

# Research on the Image Shaping of Male Beauty Bloggers and the Influence of Gender Attitudes under the Dramaturgy Theory

Zhirong Zhang

Wuchang Shouyi University, Wuhan, Hubei, China

**Abstract:** *In today's fast-paced digital landscape, beauty-focused short videos have garnered considerable attention across various industries. The significance of these videos is increasingly apparent because they reflect changing trends in beauty aesthetics. Male beauty bloggers have recently risen to the forefront, taking advantage of their gender, to create a unique image unlike previous industry trends. This new media phenomenon has caused a large-scale, long-lasting, complex shift of the cultural beauty industry. The emergence of male beauty bloggers has not only brought about changes in information acquisition but has also subtly changed the perception and attitude of the whole society towards gender. This paper synthesizes the research methods of qualitative and quantitative analysis to analyze the image shaping of male beauty bloggers on new media platforms. The questionnaire method is used to investigate and analyze the psychology of their audiences, and to explore the gender attitudes reflected in the audience psychology. It is found that the image of male beauty bloggers contributes to the change of gender attitudes of young audiences and reflects the progress of larger shifts in society. Behind this phenomenon, more thoughts about media, culture, and gender equality are worth exploring.*

**Keywords:** New media, Male Beauty Bloggers, Audience, Image Shaping, and Gender Attitudes.

## 1. INTRODUCTION

In recent years, new short-form video platforms have risen to prominence, attracting public attention by virtue of their low barrier to entry, personalized recommendations, diversified content, and entertainment frenzy. The 50<sup>th</sup> Statistical Report on the Development of the Internet in China shows that, up to June 2022, the scale of short video users in China was 1.051 billion, accounting for 91.5% of the overall number of Internet users (Wang Sabei, 2022). The high level of user volume has directly contributed to the formation of this "media spectacle" on new media platforms. Male beauty bloggers have appeared in the ranks of beauty Key Opinion Leader on all significant new media platforms. Examples are three representative new media platforms: TikTok, Instagram, and YouTube. According to Collabstr (2023) Influencer Marketing Report: Influencer Marketing Statistics, Trends, and Predictions, male beauty bloggers accounted for 24% of the TikTok Beauty KOL team. Similar to their prevalence on TikTok, male beauty bloggers in the Instagram beauty KOL team accounted for 22%. YouTube has the highest percentage of male beauty bloggers at 31%.

However, we are currently lacking a precise academic definition of what constitutes a male beauty blogger. Opinion leaders in the beauty sector, who have a certain degree of influence and the ability to "live commerce", are called "beauty bloggers" (Zhang Jinqi, 2020). Also, beauty bloggers are both a profession and a culturally mediated phenomenon (Liu Xiaoyi, 2020). To break this down explicitly, the core connotations of a beauty blogger includes: 1. Being active on social media platforms, posting information about beauty and skincare; 2. Having a certain degree of influence in the beauty circle; 3. Possessing superior makeup skills or more professional knowledge of beauty and skincare categories (Sun Min, 2022). Summarizing the above literature and scholars' studies, male beauty bloggers can be defined as influential content producers who publish beauty-related content on new media platforms. An increasing number of viewers are drawn to these male beauty bloggers because of their superior make-up skills, distinctive image portrayal, and attractive ways of expressing their words.

Under the impact of consumerism and post-modern culture, male consumption has quickly become a new consumption hot spot and economic growth point after female consumption (Peng Cheng, 2019). In recent years, with the rise of the "Masculine Economy", "Unisex Style", "Fresh Meat," and other popular idol cultures, many beauty brands have focused on recruiting a flow of young endorsers, which is highly sought after and loved by a large number of female fans. Male beauty bloggers utilize this demand to produce relevant content in the beauty field. In addition, with the gradual improvement of the average education level and the awakening of women's consciousness, women's social status has been constantly rising (Wu Qi, 2019). Their aesthetic needs have also gradually gained more influence, and numerous platforms now cater to their strong consumption power. Male

beauty bloggers emerge with their unique characteristics by taking advantage of the opportunity in the beauty industry. According to the uses and gratifications theory, female audiences satisfy their needs by consuming content from the channels of male beauty bloggers through the “strong interaction” feature of new media platforms. Male beauty bloggers, as KOLs in the beauty industry, provide consumers with professional beauty knowledge and even product recommendations, which fully meet their consumption needs. They satisfy their aesthetic needs and reduce their purchasing behavior's trial and error costs.

Current academic literature studying male beauty bloggers as research objects is scarce. Male beauty bloggers became popular on the Internet only in recent years (Wang & Zhang, 2021), and the earliest research on male beauty bloggers on CNKI started in 2019, with not only a small amount of literature but also a need for comprehensive research perspectives. This all points to the fact that the current research on male beauty bloggers is still in its early stage. In addition, in terms of research content on male beauty bloggers, there are no studies from the perspective of their impact on the gender attitude of the audience. At the same time, this paper selects male beauty bloggers and their young audience group as the research object and explores their audience's gender cognition psychology, which can enrich the research perspective and influence of male beauty bloggers.

After a thorough analysis of the presented reasons, it is clear that male beauty bloggers have significant potential in both commercial and social aspects. To support this viewpoint, this paper delves into various new media platforms and presents case studies of successful male beauty bloggers. Furthermore, the discussion also covers the impact of male beauty bloggers on shaping societal perceptions of masculinity. In order to gauge the effects of these bloggers on gender attitudes, a questionnaire survey was conducted among young audiences. The findings of this research not only contribute to the theoretical understanding of male beauty bloggers but also provide new examples for subculture, social gender theory, and self-presentation research. This study holds immense theoretical importance and is valuable to the existing literature on the subject.

