

A Study of Talk Show Actresses Social Media Evaluation Discourse in a Cross-Cultural Context

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Abstract

In the era of social media, talk show actresses Yang Li and Ali Wong's performances and their public opinions have attracted wide attention on Chinese and foreign media platforms. The rise of talk show actresses is of great significance to the construction of new media images of women. Based on critical discourse analysis and cross-cultural comparison framework, this study selects relevant discussions on Zhihu and Reddit platforms to construct an asymmetric corpus to explore the media image construction process of the two actresses. The study finds that Yang Li's symbol construction revolves around gender power games, performance discourse disputes, and personal image and social mapping; Ali Wong's involves comedy style, content theme, audience acceptance, and cultural and social comments. Social media amplifies disputes over gender and cultural issues, affecting public perception.

Keywords: cross-cultural comparison, talk show actress, social media, cultural identity

1. Introduction

1.1 Problem Statement

In today's multicultural era, comedy art in the development process of continuous renewal iteration, female talk show actors gradually on the stage. The rise of talk show actresses is of great significance to the construction of new media images of women. They accurately map the survival difficulties of women in contemporary society from the angles of marriage anxiety and traditional ideological constraints from a unique female perspective, and express their hope to break female stereotypes and their appeal for gender equality with sharp and

humorous words (Peng, 2021) Controversies surrounding female comedians not only reflect the complexity of structural issues such as gender and race, but also reveal the profound impact of cultural context on the distribution of public discourse rights.

Most existing studies focus on case analysis in a single cultural context, lacking in-depth analysis of disputes suffered by female comedians in different cultural contexts and in-depth research on the ideological differences behind them. Especially in the age of social media, public attitudes toward female talk show actors and controversies surrounding them are often expressed through discourse strategies on the Internet, and the ideological differences behind these discourses have not been fully studied in cross-cultural comparisons.

In view of this situation, this study focuses on Chinese and foreign social media platforms based on critical discourse analysis and cross-cultural comparison framework.(Zhihu and Reddit), taking China female talk show actor Yang Li and American female talk show actor Ali Wong as core cases respectively, this paper analyzes the controversial symbolization process of the two actors and their talk show works, and discusses the public attitude toward female comedians, discourse strategies and ideological differences behind them in a cross-cultural context. The purpose of this study is to break through the limitation of research in a single cultural context, supplement the cross-cultural comparative dimension of talk show actresses, reveal the public's differential cognition and evaluation of female talk show actors in different cultural backgrounds, and provide empirical evidence for understanding the differences in public acceptance of female comedy between China and foreign countries, and provide cross-cultural thinking for the creation and dissemination of gender issues of talk show actors.

1.2 Research Questions

Based on the above background, this study will explore the following three questions:

- How do different media platforms empower Yang Li and Ali Wong's autonomous expression, and what cross-cultural differences exist?
- How do cultural differences between China and the West drive the two performers to reshape their acting styles and undertake cultural translation?
- How do different online environments influence the construction of media platforms, and what are the distinguishing characteristics between them?

1.3 Literature Review

Based on the deep reading of the existing literature and the research tendency of Chinese and foreign talk show actresses, this paper focuses on the three fields of discourse emotion infection research, female media image construction research and cross-cultural comparative research, and systematically combs the research status in these three fields.

1.3.1 Studies on Emotional Infection of Discourse

In 1923, psychologist Wiliam McDougall proposed emotional contagion. The concept of

emotional contagion, which he described as a direct law of emotional induction through primitive sympathetic responses, was based on the theory of emotional contagion and focused on statistical descriptions of emotional types (McDougall, 1923). Some scholars have pointed out that the display of emotions is also influenced by cultural factors. In different cultural atmospheres, social members are influenced by different values, thus showing different behavior characteristics. In this process, emotions are influenced by cultural attributes and social backgrounds. (Wang, 2010)

With the rapid development of social networks, individual users are more likely to be infected by other people's emotions in the online world. 'Digital Emotion Contagion' (Goldenberg, 2010) refers to the process in which individuals become similar to others due to exposure to other people's emotions in the online world. popularity of the Internet has contributed to the birth of online public opinion. One of its core characteristics is the fragmentation and emotionality of network expression. The rise of social media, represented by Weibo, Zhihu and Tieba, not only provides efficient channels for the dissemination of public opinion, but also makes the emotional content attached to event information break through the limitation of time and space and spread rapidly, which often leads to the resonance effect of group emotion. For example, some scholars study the emotion of 'fear of breeding' in social media, analyze the topic from the emotional communication level, and comprehensively use text content analysis, emotion analysis and social network analysis methods to conduct text mining to explore the topic distribution, emotion distribution characteristics and communication network structure of 'fear of breeding' emotion (Wan & Zhou, 2023). It is worth noting that the existing research on social media using discourse analysis methods mostly focuses on hot topics such as 'public events' and rarely involves the evaluation of cultural content, such as talk shows.

