

A Study on the Impact of "Her Image" Culture on the Training of Female Talents in Colleges and Universities

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Abstract. This paper mainly studies the influence of female image culture on the training of female talents in Higher Education under the background of media integration. Because the contemporary audience has been given more freedom of choice, especially some highly educated female talents show a higher enthusiasm and enthusiasm for the interpretation of "her image" culture. Through the sculpture of this kind of culture to women, this paper puts forward that "her image" culture has a second definition, shaping, dissemination and derivation significance to the training of female talents in Colleges and universities, and draws a new train of thought and new method for the training of female talents in Colleges and Universities Based on the multi-meanings and richness of "her image" culture. Besides the exploration of "her image" cultural phenomenon, the study is more about film and television art and its relationship. Deep thinking on the subversive influence of derivative culture on female talent cultivation in Colleges and universities.

Keywords: "her image" culture; College women; talent training; influence.

1. Introduction

"Her image" refers to the works of film, television, advertisement, video and photography, which are dominated, played or participated in planning and directed by women and whose main ideas are the definition and shaping of female image in the eyes of others and the interpretation and perfection of female spirit. Because of the environment atmosphere of new media, the new definition of "her image" has been given a new definition and connotation, and "her image" is no longer a work of pure female image and spirit, but has been endowed with more complex contents of society, culture, technology and commerce. Among them, critical works including "her image" as the core concept also include videos, packages, programs and even hype events based on "her image" or based on "her image" works or free from "her image". "Her image" is no longer a pure female image work, or even a single female image, but the core concept of a community. This may be a generalization phenomenon. However, under the catalysis of the new media, the three-dimensional and multi-dimensional content of "her image" constructs the true connotation of "her image", breaking the traditional "her image" in the era of only film and television. The "accepted" feature of the so-called new media bears the characteristics of interaction, instantaneity, mass and sharing, which makes "her image" become a new concept of integration of multimedia and hypertext, and integration of personalization and community.

2. The Cultural Connotation of "Her Image" has an Impact on the Training of Female Talents in Colleges and Universities

The cultural connotation of "her image" came into being in the context of new media. The American magazine "Wired" defines the new media as "the communication of all people to all people". Professor Xiong Chengyu, School of Journalism and Communication, Tsinghua University, defines it as "a media form that emerges and influences on the basis of computer information processing technology". Others define new media as "interactive digital composite media". It can be seen that the new media is a new media form developed from traditional media such as newspapers, radio and television, and it uses digital technology, network technology, mobile technology, through the Internet, wireless communication network, cable network and other channels, as well as computers, mobile phones, digital television terminals, etc. To provide users with information and entertainment, the current media environment is a multi-structure complex environment formed by the mutual integration of "new media" and "old media".

With the rapid development of new media technology and its highly perfect interaction, a continuous agenda-setting function has been formed, and a new mode of opinion production mechanism has been constructed. With the help of the characteristics of "network-chain" communication, the new media has formed a tracking-continuous agenda setting effect for every event and message. Using the interaction of each communication node on the cross-platform, the audience's participation in the new media is respected and expanded to the greatest extent, which makes the audience transcend the monopoly of content by traditional media information producers and disseminators, and directly intervene in the process of discourse communication with less interlanguage processing characteristics, reflecting their own ideas and views. [Lawrence Grossman: speech at "Newsroom: Technology: The Next Generation", The Freedom Forum Media Studies Center, Sep. 15, 1993.]

On the one hand, the connotation of "her image" culture is constantly defined and reshaped, and on the other hand, these new media platforms will spread the defined female image culture. The most active group receiving this information is female college students, who imitate and feel the impact of this powerful Internet female image culture on them. Steven Johnson, an American pop culture scholar, once pointed out in *The Good and the Bad*: "The spread of TV programs depends on 1% of the core TV fans, which attracts 10% of the faithful TV fans, 10% of them become evangelists, and their enthusiasm calls for another 90%. The integration of the Internet and television, on the surface, is a part of the television audience, but the intervention of the network promotes the prosperity of online fans, in fact, it has created more loyal viewers for TV programs. [The Secret Popularity of Prison Break in China, provides a more solid basis for the dissemination of her image works. At the same time, this kind of culture itself has a strong impact on the self-awareness and emotional attitude of female intellectuals in Colleges and universities, and has a tremendous impact on the starting point of talent cultivation in higher education.