## 2. METHODOLOGY

To explore the image shaping of male beauty bloggers and their impact on young audiences, this paper adopts a mixed method research approach that combines quantitative and qualitative research. Mixed method research integrates quantitative and qualitative research methods, recognizing the strengths and weaknesses of each to gain a more comprehensive understanding of social dynamics and intricacies (Brannen & Moss, 2012). In addition, the paper uses dramaturgical theory to categorize the types of image shaping of male beauty bloggers as a theoretical support.

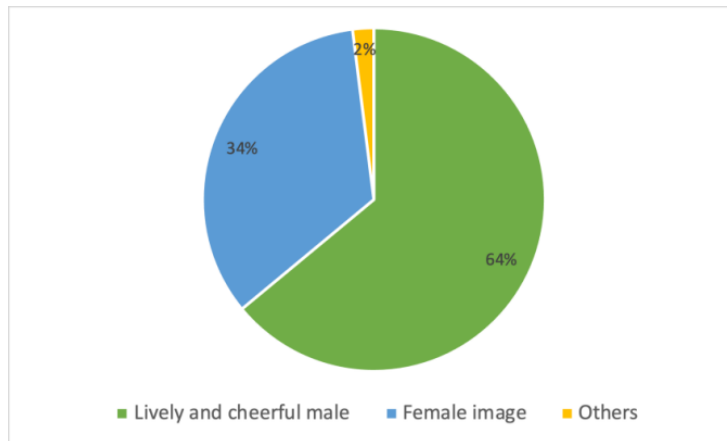
### 2.1 Case Study and Dramaturgy Theory

To understand the particularity and universality of the image shaping methods of male beauty bloggers, this paper uses several of the most representative male beauty bloggers on relevant new media platforms as research subjects. By analyzing a large amount of content, including pictures, videos, and other materials, it is possible to summarize the general image that male beauty bloggers present on new media platforms.

Dramaturgy theory originated from the research report of American sociologist Erving Goffman. Goffman introduced the theatrical performance theory derived from stage performance art into the field of sociology and proposed dramaturgy theory in his classic academic work *The Presentation of Self in Everyday Life*. Dramaturgy theory is based on theories such as “looking-glass self” and “symbolic interactionism.” According to dramaturgy theory, individuals in society are comparable to actors playing a role on a stage. The script of social life serves as the stage script, and the audience consists of those who are involved in the actors' life situations or the individuals that the actors have envisioned. At its core, dramaturgy theory suggests that people's daily lives are akin to a stage, and each person has their own unique “script.” This theory encompasses various concepts, including the “performance framework,” “stage management,” “impression management,” “role expectation,” and “self-presentation.” Goffman believed that social interactions in specific places can be separated into “front stage” and “backstage” performances (Goffman, 1959). Performers showcase their talents on the front stage, while preparations and activities occur in the back stage, hidden from the audience's view. Social environments have three types of participants: performers, audience members, and observers. The “performance framework” is the outline and planning that performers carefully devise in the back stage to present themselves on the front stage. The execution of the performance is the expected self-presentation outlined in the script (Goffman, 1959).

This paper analyzed all male beauty bloggers with more than 1 million fans and used each blogger's top 4 videos

ranked by likes as samples, with a total sample size of 50. This data was then analyzed using the performance framework of dramaturgy and self-presentation as two dimensions of research clues to explore the types of image shaping of male beauty bloggers according to the scope defined by each dimension. After analyzing these research samples, the paper divided the image shaping of beauty bloggers on new media platforms into two categories, as shown in Figure 1: body, language, and action imitating female images under the performance framework, and lively and sunny masculine self-presentation.



**Figure 1:** The proportion of image shaping types of male beauty bloggers on new media platforms

## 2.2 Questionnaire Survey Method

The questionnaire survey is the primary research method of this study, which conducts research on the audience by designing questions related to the research purpose of this paper. The design framework relies on a Likert scale, a psychological response scale that aligns with the study's theme. Respondents indicate their degree of agreement with each statement, and each option is assigned a score from lowest to highest for easier data analysis (Likert, 1932). The questionnaire of this study is mainly divided into two parts: the first part is the audience characteristic survey, which designs questions including the essential characteristics of the audience, such as gender, age, etc. The second part of the survey focuses on whether the image shaping of male beauty bloggers has an impact on the gender attitude of the young audience. Questions are set up regarding gender concepts, self-identity, and gender equality. This questionnaire is distributed and collected through the Questionnaire Star platform, and SPSSAU is used for data analysis.

After designing the questionnaire, this study utilized a Likert scale questionnaire to gather 110 samples from various regions of China. The data's reliability was assessed through the SPSSAU online data analysis platform. The Cronbach's alpha coefficient was used to reflect the data's reliability, with a coefficient between 0.7 and 0.9 indicating high reliability, and below 0.7 indicating low reliability. The results of this study (shown in Table 1) illustrate that the Cronbach's alpha coefficient of the questionnaire data was 0.832, indicating high reliability. Therefore, the survey results are dependable, and any subsequent conclusion analysis may reference the findings of this questionnaire.