1.3.2 Studies on Female Media Image

With the deepening of feminist research and media research, the projection of female media image as social culture and values in the media has always been a core issue of academic concern. As an important carrier of the gender concept, the female media image not only records the cognition and evaluation of women in society, but also shapes and influences women's self-identity and social role to some extent. From the idealized and symbolic image of women in ancient times to the image of women in modern times, and then to the free, pluralistic and three-dimensional image of women in modern society, the image of women in the media has undergone complex and diverse changes (Bian, 2025).

From the perspective of theoretical application, research is mostly based on feminist media criticism theory (Zhang, 2015), focusing on the deconstruction of stereotyped images of women. Feminist media criticism is based on the propaganda and shaping function of the media, aiming at eliminating gender discrimination that still exists in society (Zhou, 2010). Scholars have proposed from a cross-cultural perspective that feminism in China has a completely different cultural background and development context from the West, and has a different cultural context and media reality from the Western feminist movement. The particularity of Chinese culture and the contextual reality of China determine that feminist

media criticism in contemporary China must have a different problem consciousness and critical orientation from that in the West (Wu, 2008).

1.3.3 Studies on Cross-cultural Comparisons

With the method of cross-cultural comparison, the research on characters or phenomena on Chinese and foreign social media platforms is still in its infancy, and the existing achievements mostly stay in the description of macro-cultural differences, lacking the deep correlation between micro-discourse and social form.

There have been some achievements in studying social media from a cross-cultural perspective. Some scholars have deeply explored the translation mechanism of foreigners' reaction videos based on China issues on Bilibili and YouTube, and systematically crawled and analyzed the top ten cross-cultural reaction videos and their comments on the two platforms through content analysis. The research found that Bilibili videos focused on 'cultural China' issues, and the comments were more positive, highlighting identity and cultural resonance; YouTube videos focus on 'political China', with a higher percentage of non-positive comments (Wan, 2025).

Cross-cultural comparative studies suggest that media images differ significantly in different cultural contexts, reflecting the unique perceptions of gender in different cultures. However, this representation is mostly influenced by social and cultural ecology and state power, showing a gender role picture that is close to but beyond reality (Wang, 2025). Second, social construction, the female media image is the product of social interaction and cultural practice, and is jointly influenced by history, politics and social structure. Third, public interpretation. Since the Internet social media has become one of the most powerful discourse platforms at present, and the discourse formation process of public opinion on social media has the basic characteristics of objectivity and subjectivity (Zhang, 2024), audiences in different cultural backgrounds have different interpretation methods for female images in different cultures, which in turn affect the dissemination and acceptance of female images.

In the field of communication studies, cross-cultural comparison of female media images is mainly used to explore the presentation, communication effect and social impact of female images in different cultural backgrounds. In the Eastern media, female images pay more attention to collectivism and traditional virtues. For example, female roles in Chinese media are often portrayed as gentle 'China' female esthetic ideals of good wives and mothers (Zhang & Xu, 2021).

In order to further explore the cross-cultural differences and commonalities of female media images from an individual perspective, this study selects two talk show actresses from different countries to establish a corpus of evaluation data on social media platforms, uses text content analysis and sentiment analysis to conduct text mining, analyzes the topic distribution and emotion distribution characteristics of female media images in different cultures, and clarifies the cross-cultural construction mechanism of female media images from the aspects of platforms, contents and users. And on this basis, it puts forward targeted communication strategies and suggestions.

2. Study Design

Yang Li of China and Ali Wong of the United States are among the most iconic female comedians in China and the West. Their performances have attracted polarized reviews for breaking traditional gender and ethnic narrative boundaries. Yang Li's classic expression 'Why does he look so ordinary, but he can be so confident' has become the focus of heated discussion among netizens. On Zhihu platform, the discussion about Yang Li continues to rise, transforming her from an ordinary talk show actress into a symbolic individual who provokes gender opposition. Similarly, Ali Wong, as a representative Asian female in the American talk show world, her performance has also caused widespread controversy due to breaking through racial and gender norms. There are also bipolar comments on the Reddit platform: Supporters saw it as a victory for Asian women to break cultural norms, while opponents criticized it as 'vulgar' and 'lacking artistic depth'.

