of the accounts and outwardly constructing an ideal image of gender equality. Additionally, female-themed bloggers exhibit many unique characteristics in shaping their images.

4.1.1. High Standards of Social Responsibility

The theory of social responsibility emphasizes that mass media should take on certain responsibilities towards society and the public. Establishing a brand-new image of female media, influencing and driving a group of audience's perceptions, is the most powerful evidence that female-themed bloggers undertake social responsibility and convey positive values. A blogger's media social responsibility profoundly impacts the dissemination effect of opinion-based accounts, so that bloggers should be accountable for the content. Addressing issues such as vague direction and inappropriate behavior in past videos, the account "Pause" released an apology video titled "Sorry! We Made a Terrible Video" on December 22, 2022. The sincere attitude and commitment turned negative aspects into positive ones. Moreover, bloggers should focus on the authenticity and objectivity of information during the dissemination process to avoid spreading false information and misleading viewpoints, thereby upholding the audience's right to information and choice. "Princess" includes chat screenshots when discussing fan inquiries to demonstrate the authenticity of information. When guiding discussions, this account uses personal success and setback experiences to emotionally engage and logically advocate for positive gender concepts and female images.

4.1.2. Skillful Topic Planning and Issue Setting

Delving into potential topics, presenting fresh value perspectives, and responding to voices of certain groups that have not been expressed are distinctive traits of female-themed bloggers.

Table 3. High-frequency hashtags and browsing popularity of the account "Pause" and "Princess"

High-frequency hashtags of "Pause"	Views (millions)	High-frequency hashtags of "Princess"	Views (millions)
Affection	34200	Love relationships	27900
Female growth	20200	Self-improvement	4200
Female	8500	Internal friction	600
Women's health	4100	Refuse menstrual shame	200
Appearance anxiety	2300	Pressure education	30

As shown in Table 3, the accounts "Pause" and "Princess" both have high viewership for their high-frequency hashtags, reflecting the bloggers' close tracking of hot topics and integrating their own characteristics to further expand viewership. The account "Pause" express intuitively gender issues through hand-drawn visuals and text titles, such as "How does women change during ten years," "adult sex education" and more, targeting social hot topics and hitting audience pain points directly. The account "Princess" has a superior advantage in data-driven hot topics, constructing mature vertical content. Moreover, its topic selection is rooted in real cases derived from audience interactions: multiple videos start with "Inspiration from Fan Messages," using personal or surrounding experiences as an intro to enhance the "gossip" feeling while preventing audience from

avoidance. Subsequently, clear reasoning is provided, solutions are offered, and real feedback is shared, significantly increasing the social impact and video completion rate through the complete logical closure of content.

4.2. Text Content and Audiovisual Language

The interactivity and immediacy of new media have broken the collective "silence" of women in traditional media, granting women unprecedented discourse power and making them one of the main agents of gender communication in new media.[2] In the attention economy era, female-themed content is still in a nascent stage compared to other established female-focused fields like beauty bloggers, parenting bloggers which have formed mature frameworks with quick, impactful traffic increments. Instead, it requires consistently high-quality content output and positive guidance to influence the audience, thereby expanding the market and consolidating existing follower base.

4.2.1. Creative Video Production

The entertainment-oriented nature of social media continuously disperses audience attention. Direct and lengthy opinion outputs are prone to triggering avoidance of persuasion, while consistent sharing of substantial content may lead to recipient fatigue. Therefore, higher standards are demanded for content production for opinion-based accounts. This article provides an analysis of the creative audiovisual expressions of the research samples as follows:

Account "Pause":

1. Utilizes a narrative technique called "scenario deduction," placing expressed viewpoints or topics within a specific scenario for illustrative deduction, immersing the audience in the situation. This method vividly combines deduction with emotional appeal and reasoning to delve into various aspects of women's lives. Particularly insightful and deductive of women's personal experiences and real feelings, the account quickly garners emotional resonance from female viewers in concise segments. From the perspective of emotional communication, "emotions have cognitive functions, and people are particularly sensitive to content that aligns with their current emotions." [3] This approach helps establish audience trust and optimize communication effectiveness.
2. Employs a fresh and warm audiovisual narrative that stands out in the noisy and ever-changing landscape of online short videos. Featuring characters in simple attire, tidy and daily shooting scenes, heartfelt monologues in first or second person, clear and concise dialogues, bright and harmonious color tones in post-production.....a series of visually comfortable elements, it creates a unified fresh style with high recognition.
3. Utilizes body narratives that combine both informative depth and aesthetic representation, presenting long-marginalized universal topics like sex education on online platforms. The account cleverly uses fruit as a metaphor for breasts and miniaturized balloons for shrinking gums, ensuring visual approval and facilitating visual understanding. This approach conveys a positive perspective on exploring the new connotations of health communication by respecting and appreciating the female body.