**Table 1:** Cronbach's Reliability Analysis

Name	Corrected item-total correlation (CITC)	Cronbach's alpha if item deleted	Cronbach's alpha
What is your gender ?	0.068	0.841	
What is your age ?	-0.009	0.853	
I have been following male beauty bloggers on new media platforms.	0.653	0.807	0.832
I think male beauty bloggers can influence traditional male aesthetics.	0.427	0.824	
I think there is a positive influence between the image shaping of male beauty bloggers and the gender attitudes of young audiences.	0.560	0.815	
I think the image shaping of male beauty bloggers promotes the	0.603	0.811	

Name	Corrected item-total correlation (CITC)	Cronbach's alpha if item deleted	Cronbach's alpha
openness of gender views			
I think the image shaping of male beauty bloggers will impact the mainstream gender culture of society.	0.424	0.825	
I think the image shaping of male beauty bloggers can promote the development of gender diversity.	0.502	0.819	
I think the popularity of male beauty bloggers on new media platforms reflects the rise of women's social status.	0.606	0.811	
I think the image shaping of male beauty bloggers positively impacts the development of gender equality.	0.593	0.812	
I think male beauty bloggers will give me a spiritual motivation of "not fearing others' opinions, just doing what I want to do"	0.598	0.811	
I think the image shaping of male beauty bloggers can encourage young people to accept their different gender traits.	0.464	0.822	
I think the image shaping of male beauty bloggers is conducive to promoting the self-expression of young audiences.	0.623	0.810	

The overall Cronbach's alpha for the scale is 0.822.

The interpretation of media information is subjective and varies depending on the individual's consciousness. As such, the meaning is not fixed and permanent but rather determined by the audience (Croteau & Hoynes, 2013). From this, we can see the audience's decisive role in media development. The audience, as the starting and the end points of new media information communication, has always been an active participant in these activities.

The research object of this study is a young audience group, chosen because of their user of newer media platforms and time spent online compared to older individuals. Based on the data provided, shown in Figure 2, it can be observed that a significant portion of the surveyed individuals, amounting to over 95.5%, belong to the younger age group of under 35 years. Out of this subset, the data reveals that 39.09% of the individuals fall between the age bracket of 18 to 25 years, while 40% fall between the age bracket of 25 to 30 years. Furthermore, the survey results shown in Figure 3 indicate a slight skew towards female respondents, with 57.27% identifying as female, 40% identifying as male, and 2.73% identifying as having other gender identities.

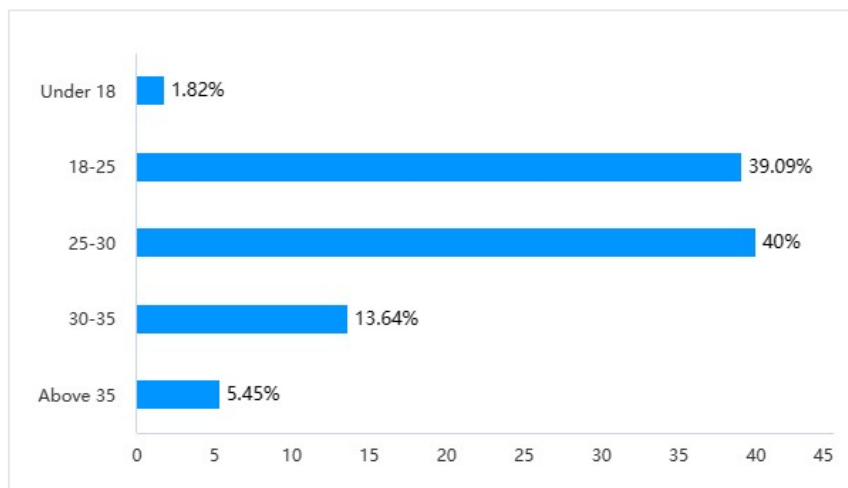


Figure 2: Age distribution of survey respondents

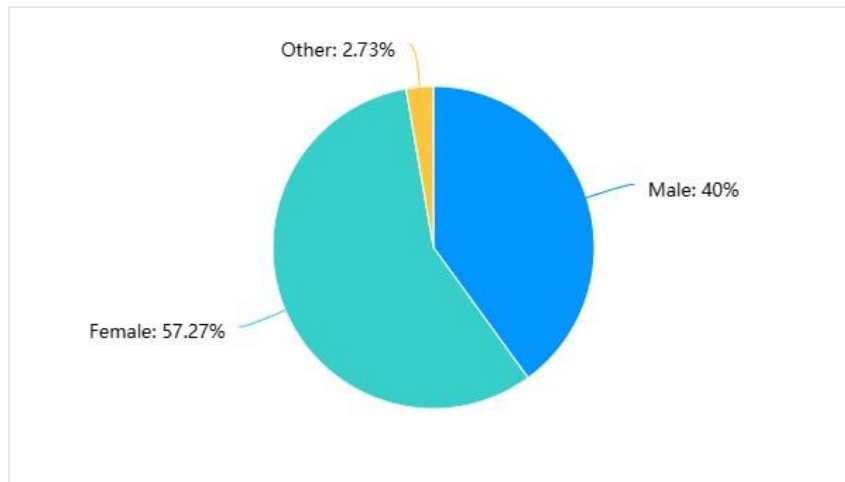


Figure 3: Gender distribution of survey respondents

### 3. RESULTS OF THE IMAGE SHAPING OF MALE BEAUTY BLOGGERS

#### 3.1 Performative gestures and linguistic expressions mimic feminine images under the performance framework

According to Goffman's dramaturgical theory, the front-stage performance framework is an integral part of male beauty bloggers' self-image shaping on short-form video platforms. Language is the primary method of expression for people to communicate, and people can roughly judge their personality traits by how they speak (Goffman, 1959). In "A New Agenda in Discourse Analysis," Wodak states that when engaging in conversation, the components to consider are how one speaks, the way one expresses themselves, the words they choose, the structure of their sentences, the inflections in their voice, the intended social interaction, any non-spoken forms of communication, and any accompanying visual aids (Wodak & Chilton, 2005). To cater to the female consumer market, male beauty bloggers construct their image as less aggressive in voice and more affable in appearance. Based on the observation of the samples, 52% of the male beauty bloggers present a neutral voice quality, such as Patrick Starr on YouTube, who delivers his content in a neutral tone in his short beauty videos. Another 43% of the male beauty bloggers present a more feminine voice, represented by Ali Beibei, who recently became popular on TikTok.