2.1 Study Samples

This study selects two social media platforms: Zhihu and Reddit, as our data sources. Aiming to reveal the controversial sources and social reaction differences of female talk show actors in Chinese and Western context discussions through cross-cultural comparison. Zhihu and Reddit are selected as research platforms with the following advantages: First, Zhihu is the largest knowledge-sharing community in China, with more than 400 million registered users. It is a social media platform that produces high-quality content and has a strong influence on the Chinese Internet. Its discussion content covers a wide range of social, cultural, entertainment and other fields. Reddit is a global forum with more than 430 million monthly active users, covering multi-cultural backgrounds, especially in North America. Second, both platforms have anonymous answer/discussion function, providing users with a free and open communication place, effectively reducing the psychological pressure and concerns of respondents and encouraging them to share their opinions and emotions on controversial topics more frankly. This relaxed atmosphere not only facilitates the formation of multi-dimensional and in-depth discussions, but also provides researchers with more accurate and comprehensive data sources (Hu, 2024). Third, in their respective cultural contexts, the two platforms have carried out rich and diverse presentation and discussion of the media images of talk show actresses from different countries, showing similar characteristics in terms of content generation and sharing, user groups and influence, media image presentation and discussion, etc.

2.2 Subject Characteristics

In terms of specific question selection, Zhihu and Reddit searched for the names of two talk show actresses respectively, browsed and filtered the relevant discussion content presented, and on the basis of comprehensive consideration of the quality of the text content and the relevance to the research question, the following six discussions (Table 1) were finally selected as data collection objects. They are hot topics with high views, attention and discussion on the two talk show actresses and their talk show performances on the two

platforms respectively.

Table 1. Number of research samples and texts selected by dual platforms

Platform	Actress	Select questions (number of discussions)	Number of texts
Zhihu	Yang Li	1. Why was Yang Li scolded so harshly? (943) 2. How to evaluate the talk show conference Yang Li? (540) 3. Why is Yang Li's talk show level dropping precipitously? (892)	2,375
Reddit	Ali Wong	'Ali Wong: Single Lady' - Thoughts, Reviews?(138) 2. Was Ali Wong's live performance awful? (56) 3. I love Ali Wong's new special (19)	213

2.3 Sampling Procedures

2.3.1 Sample Size

In this study, Python was used to capture the user discussions under 6 discussions as all text data for analysis samples. In addition to the text of user answers, each sample also contained variables such as respondent ID, answer time, and answer likes. As of the day of data capture, a total of 3,031 answers were collected. Filter and clean these captured data samples. First, eliminate the invalid fields hidden by content violations. Secondly, considering that this article focuses on text analysis, eliminate invalid data such as answers containing only videos and pictures. Finally, 2,588 valid samples are obtained as analysis objects.

2.3.2 Stratified Sampling

In terms of sample selection, since the number of discussions on Reddit is relatively low, and the three posts used for analysis were all published within one year (June 2024 to May 2025), this study uses this as a benchmark to select three related questions from Zhihu within the past year (June 2024 to May 2025), and randomly select the same number of samples (71/post, 213 in total) for analysis.

2.3.3 Ethical Considerations

This study strictly adheres to academic research ethics and data usage guidelines. Regarding the collection and analysis of user-generated content, the following clarifications are provided:

All analytical data in this study originates from publicly accessible content on Zhihu and Reddit platforms, including users' public comments and discussion threads concerning Yang Li and Ali Wong. All data was obtained through the platforms' open access channels and does not involve any private information or non-public content. To safeguard user privacy, all identifiable personal information has undergone thorough anonymisation. Specifically, original usernames were uniformly replaced with 'User X', and all content containing sensitive details such as names, contact information, or geographical locations was removed.

The research process strictly adhered to the relevant provisions of Zhihu's User Agreement and Reddit's Content Policy. Data collection and usage remained within the scope permitted by the platforms. Given that the research used publicly available platform data and underwent

comprehensive anonymisation, there exists no risk of infringing upon user privacy or disclosing sensitive information. This aligns with the academic ethics committee's criteria for low-risk research, thereby precluding the need for additional specialized ethical review. The entire research endeavour was conducted in accordance with the principle of integrity, ensuring the lawful and compliant use of data.

2.3.4 Research Design

Based on the framework of critical discourse analysis and cross-cultural comparison, this study focuses on the discussion of female talk show actors Yang Li and Ali Wong on Chinese and foreign social media platforms (Zhihu and Reddit) as core cases, focuses on the controversial symbolization process of the two actors and their talk show works, and explores the public attitudes towards female comedians, discourse strategies and ideological differences behind them in cross-cultural contexts.

