

Exploring Design Discourse and Ethical Reflection in the Context of Contemporary Mainstream Design

Ruonan Jiang, Xuemeng Sun, Huimin Zhao

Nanjing Tech University of Art and Design, Nanjing 210000, China.

Abstract: After a long period of manual labour to promote productivity, the construction of a gender culture has led to a shift in discourse. The gender equality movement of the last century did achieve some success in its quest for autonomy, and modern theories of the construction of gender culture have to some extent contributed to the development of gender equality, with an increase in the share of women's voices in different sectors. The construction of such an ideal society will take a long time to explore, and there is a long way to go in changing gender stereotypes.

Keywords: Feminism; Design Ethics; Design and Artifice; Social Responsibility

1. The interpretation of the discourse right of creation in the process of history

1.1 The patriarchal culture of traditional history causes a shift in the weight of discourse in production

In traditional production, women were mainly gatherers and weavers, focusing on life and light work, while in the field of production and traditional creation, men held a relatively strong voice and even influenced to some extent the form of objects used and worn by women in their lives, a notion that is reflected in the design of furniture and everyday objects designed for women throughout history, under the perspective of a shift in voice. This is reflected in the design of furniture and everyday objects designed for women throughout history, in the context of a shift in discourse and the definition of the so-called 'quality' image that society has given to women. The ancient lady's chair, for example, was narrow in form, with a low backrest that made it impossible to lean back comfortably when seated, which made it necessary for women to be mindful of their modest and reserved ladylike manners when seated. The design of the "lady's chair" itself is not in line with the ergonomic requirements of design theory, so it is difficult to evaluate it as a good design from the point of view of function and the promotion of the physical and mental health of the human being in a society based on human-centred support.

1.2 A Lighter Look at the Perception of Gender Temperament in Modern Society

Human beings are social animals, and the factors that influence the formation of gender temperament are not only biological, but mainly cognitive in the process of social and cultural construction. The research objective and ultimate practical goal of the theory of the cultural construction of gender in modern society is to combat gender discrimination and ultimately to achieve equal coexistence. This theory is therefore based on the biological sexes and the practical aspects of research based on the recognition of this gender classification. Gender temperament is formed during the process of social construction, so there are still a large number of job categories that form different divisions of work based on traditional socially constructed gender temperament, but in the study of gender culture construction theory, it is emphasised that gender equality can only be truly achieved by breaking down the solidified perception of gender temperament formed during social

development.

2. The promotion of women's self-worth and the construction of diversified gender culture

2.1 The Quest for Women's Psychological Self-identity and the Awakening of a Sense of Freedom

Whether first applied in the late 19th century or sought by more women after the 1960s, the freedom of rights was a desire to construct an image of an autonomous society where a sense of achievement and worth could be spontaneously obtained.

The quest for autonomy that began in the last century has indeed had some success, with women having a greater share of voice in different industries and a psychological emancipation that has led to an awakening of some women's consciousness. Chanel, one of the feminists of the design world, changed the world of fashion with her sense of autonomy and revolution, from clothing to accessories, changing the image of women as defined by a male dominated society and liberating them from the uncomfortable corseted dress.

2.2 Design Dominated by Multi-gender Culture may Become a Trend in the Future

After the 1970s, the phenomenon of gender ambiguity, dominated by Europe and the United States, emerged in an attempt to advance the recognition of psychological gender perceptions beyond the biological. Even though the gender binary is still dominant, the ambiguity and fluidity of gender has given people a broader freedom of gender expression to face the perception of society from a new perspective. Multigender culture is already used in some visual symbols in modern design, for example, APPLE has added gender ambiguous unisex images to the emoji design of iOS 14.2. Multigender culture may become a point of reference for future design to build a more equal and open society through psychological perception.

3. Exploring design discourse in contemporary design context

3.1 Rethinking Design in the Age of Digital Consumption

As industrial production progresses and the quality of life improves, people's needs rise from the basic necessities of survival to the spiritual level, and the motivation for consumption gradually shifts from rational to emotional. Design plays an indispensable role in society as an important means of stimulating and creating consumption by addressing consumers' needs and solving pain points and practical problems.