Another important aspect is physicality, and most of the beauty bloggers have rich body movements, among which the most representative ones are Nie Xiaoqian's boss on TikTok and James Charles on YouTube. After analyzing the short videos of these two beauty bloggers and other beauty bloggers' images and videos, it can be concluded that the typical characteristics of this type of beauty blogger's role construction are body movements that usually include dancing, smiling, cocking fingers, and flirting, which are traditionally considered to represent feminine images.

Throughout human history, disguise has mainly occurred under the patriarchal system, where women suffered from great inequality and deviation in social status. Therefore, women disguised themselves by imitating men to obtain certain social status, rights, and freedom. The act of women wearing men's clothing signified progress with regard to their social status, power, and autonomy. On the other hand, men who chose to wear women's attire were looked down upon, resulting in a loss of their social standing (Bullough, 1974). In the past 20 years, there has been a noticeable increase in male grooming, and the shift of men adopting feminine practices has become an academic focus point. (Carniel, 2015) describes this phenomenon as "hybridity," which is used to refer to men integrating performances and norms related to "marginalized and subordinate masculinities and femininities." The current trend of male beauty bloggers embracing and showcasing feminine qualities in their transformation from male to female roles is indicative of the progress women have made in society and the increasing acceptance of diverse gender expressions in modern media. This shift can be read as reflecting a growing openness and progress in social attitudes towards gender roles and the recognition of the unique beauty and value of all individuals, regardless of traditional gender norms.

#### 3.2 A dynamic, radiant, and gentle self-representation under dramaturgy theory

The concept of “self-presentation” originates from dramaturgy theory. In *The Presentation of Self in Everyday Life*, (Goffman,1959) views “self” as the result of social interaction and argues that the self is not a fixed psychological term. Society is composed of interacting individuals, and their interactions are influenced by human thoughts and emotions rather than being a simple relationship of stimulus and response among animals (Goffman,1959). The concept of male beauty bloggers' self-presentation can be interpreted as a process in which they shape their distinctive image through interacting with their audience. This symbolic interaction begins with the display of their self-image, which is a crucial step in establishing their online persona. According to the observation of the samples, 74% of the male beauty bloggers have short hair; 81% have big eyes. The typical and influential male beauty bloggers in the research samples are Cui Jianan and Luo Wangyu. They have a huge number of fans and have a large influence in the beauty industry. With big eyes, delicate short hair, and a high nose bridge, their videos show users the first impression of sunny boys. In addition, in the process of content presentation, male beauty bloggers shape themselves as lively and sunny people through rich facial expressions and exquisite and lively outfits. At the same time, the case study shows that male beauty bloggers with gentle temperament characteristics account for more than those with domineering and masculine or serious and competent temperament characteristics.

The body is “the most beautiful consumer good”: "Among all the equipment of consumption, there is one that is more beautiful, more precious, more dazzling than anything else - it carries more connotations than the car that carries all the connotations, and that is the body (Baudrillard, 2016). In a consumer society, the body becomes a symbol, and male beauty bloggers rely on their high-value image to attract and retain fans. In their videos, the body and image of the blogger are infinitely magnified and become a container for desire. The discourse system of "male color consumption" encompasses a wide range of factors, including clothing, hairstyle, and personality traits, which contribute to the overall visual presentation of the male body. This system is intricately tied to societal expectations and norms surrounding masculinity. Therefore, male beauty bloggers use their unique image shaping to be subject to the gaze of the audience.

#### **4. RESULTS OF GENDER ATTITUDE IMPACTS UNDER THE IMAGE SHAPING OF MALE BEAUTY BLOGGERS**

##### **4.1 The liberalization of gender views among young audiences**

The notion of “gender” was proposed against the backdrop of the second wave of feminist movement in the West during the 1960s and 1970s. Feminist scholar Simone de Beauvoir (2015) argued that “one is not born, but rather becomes, a woman.” Gender theory stresses that people possess not only biological sex but also social gender, which is constructed through social interactions, prescribing the behaviors of men and women in society and thereby generating the disparities between the roles of both sexes (Beauvoir, 2015). It is traditionally observed that both men and women gradually develop their respective social genders, which are heavily influenced by social circumstances and material demands. However, the gender traits exhibited by the role construction of male beauty bloggers deviate from the conventional male qualities expected by society. In the initial phase of the emergence of new media platforms, the beauty blogger profession was predominantly female-oriented. However, this orthodox view was progressively challenged with the gradual ascent of male beauty bloggers.