2.3.5 Research Technique

After data collection and extraction, this study uses micro-word cloud tool to analyze the collected text quantitatively. Weici Cloud is a text data mining, analysis and visualization software that supports multiple languages. It can perform word segmentation, word frequency statistics, topic clustering, semantic mining and visual presentation on massive unstructured texts, enabling researchers to deeply reveal the hidden meaning in text data. Implicit structure and potential themes provide rich empirical support for understanding the controversial symbolization mechanism of female talk show actors in Chinese and Western contexts. It is divided into the following three steps:

Firstly, the collected data samples are segmented, and the original text is cleaned by a Chinese stop-word list, and the distribution of high-frequency words is counted to extract the core anchor points of users constructing the image of 'talk show actress'.

Secondly, LDA topic content analysis. LDA topic model is one of the most important methods in text mining and information retrieval research, which can cluster or analyze large amounts of heterogeneous text data, and mine hidden topic information according to the co-occurrence probability of words in text, thus greatly reducing the dimensionality of text representation (Zhang, 2022). Based on LDA topic model, potential topic structure is extracted from text data, and topic distribution of talk show actress image construction text in agenda setting process is grasped through topic clustering.

Finally, we analyze the emotion dimension by using the emotion analysis function of micro-word cloud to further analyze and visualize the positive and negative emotion tendency of keywords, so as to reveal the user's attitude tendency and emotional reaction to talk show actress.

3. Results

3.1 Word Frequency Distribution Features: Semantic Features of Image Construction

Through the statistics of high-frequency words in Chinese and English platform texts, the

keyword frequency of users' image-building and attitude expression to two talk show actresses is extracted.

3.1.1 The comments and attitude towards Yang Li on Zhihu (Figure 1)



First, the high frequency of words such as 'female', 'male' and 'gender' in the word cloud reflects the prominence and high frequency of discussions about gender issues caused by Yang Li. As a female talk show actress, Yang Li displays female power and voice on stage with her unique female perspective and performance style. Her performance style is frank and direct, satirizing and criticizing male privileges, which triggers the audience to think and discuss gender power relations. Yang Li's talk show also focuses on gender issues. She boldly explores the differences and problems between men and women in the dating market, workplace, family roles, etc. This focus on gender issues makes viewers naturally use gender-related words to describe and analyze her performance content and express their views on related issues.

Second, the appearance of words such as 'confident', 'ordinary' and 'offensive' in the word cloud map is the widespread dissemination and discussion of Yang Li's golden sentence 'Why is he so ordinary, but so confident'. Some of Yang Li's teasing remarks about men on talk shows have aroused strong resentment among male groups. Because Yang Li's expression is more straightforward and sharp, it is easy to cause controversy. Audiences use the word 'offensive' in their comments, possibly because they criticize her remarks and think that some of her passages cause unnecessary harm or discomfort to certain groups (such as men, traditional lovers, etc.). It may also be that some viewers express appreciation for her performance style, believing that this 'offensive' is precisely the performance that she dares to challenge tradition and break through boundaries, which can trigger people to think deeply about social phenomena and values.

Third, the emergence of words such as 'Jing Dong', 'traffic', 'endorsement' and 'capital' in the

word cloud mainly stems from the relationship between Yang Li's commercial value as a public figure and public image. As a controversial public figure, Yang Li's endorsement can bring high attention and topic to the brand. Brand marketing activities can quickly trigger social discussion by virtue of Yang Li's traffic effect, and improve brand exposure and popularity. However, this topic and traffic effect is a double-edged sword. If the brand fails to effectively guide the direction of public opinion or deal with negative disputes, it may lead to damage to the brand image and the marketing campaign is counterproductive. For example, in the endorsement event of Jing Dong in 2024, although Yang Li's endorsement attracted a lot of attention in a short period of time, it eventually evolved into a public relations disaster, causing significant impact on the brand image and market performance.

The comments of Yang Li's media image on Zhihu show that in China, social acceptance of female talk show actors is restricted to some extent by traditional gender norms. Yang Li's performance challenges these norms and triggers a re-examination of women's roles and behaviors represented by her. Under the amplification effect of social media, Yang Li's image gradually changed from a talk show actor to a landmark figure on gender issues. Her remarks and performances triggered group polarization and became an important topic for public discussion of gender opposition.