Account "Princess":

1. Adopts a narrative mode of oral delivery, with statistical data showing that 20% of sampled videos are expressed in the first person, creating an atmosphere akin to chatting with close friends, becoming the "cyber snacking " for female audiences. The narrative logic is primarily extended from personal experiences to the fan group, rapidly gaining audience trust through emotional resonance and empathy.
2. Utilizes a close-up selfie style, incorporating the current video "highlighted quotes" at the cover, serving as an eye-catching symbol most suitable for portrait screen dissemination. Over time, the association between viewpoint output and the blogger's face establishes a symbolic connection, rationalizing the soft-label persona of the account with rich experiences in gender emotions.

3. As a personal blogger, the content covers both public issues and private life sharing, showcasing the blogger's philosophy of "practice what you preach." The self-expression in private displays, such as captions like "I feel myself so sexy" and "The downside of loving yourself: can't lose weight," along with accompanying selfies, convey a strong sense of self-acceptance and self-appreciation, even if the body does not seem to conform to current online aesthetic trends, the acceptance and appreciation of her own body is powerful enough to transmit a punchy energy. Additionally, sharing daily moments with the blogger's partner, including chat screenshots, serves as both praise for the partner and a deepening of the female self's subject position in emotional relationships. This behavior not only conveys novel values to the audience, but also sets an example and delivers expectations for the female audience through the blogger's own practice.

4.2.2. Text content advocating for women's voices

In short videos, the textual and audiovisual language serves as a representation of the publisher's thoughts and viewpoints. "Women must participate in writing, must write about themselves, must write about women,"[4] the text embodies the core values of women's topics. As collaborators and advocates, they uphold a female-friendly attitude and share common characteristics in their content.

Firstly, they challenge and break the rules of reality. While social media offers new possibilities for empowering women, they still hold a disadvantaged and marginalized discourse position in traditional and crucial issues.

Table 4. Video content and interactive information of "Pause"

Title	Content type	Additional hashtags	Likes (thousand)	The highest liked comment abstract
After being disguised as a middle-aged man, my life is even more comfortable	Social gender topic	Female, story	300I really like this video, the girl's eyes are shining as she says "Auntie, it's simply a compliment to me." Learning to say "no," I am also growing.
I will take a girl's name	Female growth		130	I hope all "Zhaodi" (literally means wish for boys) can have their own names.
That's what college students should learn	Female growth	Graduates work	120	As a college student, I really need it.
I have four nipple ...	Sex education	Women's health	34	"Its only standard is health," this is a good saying.
Urban legend: "Just find a boyfriend and everything will be fine" ...	Sexual intimacy	Women, love	22	Absolutely! I hope there can also be a "Do Not Depend" movement for men... Both men and women should strive for independence.....and contribute equally together.

As shown in Tables 4 and 5, female-themed bloggers challenge the rules of reality and traditional concepts, daring to put forward novel viewpoints and challenge mainstream values. From the perspective of communication psychology, the theory of self-efficacy posits that individuals engage in indirect learning by observing and comparing the activities, experiences, and achievement levels of others. When individuals highly similar to themselves achieve success through effort, it enhances the observer's sense of self-efficacy. By courageously speaking out and setting an example, these bloggers demonstrate the positive changes that courage and confidence bring to themselves, generating a demonstration effect that helps audiences realize they too can break traditional limitations. This increases the audience's self-efficacy in challenging unreasonable authority and, thus, drives the transformation and enhancement of women's discourse power in the communication process, encouraging them to actively participate in actions to change women's discourse power.

Table 5. Video content and interactive information of "Princess"

Title	Content type	Additional hashtags	Likes (thousand)	The highest liked comment abstract
A couple education lesson that all the girls understand	Sex education	Girls, love relationship, popular science	1940	I don't feel ashamed. The first time I got my period, my mom told me a lot... My mom is really great.
"Don't complain about yourself for anything." You deserve everything bright	Female growth	Girls must watch, growth, self-improvement	170	Learn from you to become a person with stable emotions.
Chinese women live a confident life!	Sexual intimacy	Boyfriend, view of love, self-confidence	110	The attitude and upbringing of the boys are important, and the girls should come from the inner charm.
"Don't Allow Anyone to Define You, Including Yourself"	Female growth	Personality, college students, social anxiety, social butterfly	51	Don't underestimate the power of self-implication.

Secondly, they transform the subject-object relationship and reject traditional gender gazes. In social gender issues such as intimate relationships and sexual harassment, women are often objectified and consumed by the gaze. Account "Pause" mentions that there are too many voices online teaching women how to manage emotions, and this is not a responsibility only belongs to her; account "Princess" advocates starting from oneself, emphasizing self-feelings in relationships..... Female-themed bloggers break the media ecosystem, empathize with women as the subject, and outline a vision of gender equality between men and women.

4.3. Monetizing Female-Centric Topics on Social Media

Life-sharing social media platforms targeting young users have deepened the trend of media consumption. [5] Currently, the main method for commercial monetization on social media is through the seamless integration of native advertising and advertorials that align with the account's positioning and performance features. For female-themed bloggers, commercial integration need to focus on the natural integration of products into the placement scene.