According to the survey results, as shown in Figure 4, more than 66% of the respondents reported that their image and aesthetic perceptions of men were influenced by male beauty bloggers. Moreover, based on this question, the author wanted to explore whether this influence was positive or negative. The survey results shown in Figure 5 indicate that only about 10% of the respondents considered it a negative impact, while the rest of the data indicated a positive and constructive impact. Therefore, the survey data reflected that the young audience group was more diverse and positive in their acceptance of different male images offered on new media platforms, which also indirectly demonstrated the openness of their gender views.

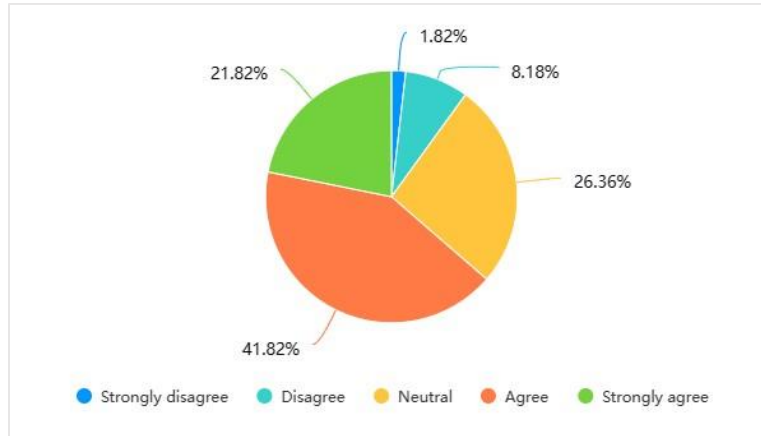


Figure 4: The image shaping of male beauty bloggers influenced men's image and aesthetic perception

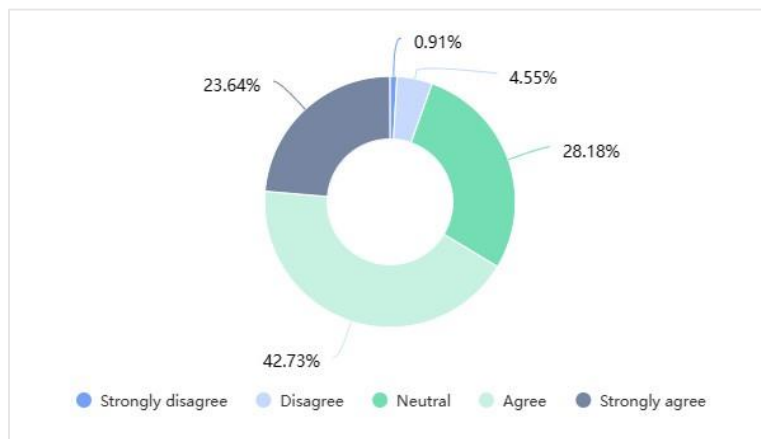


Figure 5: The image shaping of male beauty bloggers positively impacted gender attitudes

Butler used drag queens to illustrate the fictitious nature of gender. She argues that drag represents the fictitious nature of social gender because it encompasses the three dimensions of identity. They are physiological, social, and performative, which reflect “the imitability and contingency of gender itself” (Butler,1990). Since gender itself is not immutable, acquiring gender identity also has a certain degree of contingency. Therefore, the author thinks the gender temperament imposed on men by society is not limited to one type but should be constructed in constant practice to reflect their own unique gender temperament, showing the openness of gender views. This paper directly surveyed the research subjects based on the previous two indirect surveys. As shown in Figure 6, 48.18% and 23.64% of the young audiences agreed and strongly agreed that male beauty bloggers promoted the openness of gender views. 18.18% of the young audiences held a neutral attitude.

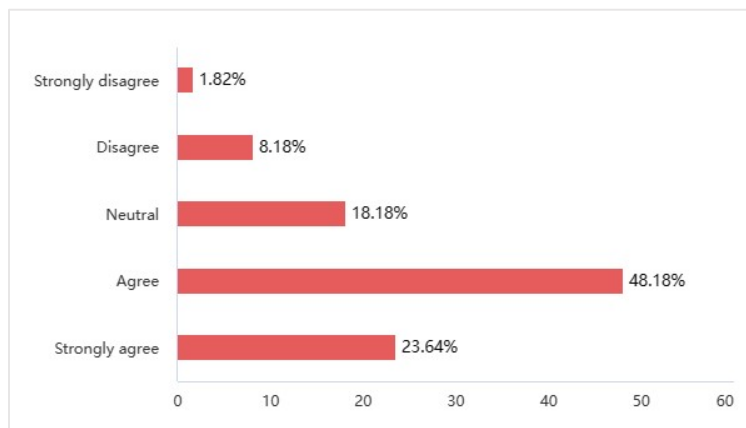


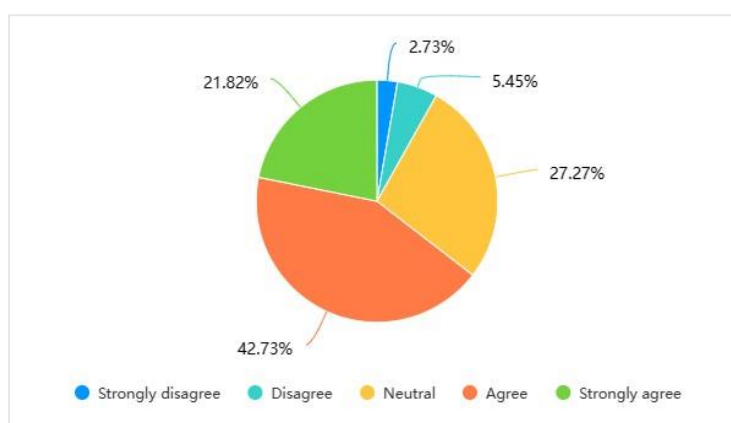
Figure 6: The image shaping of male beauty bloggers facilitated the openness of gender views