3.1.2 The comments and attitudes towards Ali Wong on Reddit (Figure 2)



First, the frequent appearance of 'Previous Special', 'First Special' and 'Special Watch' in the word cloud indicates that Ali Wong's talk show works have high popularity and influence among the audience. Each of her special programs is regarded as an important milestone in her comedy career. When the audience discusses, they often analyze the evolution of her performance style and the deepening of her theme by comparing her old and new works. The high frequency of these words reflects the audience's continuing interest in Ali Wong's creative journey and their attempts to better understand her current performance

characteristics and development trajectory by comparing her earlier works with her latest ones. At the same time, these words highlight the audience's need to compare and evaluate her works at different stages, and they hope to explore her artistic growth and creative achievements.

Second, the appearance of words such as 'Funny', 'Like', 'Special Feel', 'Uncomfortable' and 'Laugh' in the word cloud map is the differentiation of the audience's attitude towards his performance. Ali Wong's talk show focuses on humor, and its purpose is to bring joy to the audience through comedy performances, so 'Funny/Not funny' becomes one of the key indicators for evaluating his works. The emotional reaction of laughter is used to express the audience's love for her performance and positive feedback on the comedy effect she creates. The appearance of these words indicates that her performance successfully touches the audience's laughter point and elicits emotional resonance. 'Special Feel' reflects the audience's perception of the unique emotional atmosphere in Ali Wong's performance-she is not only telling jokes, but also conveying a specific emotion and life experience. However, the appearance of 'Uncomfortable/Boring' reveals the complex reaction of some audiences to some of her performances, possibly because her performances involve sensitive topics or adopt more straightforward expressions, thus causing some audience discomfort. This contrast also reflects the diversity of audience groups and the differences in emotional acceptance and values between individuals.

Third, the words 'Asian', 'Divorce' and 'Sex Joke' in the cloud map are Ali Wong's use of her Asian identity background and dramatic personal experience to provide unique perspectives and materials for her performance. As an Asian-American female comedian, Ali Wong has to take a more direct and honest way to challenge these stereotypes, which makes her comedy performance full of power and depth. With her own experience, she narrates the survival state and psychological process of Asian women in American society, so that the audience can feel resonance and reflection besides laughing.

Fourth, the appearance of 'Proud', 'Rich' and 'Wealthy' in the word cloud comes from Ali Wong's self-teasing and confident display in a humorous way in talk shows, which makes the audience feel her affirmation of her success, expresses her pride in her achievements as a female comedian in a male-dominated industry, and also conveys a positive value to the audience. Through exaggerated performances and jokes about the lives of the rich, she showed a humorous attitude towards wealth, while also triggering the audience's imagination and discussion of the lifestyle behind her success.

Ali Wong's image on Reddit is polarized: her positive image focuses on innovative comedians and multicultural voices, highlighting her breakthrough in traditional comedy boundaries and her presentation of Asian female identity in comedy performances. The negative image is mainly related to her performance content, which some viewers believe is too dependent on topics such as sex and rich people, lacking depth and connotation, which is easy to cause aesthetic fatigue and moral controversy among viewers.

3.2 Topic Cluster Analysis: Cross-cultural Differentiation of Network Agenda

After thematic cluster analysis of relevant comments by Yang Li and Ali Wong, it was found that the online agenda showed obvious cross-cultural differentiation characteristics (Table 2).

Table 2. Distribution of Internet topics on Chinese and foreign social media platforms

Platform	Level I Issue	Level II Issue
Zhihu	Gender power games	Dissatisfaction and satire of male groups
		Expression and dissemination of feminist consciousness
		Stimulation and Diffusion of Gender Opposites
	Show Discourse Controversy	Offensive boundary discussions
		The Struggle for Public Discourse
		Public opinion constraints on performance
Personal Image and Social Mapping	The Relationship between Personal Image and Female Group Image	
	Commercial Value and Social Influence of Personal Image	
Reddit	Performance Style	Breaking through the boundaries of traditional humor
		Too much reliance on shock topics
	Kernel Theme	Sexual issues are straightforward
		A unique perspective on Asian identity
	Social Commentary	Challenge traditional gender concepts and emphasize female subjectivity
		Reinforced stereotypes of women and Asians.

