Gender Representation in News Coverage of Deepfake Sexual Crimes: A Discourse Analysis of the Online Media *Yeoseong-Sinmun* (여성신문)

No. Abstract: ABS-ICOLLITE-25230

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INTRODUCTION

- Deepfake sexual crimes have emerged as a serious threat in South Korea, with the rising number of cases underscoring the consequences of technological misuse. In this context, the media plays a crucial role in raising public awareness. However, media representations are often not neutral, particularly in relation to gender. This study aims to identify transitivity elements to reveal gender representation in news coverage of deepfake sexual crimes in the Korean online media outlet Yeoseong Sinmun (여성신문).

LITERATURE REVIEW

Halliday's Transitivity Analysis Table

In the café	the man	revealed	his real feelings	to the woman
Circumstance	Sayer	Verbal	Verbiage	Receiver

Kim's Transitivity Analysis Table

카페에서 남자가 여자에게 본심을 털어놓았다.

카페	에서	남자	가	여자	에게	본심	을	털어놓았다		
Cir: Location		P1		P3		P2		Process		
ng		ng		ng		ng		vg		
Thing	EFM	Thing	EFM	Thing	EFM	Thing	EFM	Event		
noun	clitic	noun	clitic	noun	clitic	noun	clitic	verb		
								Head	TM	EM
								stem	sfx	sfx

In the café the man revealed his real feelings to the woman.

Halliday&Matthiessen (2014);
Kim, et. al., (2023)

METHOD

- This study employs a descriptive-interpretive qualitative research method, focusing on how gender representation is portrayed in the reporting of deepfake sexual crimes in the online media Yeoseong Sinmun (여성신문). This research method not only describes how gender is represented through elements of transitivity—such as processes, participants, and circumstances—but also interprets the social meanings and ideologies embedded within them.

- The data consists of clauses found in discourse related to the reporting of deepfake sexual crimes. The data sources are divided into two types: primary data sources in the form of news articles from the online media Yeoseong Sinmun (여성신문), and secondary data sources such as scholarly articles, books, and other relevant studies.

- The data collection technique used in this study is document analysis. The data analysis technique consists of several stages: data reduction, data presentation, and conclusion drawing.
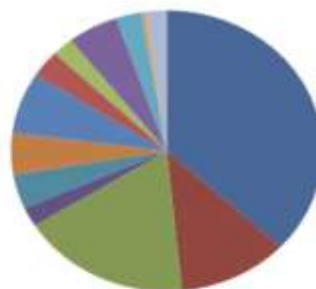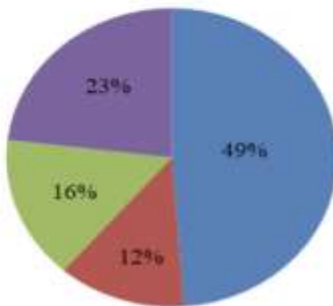
FINDING AND DISCUSSION

Participant
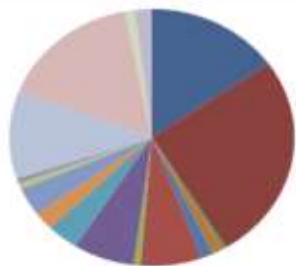
- Actor (15%)
- Undergoer (26%)
- Recipient (1%)
- Source (0%)
- Instigator (0%)
- P-Range (1%)
- Senser (1%)
- Phenomenon (7%)
- M-Range (1%)
- Carrier (7%)
- Attribute (4%)
- Token (2%)
- Value (4%)
- Emoter (0%)
- Location (1%)
- Located (1%)
- Possessor (0%)
- Possession (0%)
- Sayer (11%)
- Verbiage (16%)
- Receiver (1%)
- V-Range (2%)

Circumstance

- Location (37%)
- Extent (11%)
- Manner (18%)
- Comparison (2%)
- Means (4%)
- Cause (5%)
- Purpose (7%)
- Concession (3%)
- Accompaniment (2%)
- Role (5%)
- Product (3%)
- Angle (0%)
- Matter (2%)

The participant who dominates the entire news is the undergoer (26%).

Process

The circumstance that dominates the entire news is location (37%).

The process that dominates the entire news is material Process (49%).

- Proses Material
- Proses Mental
- Proses Relasional
- Proses Verbal

FINDING AND DISCUSSION

···2024년에는 딥페이크 성범죄가 수많은 여성을 죽였다.			
2024년에는	딥페이크 성범죄가	수많은 여성을	죽였다
In 2024	Deepfake sexual crimes	Many women	Killed
Cir: Location (Time)	P1: Actor	P2: Undergoer	Process: Material
...In 2024, deepfake sexual crimes killed many women.			

The above clause shows a gender representation that positions women as the undergoer, indicating that women are the objects of deepfake sexual crimes. In the material process, the undergoer is the target or receiver of the actor's action and occupies a passive position. Women are the most affected and harmed by deepfake sexual crimes. Many women have been killed; in other words, their lives have been destroyed as a result of these crimes. This demonstrates how vulnerable women's positions are in the digital space.

Five news articles from Yeoseong Sinmun depict women predominantly as active subjects, agents of change, and brave symbols of resistance against deepfake sexual crimes and the patriarchal system that has been entrenched for thousands of years. Although women also appear as victims and objects, the online media Yeoseong Sinmun emphasizes the struggle, solidarity, and demands for justice from women, both individually and collectively.

Five news articles from Yeoseong Sinmun portray men as the subjects or perpetrators of deepfake sexual crimes. Not merely seen as deviant individuals, the online media Yeoseong Sinmun links the perpetrators' actions to a broader 'male culture,' patriarchal culture, and deeply rooted misogynistic culture within Korean society.

- Women as objects > Korea Women's Human Rights Promotion Agency (한국여성인권진흥원). According to the statistics in the 2022 Digital Sexual Crime Victim Support Report, the percentage of female victims is 75.3%, while male victims account for 24.7% (Kim, 2023).
- Women as subjects > based on historical evidence of the transformation of women's positions. From 1987 to 2000, through organizations such as the Korean Women's Associations United, The Women's Equality Association, The Korean Women's Hotline, and others, women actively participated in protests advocating for social justice.

CONCLUSION

• The five news articles were analyzed using the transitivity theory by Michael Alexander Kirkwood Halliday (2014), which was modified by Kim et al. (2023) for the Korean language. The elements of transitivity include four types of processes, twenty-two types of participants, and thirteen types of circumstances.

• The dominance of material processes indicates concrete actions. Women are more frequently represented as the undergoer or the object of violent acts. Overall, this reflects the vulnerability of women within a social structure that remains dominated by a patriarchal system.

• Women are portrayed as subjects and agents of change who fight against injustice. Men, on the other hand, are depicted as subjects or perpetrators of deepfake sexual crimes. Although both occupy the grammatical position of subject, women and men hold different ideological and social positions.

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THANK YOU!
감 사 합 니 다