Based on the above data, we can clearly see that the image shaping of male beauty bloggers promoted the openness of gender views. In the new media environment, besides the dominant male temperament, the collaborative male temperament and the subordinate male temperament are prevalent on TV screens and the Internet, and LGBTQ+ individuals are also trying to tell their stories in the hope that the public will view them differently (Zhang J,2020). Many of them use makeup to shape themselves, take beauty bloggers as their profession, dress up according to their interests and hobbies, and spread them through new media platforms. The image shaping of male beauty bloggers broke the limitations of the audience’s perception of male image and male temperament, promoted the openness of social gender views and brought diversified male images to society.

#### 4.2 The liberalization of gender views among young audiences

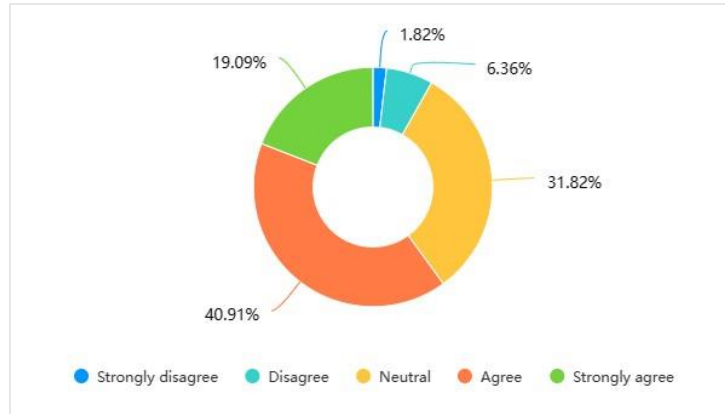
Traditionally, gender equality is considered to mean that men and women have the same rights in all aspects of social life (Gupta et al., 2019). However, certain limitations have arisen in this traditional interpretation due to recent developments in the social concept of gender. It is no longer defined only by men and women, so the current interpretation of gender equality encompasses not only "equality between men and women" but also a broader spectrum of genders, sexual orientations, gender identities, gender temperaments, and LGBTQ+ rights in order to achieve equality across diverse genders. This explanation of gender equality aligns with the image shaping of male beauty bloggers in today’s society, most of whom have different gender temperaments and gender identities from the general male population. However, traditional male aesthetics and aesthetic views still dominate the current social background, and there is no consensus on the image shaping of male beauty bloggers. According to the following research data, the emergence of male beauty bloggers on various new media platforms helps encourage their young audience to promote gender equality.

Under the influence of the patriarchal system in traditional society, women have always been in the position of “being consumed” in social consumption (Rawat, 2014). At the same time, men are in the position of “consuming” and scrutinizing women’s behavior. Developments in modern society and the accompanying progress and development of media technology and economy have begun to challenge this idea, though. Many male images that subvert traditional aesthetics have appeared on new media platforms, such as those presented by male beauty bloggers, who have become the “consumed” objects in this consumption process. According to the research data in Figure 7, 40.91% and 19.09% of the respondents believe and strongly believe that the popularity of male beauty bloggers on new media platforms reflects the rise of women’s status. In addition, as mentioned above, the author believes that gender equality lies in the equality of diverse genders, on which male beauty bloggers have had a positive impact. As shown in Figure 8, 64.55% of the respondents believe that the image shaping of male beauty bloggers promotes the development of gender diversity. Also, 27.27% of the respondents hold a neutral opinion. Similarly, the survey data on whether the image shaping of male beauty bloggers has a positive impact on the development of gender equality (shown in Figure 9) shows that 44.55% and 27.27% of the respondents agree and strongly agree that the image shaping of male beauty bloggers has a positive impact on the development of gender equality.