The comments on Zhihu regard gender power games as the core issue. Yang Li's comments are seen as a challenge to male privilege. Yang Li himself has also become a symbol that provokes gender opposition from a talk show actor. In the battle for public discourse rights, women's voices in the public sphere are suppressed and questioned. At the social level, Yang Li's personal image has also been expanded by some users into an overall impression of women. Yang Li's endorsement business has even been resisted because of her negative image. This phenomenon shows that Yang Li's speech and image have transcended the personal level and become a phenomenon of gender discussion. Her experience shows the complex challenges women face in speaking out in the public sphere and how social stereotypes of gender roles affect the image of individuals and groups. It also reveals that individuals are often given symbolic meanings beyond their own characteristics in gender discussions, which in turn leads to broader social reactions and disputes.

Reddit comments on Ali Wong tend to be biased towards her on-stage performance style, performance core, and derived social commentary. Some viewers highly rate Ali Wong's performance as innovative and revolutionary in humor. These viewers appreciate her courage to break the boundaries of traditional comedy and provide a refreshing comedy experience with a unique female perspective and Asian identity as the starting point. However, some viewers remain critical: Some viewers felt that her performance relied too much on sex-related topics, resulting in a single content and easy to cause esthetic fatigue; some viewers felt that her performance lacked depth and content, and was more in pursuit of impact effect than 'real comedy', and some viewers pointed out that Ali Wong's performance

reinforced stereotypes of women and Asians to some extent, although her intention may be to challenge these stereotypes. Taken together, these comments reflect the different expectations of American audiences for female comedians, as well as the differences and challenges Asian women face on the comedy stage in terms of cultural acceptance.

3.3 Emotional Visualization Maps: Personal Differences and Cultural Dispositions

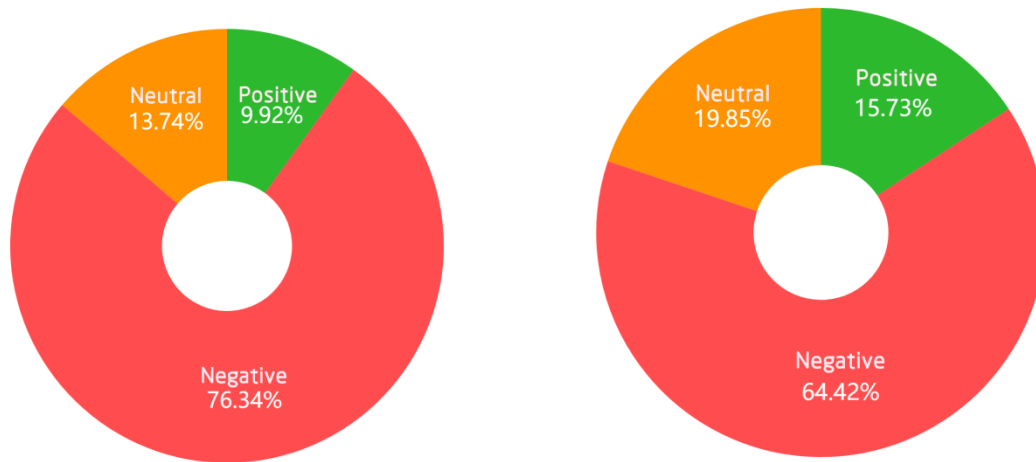


Figure 3. Pie chart of Yang Li (left) and Ali Wong (right)'s text sentiment tendency ratio

According to the text emotion analysis of the two talk show actors (Figure 3), Yang Li and Ali Wong show significant differences in emotional expression, reflecting the deep characteristics of their performance style and cultural context:

Yang Li's emotional tendency was mainly negative (76.34%), positive (9.92%) and neutral (13.74%), while Ali Wong's emotional tendency was relatively balanced (64.42%), positive (15.73%) and neutral (19.85%).

In contrast, Yang Li's negative emotions are significantly higher than Ali Wong's, and positive emotions are lower than Ali Wong's. This indicates that Yang Li bears more negative emotions in public discussions, and her images and remarks arouse more heated disputes, which also reflects the sensitivity of gender issues in the context of China. Ali Wong also has a larger proportion of negative emotions, but relatively speaking, she has a higher proportion of positive and neutral emotions. Based on the audience's evaluation of her, we can find that her performance is often interspersed with self-deprecating humor and life-oriented narrative while satirizing social phenomena, which is relatively widely accepted by the audience.

4. Discussion

4.1 Media platform Empowerment: Talk Show Actresses Make Subjective Expressions

In the age of social media, media platforms provide unprecedented opportunities for

empowering women to express themselves subjectively. Yang Li and Ali Wong present women's diverse voices and unique perspectives on media platforms through the art form of talk shows. On platforms such as Rock & Roast, Yang Li discusses gender equality and other issues with sharp words and humor, inspiring a wide range of social discussions, prompting female audiences to resonate and male audiences to re-examine gender issues. Ali Wong tells her life experiences and cultural conflicts as an Asian woman on the talk show stage in the United States, giving voice to Asian women and letting more people see the unique charm and challenges of this group. In a cross-cultural context, this expression not only helps to break stereotypes, but also promotes women's self-awareness and social identity in different cultural backgrounds, enabling women to express themselves and express their views more confidently in public space, contributing positively to gender equality and cultural diversity.