Historical factors have led modern designers to instinctively widen the gender gap and design from a binary perspective, with a solid gender mindset when dealing with user groups, believing that products for male consumers should focus on 'practicality', while women should focus on emotional factors and seek newness. In fact, the instinctive division of user attributes can lead to a one-sided approach to design planning and consideration: on the one hand, the psychological perceptions of the different genders are ignored, making it difficult to achieve a greater sense of identity in design, and on the other hand, the practicality of the function and the spirituality of the added value of the design itself cannot be well balanced.

The development and evolution of society has created differences in consumption habits between genders, but consumption in today's society is different from what it used to be. Supported by the Internet of Things and Big Data, online consumption has caused a major impact on traditional consumption patterns, prompting users to re-examine their consumption behaviour. All people have the opportunity to break the solidified mindset of gender and make judgments about their consumption habits on top of an all-encompassing consumption platform.

3.2 Gender Culture Leads to a Biased Sense of Use in the Context of 'Undifferentiated Design'

When design has reached the stage of humanized and emotional design, inclusive design and non-differentiated design to meet the needs of more users has become the buzzword in design today, with the intrinsic value of "Specialization" the needs of a few or disadvantaged groups as the main design content, expanding the range of users on the basis of the original product, satisfying The design of the product is based on the idea of 'Specialization' the needs of a minority or disadvantaged group. Inclusive design aims to create products that are more usable, but it is not always easy to achieve the ideal level of inclusive in the current product reality and experience.

The focus on women in the study of gender culture is also an important reason for the current one-sidedness of the idea of undifferentiated design. The three feminist trends have increased the voice of women in society, but this has also led designers to have a relatively one-sided understanding of gender culture, singling out women's needs for analysis. This has led to a fragmentation of design outcomes, with products that still reflect the stereotypical image of women in the public eye, making the conceptualisation of non-differentiated design unfair and inequitable in terms of process and outcome.

4. Building a gender-equal design environment from the source

4.1 Weakening the discursive relations of deflection and building a design-making environment of equal discourse

The ideal egalitarian society is one in which women are not driven by long-standing stereotypes to do all that is considered right, regardless of gender, in a morally permissible environment; nor are men the rulers of traditional thinking, but the constructors of an equal human rights society. The construction of this ideal society will take a long time and will require a subtle change in the stereotypes of the different genders.

Modern design has transformed from simple object creation to holistic and systematic planning, and the designers' original intention is to create a better and more harmonious society for people, just like the traditional Taoist thought of "harmony is precious". The creation of an environment in which there is a relative balance between the different genders in the digital context is a way to promote "harmony" between people and an important way to eliminate gender bias in today's society.

4.2 Weakening gender-specific biases in design and the pursuit of equal rights in the digital age

Throughout history, women have played a pivotal role in the creation of objects, and have been inspired by life in general. However, because women's work was not aimed at the distribution of goods, such as embroidery and textiles, it has been lost to history over time, and because the design of objects has long been dominated by men, it is easy to overlook the importance of women in the design of objects. The main argument for the cultural construction of gender in modern society is that the gender-based division of labour is social in nature, and that the roles in society, the image of what one should look like, and the occupational division of labour in society are all based on social constructs. The long-standing inequalities, the feminist movement that erupted in the middle and later part of the last century were an attempt to break down the patriarchy or patriarchy that had developed in society since the development of history, to oppose the gender inequalities caused by biological sex differences and to explore the roots of women's subordinate position. This concept is beneficial in modern design as women seek to have a voice and achieve ideological parity in a digital-based design environment.

5. Concluding remarks

The focus of design ethics is on the 'goodness' of design, that is, the legitimacy and rationality of design actions, 'design for people', which makes it imperative for designers to have high moral values and to be sensitive to the ethical elements contained in design. Potential and entrenched gender stereotypes are wrapped up in the current design environment and are reflected in the results of modern, big data-driven design. There is a long way to go to eliminate the potential gender bias in

design, and there is a long way to go to build a design environment of equal discourse from the designers' own perspective and reflection.

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