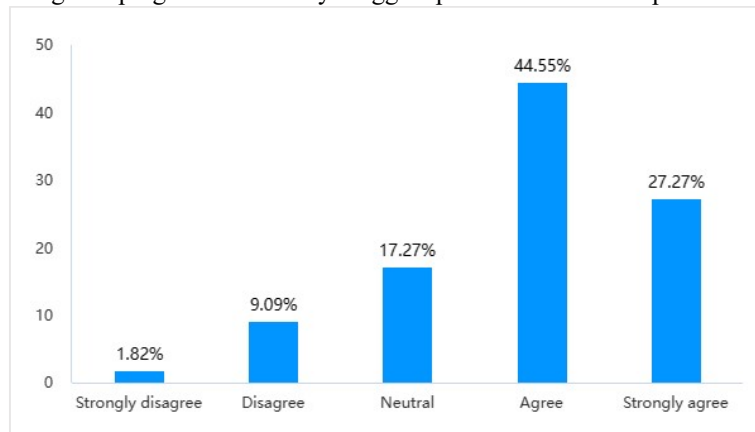


**Figure 7:** The popularity of male beauty bloggers on new media platforms reflects the rise of women's social status





**Figure 8:** The image shaping of male beauty bloggers promotes the development of gender diversity



**Figure 9:** The image shaping of male beauty bloggers positively impacts the development of gender equality

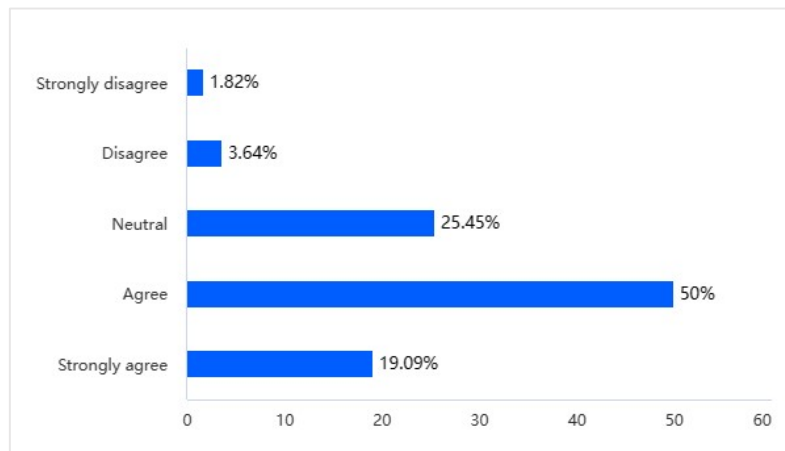
The image shaping of male beauty bloggers is gradually moving away from the single-gender trait in the development process of the media. Hence, the transformation of the male image presented in the media can also be read as the progress of feminism and the gradual advancement of gender equality on a greater social level. As Butler (2004) argues, “dissolving gender” is essentially dissolving the “coherence and consistency” and the hierarchical order of right and wrong of traditional gender cultural norms. In turn, this could mean that “eliminating the binary opposition logic and compulsory logic that exist in gender norms” and making the free combination of those aspects that are “strictly bound together, such as gender temperament, the gendered body, sexual orientation, pleasure and desire” will no longer be compulsorily associated with female, male or any gender (Guo Jie, 2010). The image shaping of male beauty bloggers on new media platforms is slowly advancing the social level impact of this idea by challenging “traditional” gender expectations and beliefs.

#### 4.3 The firmness of self-identification and self-expression in gender attitude

Mass communication media involves the characteristic of “mapping.” From the audience’s “gaze,” that is, watching information, to “identification,” that is, making self-understanding of information, and then to “fantasy.” In the process of the audience as the subject “gazing,” we are not only intervening in the world but also the world is acting on us at the same time (Zhang Guoliang, 2021). Therefore, in the process of individual gender role development and formation, the external environment and the demonstration of others greatly impacts the formation and shaping of personal values. Combined with the characteristic of “mapping” in mass communication media, the behavior demonstration of male beauty bloggers on new media platforms can impact the self-cognition of young audiences. The survey research proposed to the respondents the view that “male beauty bloggers will give me a spiritual motivation of ‘not afraid of others’ opinions, just do what I want to do.” 90% of the respondents held a supportive view. Everyone is unique, and the audience accepts their differences from others under the influence of male beauty bloggers, which shows their influence on the self-identification of young audiences.

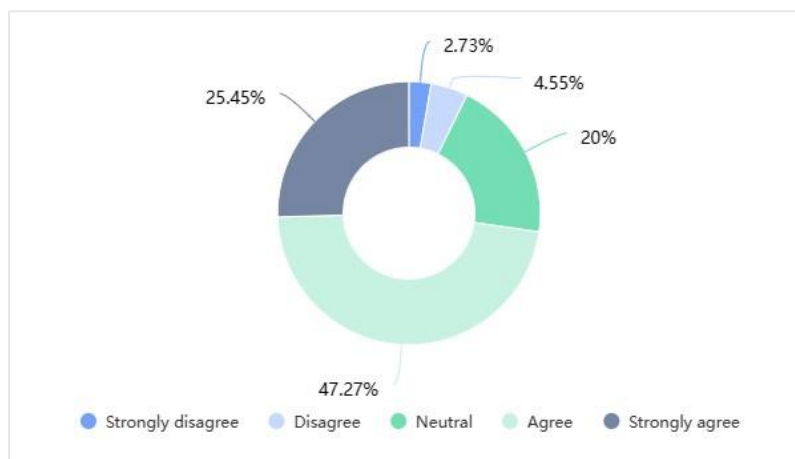
In addition, the survey data also fully proved that male beauty bloggers can positively impact the self-identification of young audiences. In the survey on whether the image shaping of male beauty bloggers can encourage young

people to accept their different gender traits, according to Figure 10, more than 70% of respondents agree that the image shaping of beauty bloggers can encourage young people to accept their different gender traits. Young audiences increase their self-identification by watching male beauty videos.



**Figure 10:** The image shaping of male beauty bloggers encourages people to accept their different gender traits

Male beauty bloggers shape and express their own Internet image through language, body, and other symbols in the front stage “performance area.” Under their influence, shown in Figure 11, 47.27% and 25.45% of young audiences agree and strongly agree that the image shaping of male beauty bloggers on new media platforms promotes their self-expression, that is, conveying their emotions and feelings to the outside world with language, expressions and other symbols. As Chen Xue (2020) states, people are looking for a more free and open self under the constantly improving social inclusiveness, pursuing self-identification and others’ identification, and achieving spiritual sustenance and freedom through career choices. The impact of male beauty bloggers on their audiences is a subject that provides strong evidence for this idea.



**Figure 11:** The image shaping of male beauty bloggers helps to enhance the self-expression

## 5. CONCLUSION

This investigation found that the image shaping of male beauty bloggers is mainly achieved through performance frameworks that mimic women's temperament through physical and linguistic actions and lively, masculine self-presentation on new media platforms. The image shaping of male beauty bloggers presents different aesthetics under the influence of social background and consumer market in their interaction with users. As Connell (2005) highlights, dominant masculinity is not the same temperament category in any place and any scene, but is the masculinity in a dominant position in specific gender situations. However, the order of various temperaments will change: "Any gender temperament characteristic is not fixed, but a dynamic masculinity."