In recent years, gender issues have become more prominent in the public view, and gender inequality has been frequently exposed, triggering a deep reflection on women's status and rights. From a macro perspective, the process of gender equality in contemporary China is in the stage of passive adaptation and limited breakthrough: The society is still dominated by the male-dominated discourse system and deep consciousness, and the realistic situation of women is framed by this system. The path of women's equal rights and interests is forced to attach to the existing male value standard, and the degree of 'liberation' is simplified as the degree of achievement of this standard. There has not yet been an independent and diversified female value evaluation system and rights realization path. Under such a background, women in the media are often ignored, national consciousness and social consciousness suppress individual consciousness, and the absence of female subject consciousness in the media becomes a historical necessity(Liu, 2005). For this reason, Yang Li's remarks are regarded as provocation to the traditional gender order by some conservative viewers, which arouses strong resistance and leads to a large number of negative comments. For example, she exaggerates to imitate men's privileged behavior in job-hunting, marriage and other scenes in the show, which aims to reveal gender inequality, but in the eyes of some viewers has become an unwarranted accusation against male groups, triggering attacks and criticism of Yang Li on the Internet.

The feminist movement in the West aims to break the male tradition of defining women as catering to men's needs and desires, advocating that women step out of marginalization and silence, strive for their own voice, and establish a discourse system with female values and views from a female perspective(Li, 2005). Ali Wong's performance echoes contemporary concerns about women's remarriage after divorce and their pursuit of personal freedom because it involves sexual life after divorce and women's economic independence. Her performance reflects the spirit of rebellion against the inherent sexism and stereotypes in the patriarchal society, and further reverses the neglected and dominated position of women in the discourse power field through the microphone and stage. However, this attention is also accompanied by controversy. Some viewers think that her exaggerated description of post-divorce sexual life challenges traditional family values, and feel uncomfortable and disgusted with this challenge, thus generating more negative comments.

4.2 Cultural Translation of Talk Show: Performance Reconstruction of Talk Show Actress

under Cultural Differences between China and the West

Through word cloud analysis, thematic content examination, and sentiment orientation assessment of social media commentary on Yang Li and Ali Wong's stand-up performances across Chinese and American platforms, it becomes evident that audiences' comprehension, expectations, and receptiveness towards female stand-up comedians' performances exhibit marked differences across distinct cultural contexts. These disparities stem not only from divergent cultural traditions and societal values between the two nations, but also from the unique gender and cultural issues confronting each society today. This provides rich research material for deepening our understanding of how stand-up comedy is received and adapted within cross-cultural communication.

Western culture emphasizes individualism, free expression, individual emotion release and body self-presentation(Callon, 1984). China culture, influenced by collectivism and traditional Confucianism, pays more attention to social harmony, implicitness and unity between individual and society. In the process of cultural translation, talk shows face misunderstandings and conflicts caused by cultural differences, such as differences in values, social systems and language expressions. With the help of the category of translation expanded by the actor network theory(Li, 2005), this paper forms a cultural translation model, places foreign comedy forms in the native context, and examines how talk show actresses reshape their performance voices in the process of translation, so that the topic selection, narrative strategy and body expression all reflect China's gender experience and value appeal.

Table 3. Three-stage cultural translation model for talk show actresses based on actor network theory

Stage	Western features	localization transformation
Deconstruction	Individual offense	Collective self-deprecation
Replacement	Political satire	Finding humor in everyday life
Sublimation	Adversarial criticism	Positive energy value guidance

Feminism must realize that if we want to liberate women completely, we must face the mass media from a female perspective and interpret the media text with a female's keen power. 错误!未找到引用源。

China talk show actresses can learn from the openness and diversity of western talk shows in topic selection to expand the topic boundary of China talk shows; they can learn from the western talk shows' attention to and discussion of social hot spots and sensitive issues, and combine with China's local social reality to dig out more topics with depth and value. At the same time, China's talk show's delicate emotional expression and unique cultural perspective on family and social relations can also provide new creative inspiration for western talk shows.