According to statistics, in a sample of videos with over 20,000 likes, the ratio of commercial to non-commercial videos for the two accounts is approximately 1:10, with the commercial implant occupying a small portion of the content. Firstly, the dominance of originality in non-commercial videos ensures a positive user viewing experience. Secondly, the commercial videos exhibit a high level of relevance, with account "Pause" featuring collaborations in female care, physical health, and public welfare; while account "Princess" focuses on intimate products, which has a high market demand but with a low advertising investment, meanwhile aligning with the consumption habits of the target audience. The integration of product selling points with video themes is seamless, avoiding overshadowing the main content. This precise integration approach will further enhance the vertical and a high image of social responsibility.

5. Implications and Recommendations

It is commendable that female-themed bloggers have sparked widespread resonance in online society through their attention to and discussions on women's issues. However, the whole field still has a long way to go, and it still needs long-term work. This article identifies issues from multiple perspectives and provides recommendations.

5.1. Transmitters: From Mixed Bag to Diverse Voices

Many female-themed bloggers, who fit the definition set forth in this article, are still operating in the middle to lower tiers in terms of content creation and communication influence. Some bloggers merely use feminism as a gimmick to exploit pain points for gain, focusing on showcasing their image, enhancing their persona, promoting products, and commercializing their content. Feedback from the audience reveals discrepancies between the private behaviors behind the scenes and the public statements made by some bloggers, with instances of excessive reliance on and flattery towards men, or even plagiarism of others' content. Consistency and sincerity are lacking, leading to a crisis of trust between the transmitters and receivers over time.

Therefore, female-themed bloggers can expand their content domains to attract participation from both male and female audiences. For instance, they can invite male guests for equal discussions or gather and provide feedback on male opinions through various channels to promote understanding and communication between genders. Furthermore, female-themed bloggers advocating for women's voices need to carefully balance societal values and economic interests, value transmission and personal branding, emphasizing ethical standards and self-regulation.

5.2. Content: From Depletion to Creative Harmony

In the field of high-density and high-intensity opinion output, inspiration fatigue is an important factor restricting benign development. Existing female-themed bloggers mainly focus on and publish content related to "dating tips" and "women's growth," with similar topics and viewpoints. This repetitive approach easily lowers audience expectations and leads to psychological fatigue. At the same time, some bloggers use feminist topics as a gimmick, making extreme statements to blindly cater to the audience, harboring gender-opposition viewpoints and posing hidden risks of guiding negative values.

Therefore, female-themed bloggers should constantly explore new topics and perspectives, uncover potential topics that the public anticipates, maintain creative vitality, and enhance the sustainable productivity of content. Additionally, ensure content verification and thorough planning to avoid disrupting the harmonious topic ecosystem by blindly pleasing the audience.

5.3. Audience: From Information Cocoons to Gender Equality

The audience for female-themed content should not be limited to just women; achieving the vision of gender equality requires the voices of male audiences to be heard and interpreted.

In the comment sections of the two accounts analyzed in this study, audiences spontaneously used the method of "typing 1 for female, 2 for male" multiple times to break the gender information cocoons in the videos. The results reflect the existence of gender information cocoons in female-themed content, with male audiences facing obstacles in receiving information and providing feedback.

Audiences need to actively learn about gender equality and gender discrimination, reflect on their own beliefs and biases, and consider how to eliminate these biases. Furthermore, they should express support for gender equality and share their views on gender equality on other social media platforms or under videos in different categories to make their voices heard by more people and stimulate discussions on gender equality. Media outlets need to take on social responsibility by improving big data delivery mechanisms and fostering male-friendly discussions on gender topics.

5.4. Media: From Incubating Accounts to Empowering Women

To address the phenomenon of "waist collapse," social media can cultivate a multi-level talent pool through online methods such as new talent cultivation programs and female blogger forums, grasp transmission resources, expand communication circles, and let feminism create ripples in the sea of information.

Empowering women through the media should not stop at a minority group represented by female-themed bloggers but should exert the effect of "innovation and diffusion," radiating and driving ordinary audiences and even marginalized minority groups, awakening a broader awareness of feminism among the general public.

The inclusive and equal media environment is the internalization and reflection of real society. Building an open dialogue channel for men and women and providing a platform for women's voices to be heard and respected are the social responsibilities that the media should undertake in promoting the social development process.

6. Summary

The emergence and development of female-themed bloggers are inevitable manifestations of women's voices in the new media environment, actively practicing to awaken women's consciousness and promote gender equality. Platforms like *"Little Red Book"* have witnessed diverse attempts and boundary explorations in terms of female-themed content and topics. Innovative initiatives by accounts such as "Pause in Dialogue" and "Princesses Are Made of Flowers" have achieved remarkable communication effects, proving the rise of women's discourse power on the internet. Currently, female-themed content is still in its infancy and requires content creators to maintain creative vitality, sustainable productivity, adhere to ethical standards, and self-regulate gradually for self-improvement and correction. Simultaneously, media outlets should assume social responsibility by utilizing various means to nurture content creators, break gender information s, build influential brands, promote the coexistence and harmony of online cultures, and contribute media power to gender equality.

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