3. The Cultural Extension of "Her Image" Reshaping the Standpoint of Female Talents Training in Colleges and Universities

From the perspective of semiotics, underwear culture is an important extension of women's culture, and the recognition of underwear is also an important link in the process of women's self-awareness, self-remodeling and self-perfection. It marks women's pursuit of independence and freedom, breaking the tradition of self-realization and enhancing their aesthetic ability. But at the same time, women still can not escape the criticism of men, another main body of underwear viewers. The Internet era has created a pluralistic voice, which makes the recognition of "her image" works and products more three-dimensional, more authentic and more comprehensive, and makes the position of female talents training in the domestic higher education system focus on the reflection behind the "her image" culture. Unprecedented female college students are immersed in a powerful "her image" cultural siege. The mode and pattern of female talent cultivation in Colleges and universities are being eliminated by consumption elements. This makes people think about it. In the end, where is the foothold of female talent cultivation in higher education? Does this mean that the position of higher female talents training should be based on marketization, localization and internationalization, and keep a reasonable heat and synchronization with the new network media? On the contrary, it should be advocated that the training of female talents in Colleges and universities should be firmly based on the Marxist concept of women, combined with the theoretical changes of women under the post-capital culture, and reflect on the evolution of the training mode of female talents in Colleges and universities.

4. The Cultural Derivation of "Her Image" has Far-Reaching Significance for the Training of Female Talents in Colleges and Universities

When the environment of Internet + new media influences the future of female talents, the change of the cultural spirit of "image" brought about by micro-blog, WeChat and all other micro era has not

only the content of "it girl" to convey individual characteristics, but also a diversified form of expression. Zhang Huiyu, an assistant professor at the School of Journalism and Communication of Peking University, said that China has been at the forefront of the world in the field of new Internet media. Tencent's ecosystem of "portal + entertainment content + social networking" may come out of the Internet in the future, according to Tencent Video and the "Creation 101" teaching seminar co-sponsored by the Center for Public Communication and Social Development of Peking University. The sea has made great achievements in its practice.

The documentary of "I Build Cultural Relics in the Palace Museum" makes the "Palace Museum" popular as a cultural symbol, the variety show with Chinese traditional culture is popular, the documentary of Chinese food culture is widely sought after, and the rise of ancient music and Chinese costume culture in "Flash Girl" shows a strong cultural self-confidence in varying degrees. This phenomenon of cultural derivation has a long-term significance for the cultivation of female talents in Colleges and universities.

Creation 101, as a typical cultural self-confident synthesizer, on the one hand introduces a group of contemporary female spiritual leaders with strong Chinese characteristics, expressing women's individual demands for independence and self-reliance, filling the market gap; on the other hand, it also takes a firm step of localization in the competition system and program mode, trying to find the convergence point of Chinese local culture in every detail. "Large-scale programs should start from the local and give people new strength in values." Qiu Yue, the producer of Creation 101 and deputy general manager of Penguin Film and Television Sky Studio, said. Facts have proved that the nation is also the world. Programs showing China's "women's power" and cultural self-confidence have also won wide resonance outside the mainland of China. The program was launched on April 21, 2018 and simultaneously landed on Hong Kong NowTV, Singapore Singtel and Malaysian UniTV via Now Jelli Zijin International. As soon as the program was broadcasted, it won the score of Now Jelli Zijin International's variety show TOP3, which is also the first time that the domestic variety show has been broadcasted synchronously overseas.

Foucault put forward in his early years that "discourse is power, and power plays a role in cultural mechanism through discourse". Some scholars also put forward that "the content of the media..." At the same time, it is continuing and creating culture. The stereotyped gender roles created by the mass media can easily be internalized into the social expectations of the audience, and ultimately affect the gender familiarity and action of the audience. Therefore, early post-modern feminists strongly criticized gender essentialism: female characteristics were categorized as physical, irrational, gentle, maternal, subjective and lack of abstract thinking ability; male characteristics were categorized as spiritual, rational, courageous, aggressive, independent, objective and good at abstract analytical thinking. The culture of "her image" subverts and disintegrates the discourse production of gender inequality, and also shakes the patriarchal cultural concept.

The connotation and extension of this cultural phenomenon should be firmly grasped in the cultivation of female talents in Colleges and universities, and the cultivation of female talents in higher education should be combined with the reconstruction of full media knowledge production. Firstly, women should have more equal opportunities to enter the field controlled by men and strive for power status. Secondly, the media should depict more women and men with non-traditional roles and demand to change the social relations and power structure between men and women under the patriarchal system. To make rational use of the derivative meaning of "her image" culture to construct a brand-new female discourse right, so that the intellectuals in higher education independently create their own means and tools of communication, and successfully realize the fairness and rationality of personnel training from the media relationship.

The essence of "her image" culture is to pursue equality, that is, equality of gender rights and equality of discourse rights. Therefore, in the era of all-media convergence, "her image" culture should establish a good link with women's higher education, and provide new thinking for the study of female talent training mode in Colleges and universities.

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