4.3 Social Events and Internet Environments: Catalysts and Magnifiers for Talk Show Actress Images

Social hot events are the key catalysts for the image building of talk show actresses. In 2020, Yang Li quickly became popular with her outstanding performance in the third season of the

Roast Conference and created a hot topic. With her unique charm, she created the golden sentence 'Why is he so ordinary, but can be so confident', triggering widespread attention and discussion. Yang Li's satirical remarks about male privilege on his talk show sparked a lot of discussion on social media at the height of the gender equality movement at that time (2024-2025). Social media comments on her focus on the long tail effect of her speech and the resistance to her endorsement in 2024. Social media acts as an accelerator of information dissemination, enabling these issues to spread rapidly and arouse widespread social attention. This focus is not limited to the content of the talk show itself, but also extends to the actors' personal positions, values, and the group images they represent, thus reinforcing specific image labels in public perception.

In today's highly developed social media, the online public opinion environment plays a crucial role in the formation and dissemination of emotional tendencies (Ilies & Morgeson, 2007). The layered communication structure of social media promotes emotional communication and resonance among users and accelerates the group 'emotional cycle'. network platform gathers users from different backgrounds and different views. When public figures such as Yang Li and Ali Wong cause controversy, their related topics can easily become the focus of public opinion, causing a lot of attention and discussion.

On Zhihu, many negative comments said that 'Yang Li's talk show is not humorous, but a malicious attack, seriously destroying gender harmony', and users pointed out that 'her paragraph is full of prejudice, partial to the whole, hurting hard-working men.' Behind this negative evaluation, it reflects the inadaptability and resistance of some groups to the change of gender relations in the process of transformation from traditional gender concept to modern gender equality concept in Chinese society, fearing that too radical a gender discourse will break the original gender order balance.

On Reddit, Ali Wong faces negative reviews more related to cultural diversity and political correctness. On the one hand, some of her jokes may be too straightforward or involve sensitive topics of specific groups, which are criticized by some viewers as lacking respect for multiculturalism. For example, her jokes about her race and divorced motherhood on talk shows have caused some controversy on Reddit. Users with similar experiences commented: 'Some of Ali Wong's jokes are a little too much and do not take into account the feelings of the audience.' On the other hand, American society attaches great importance to political correctness. Ali Wong's performance style and content are sometimes considered to deviate from the track of political correctness, which is resisted by some viewers who pursue political correctness. They think that 'her talk show does not convey the right value'.

It is not difficult to see that negative emotions are easy to infect and spread among users during these discussions. Some scholars found that anger (negative) emotions are more infectious than joy (positive) emotions through simulation experiments using Weibo data (Fan, 2007). On the one hand, the anonymity and low threshold of social media allow some users to express negative emotions and critical opinions freely, and these negative comments quickly gather on the Internet, forming public opinion pressure. On the other hand, the emotional infection mechanism of social media is easy to lead to the spread of negative

emotions. When some negative comments appear, other users are easy to be infected, and then join the criticism ranks, which makes the negative emotions constantly amplify and damage the image of female talk show actors.

5. Conclusion

In this study, we explore the profound influence of social media on the image construction of Chinese and foreign female talk show actors. Through text analysis and emotional orientation assessment, the distinctive image characteristics of Yang Li and Ali Wong in different cultural contexts are revealed. Yang Li's sharp comments on gender issues have aroused widespread discussion in China, while Ali Wong's bold exploration of Asian culture and female identity is unique in American comedy circles. Social media not only amplifies their performance style and social influence, but also intensifies the controversy of gender and cultural issues and shapes their controversial but highly subjective public images. These findings open up new perspectives for us to understand the cross-cultural expression of women in comedy, and provide profound reflections on platform governance and cultural communication.

This study has certain limitations: the sample only covers Zhihu and Reddit, and does not involve Weibo, Twitter and other platforms, which may have platform bias. Secondly, the case only selects Yang Li and Ali Wong, and does not involve other talk show actresses. The universality of the case needs to be further verified. Finally, the collected data is only the discussion formed by the performance of actors in a period of time, lacking the change of discussion direction caused by the change of social concepts in the long-term process of social development. In future studies, we should expand the scope of the case, increase the number of talk show actors, select actors from more countries, compare more cultural contexts. At the same time, increase the variables of vertical time dimension of data, track the discussion changes of the same actor in different periods, and observe the dynamic influence of social ideology.

Multicultural exchanges and integration provide a broader space for talk show actresses to perform. In the future, we hope that more female creators can continue to push forward the boundaries of gender equality and cultural inclusion with richer and more diverse works on the multicultural stage, injecting continuous vitality and innovation into the global comedy art.

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