The objective of this study was to facilitate male beauty bloggers in comprehending their social responsibilities and positive impact so as to influence their audience better. Furthermore, the study aims to aid young audiences of male beauty bloggers in acquiring a clearer understanding of their own situation and in approaching the phenomenon of male beauty bloggers presenting subcultural images on new media platforms with greater objectivity and rationality.

The research presents data on the perception of male beauty bloggers among their audience. The study's findings indicated that this approach favors young viewers' gender concepts, specifically their willingness to embrace gender diversity. This receptiveness enables them to challenge traditional and stereotypical notions of male gender forms and consciousness, leading to a more varied and gender-equal society. Furthermore, male beauty bloggers function as a "mapping" instrument in the image-shaping process. This mapping role encourages young viewers to identify with themselves and express themselves more positively. In conclusion, the research suggests that male beauty bloggers can be a crucial concept in driving positive social change toward more inclusive and diverse gender identities.

## REFERENCES

- [1] Wang, S. (2022) "Digital Lights Up a Better Life—Perspective on the 50th China Internet Development Statistics Report". *Information System Engineering*, (10), pp.4-5
- [2] Collabstr. (2023). *Collabstr 2023 Influencer Marketing Report: Influencer Marketing Statistics, Trends, and Predictions [Report]*.
- [3] Zhang, J. (2020). *Gender performance: A study on the social media image of male beauty bloggers on Bilibili* (Master's thesis, Zhejiang Communication College). CNKI. <https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CMFD&filename=1022041514.nh>
- [4] Liu, X. (2020). *Gender performance and discourse negotiation* (Master's thesis, Nanjing University). CNKI. <https://cdmd.cnki.com.cn/Article/CDMD-10284-1021501074.htm>
- [5] Sun, M. (2022). *A study on the audience psychology of male beauty bloggers* (Master's thesis, Heilongjiang University).
- [6] Peng, C. (2019). *Gender culture in the media: Multiple representations and reflections* (Doctoral dissertation, Jilin University). CNKI. <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CDFDLAST2019&filename=1019139337.nh>
- [7] Wu, Q. (2019). The communication principles behind the male beauty trend. *Communication Power Research*(16), 251.
- [8] Wang, Y., & Zhang, J. (2021, August). Research on Intelligent Communication of Short Videos for Male Make-up: -A Topic Modeling Analysis Based on Tweet Data. In *2021 IEEE 5th International Conference on Information Communication and Signal Processing (ICICSP)* (pp. 1-5). IEEE.
- [9] Brannen, J., & Moss, G. (2012). Critical issues in designing mixed methods policy research. *American Behavioral Scientist*, 56(6), 789-801.
- [10] Goffman, E. (1959). *The presentation of self in everyday life*. Bantam Doubleday Dell Publishing Group.
- [11] Likert, R. (1932). A technique for the measurement of attitudes. *Archives of psychology*.
- [12] Croteau, D., & Hoynes, W. (2013). *Media/Society: Industries, Images, and Audiences*. SAGE Publications.
- [13] Wodak, R., & Chilton, P. A. (2005). *A new agenda in (critical) discourse analysis: Theory, methodology and interdisciplinarity*. Philadelphia: J. Benjamins Pub. Co.
- [14] Bullough, V. L. (1974). Transvestites in the Middle Ages. *American Journal of Sociology*, 79(6), 1381-1394. doi:10.1086/225706
- [15] Carniel, J. (2015). Skirting the issue: finding queer and geopolitical belonging at the Eurovision Song Contest. *Contemporary Southeastern Europe*, 2, 136-154.
- [16] Baudrillard, J. (2016). *The consumer society: Myths and structures*. Sage.
- [17] Beauvoir, S. de (2015). *The second sex*. vintage classics.
- [18] Butler, J. (1990). *Gender trouble: Feminism and the subversion of identity*. Routledge. (pp. 57-63)
- [19] Zhang, J. (2020). *Gender performance: A study on the social media image of male beauty bloggers on Bilibili* (Master's thesis, Zhejiang Communication College). CNKI. <https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CMFD&filename=1022041514.nh>
- [20] Gupta, G. R., Oommen, N., Grown, C., Conn, K., Hawkes, S., Shamar, Y. R., ... & Darmstadt, G. L. (2019). Gender equality and gender norms: framing the opportunities for health. *The Lancet*, 393(10190), 2550-2562.
- [21] Rawat, P. S. (2014). Patriarchal beliefs, women's empowerment, and general well-being. *Vikalpa*, 39(2), 43-56.
- [22] Butler, J. (2004). *Undoing gender*. New York: Routledge.

- [23] Guo, J. (2010). Recognition and undoing: Judith Butler's Undoing Gender. *Women's Studies Forum*, (6), 106-112.
- [24] Zhang, G. (2021). *Principles of communication* (3rd ed.). Peking University Press.
- [25] Chen, X. (2020). A communication perspective on the rise of male beauty bloggers with Li Jiaqi as a typical example. *Audio-Visual*, (04), 136-137. doi:10.19395/j.cnki.1674-246x.2020.04.072.
- [26] Connell, R.W. (2005) *Masculinities*. 2nd Edition, University of California Press, Berkeley.