Analysis of Female Image Construction in Online Games Under Gaze Theory

Take King of Glory, for Example

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Abstract. As a special mass media, the gender discourse system with men as the narrative subject suggests the gender stereotype and male gaze phenomenon that may exist in the online game space. This paper analyzes the female images constructed in the online game space to reveal the patriarchal thought in the game culture and examine the power and desire behind the phenomenon of men staring at women. This is not only a reflection on the gaze behavior itself, but also contains the awakening of the female consciousness and the exploration of realizing the women's anti-gaze in the context of postmodernism.

Keywords: Gaze · online game · female image construction · anti-gaze

1 Staring Theory

(1) Male gaze in a patriarchal society

The origin of patrineal society can be traced back to 5000 years ago. With the increase of labor demand in production and life and the emergence of private ownership, primitive tribes gradually changed from matriarchal society to patriarchal society. In patriarchal society, society and family were dominated by men, and women gradually became the vassal of men.

Gaze refers to with power operation and desire to watch, it reveals the self, the male gaze refers to the "male vision materialized women into object to obtain sexual pleasure behavior", its essence is the male center and with the representation of male desire, is under the control of the visual mechanism and ideological operation [1]. Patriarchy culture after thousands of years of long development, since the ancient times "male" gender hierarchy concept is deeply rooted in the hearts of the people, women under the background of patriarchal society was different, lost, long-term as a male accessory, even under the patriarchal dogma long enlightenment, gradually the patriarchal culture of feudal oppression of women into their own standards, and to establish self look forward to, under the social background of patriarchal culture, women become male consciousness answer and male desire carrier.

Social development, the concept of patriarchal society gradually become blurred, we seem to rarely mention paternity, it slowly no longer as a kind of legal political

system directly through violence and power force women, but in a seemingly gentle way infiltration in social ideology and discourse system, subtly make women in subordinate status, leading to inequality between the sexes [2].

(2) **Construction of the female image under the male gaze**

In the post-modern cultural landscape, the rapid proliferation of images leads to the visual mania, which makes the visual culture flourish, and images and vision occupy the dominant position. Foucault defined gaze as a visual tool, which fully illustrates the gaze is the product of the postmodern culture, McLuhan once said "the camera is no walls without walls, because it satisfies people's voyeurism and sexual fantasy", this will expose the visual desire factors, and we should be aware of the phenomenon of male gaze women behind mixed sexual desire and complex gender power relations [3].

We need to face up to an objective fact is the society is still dominated by men, now the society to women harsh aesthetic to a certain extent is the requirement of men to women, men is the subject of the gaze, in the process of "see" and "see" completed the construction of women, make women in the visual invasion and the fact of normalized, this phenomenon is not a radical feminist compilation or imagined, but the patriarchal cultural development of the objective situation.

In the process of "staring" at women, men have invisibly established a gender hierarchical order, in which, men are the dominant, women become subordinate, while women have long acquiesced to the hierarchical order established by men under the visible or invisible oppression. Men are given the privilege of "see", in the process of see established their subject status, and women in the object of 'see' at the same time, because realize the power of the view of the audience, also by internalize the value of self materialization, the prevalence of contemporary plastic ethos, women have been pursuing "white thin young", is men in the present society of the external aesthetic requirements, and women not only acquiesced in the gaze, even consciously with male eyes to examine and shape [4].

(3) **Female image construction in online games under the male gaz**e

Online games are not another world invented out of thin air, but a reflection of ideology in the real world. Under the background of patriarchal society, online games inevitably have gender discrimination and gender stereotypes. If the network game as another mass media, then the network game created media gender environment is the reality of social gender environment mirror, in the network game culture, men are still dominant, women are marginalized of the secondary, all kinds of network game design all show this.

Powerful characters in the game is usually set as men, such as king glory warrior, assassin need to highlight strength or close combat game professional almost occupied by men, women are generally shaped as the weak image, they are either positioned as free auxiliary role outside the core of the game, or positioning in regiment battle need powerful fighters or tanks provide front protection to play a control skills or remote output, the role of the game women weak and male strength and resistance in stark contrast. In the author of volunteers to the process of interview, almost all interviewers will use Zhong Wuyan the female role to refute this view, but don't it is because of the lack of power female role too little, alone will be repeatedly mentioned, alone does not overturn "female role in the network game is marginalized secondary" point of view.

In essence, the online game culture constructed by men is still centered on male power. All kinds of female images in the game world are unconsciously catering to the expectations of male power for women, and the female images constructed in the game space show the aesthetic value orientation of men and the desire of men to rule women.

Interviewer 02 (male, Student) Of the ugly heroes in Honor of Kings, Like Cheng Yaojin, a hero based on historical figures, Whether it's facial expression, appearance, body shape or personality, The designs are all more realistic, And the heroine, whether the girl type or the royal sister type, has a beautiful face, For example, Zhong Wuyan, who is also based on historical figures, The game character is based on Zhong Lichun, Queen Xuan of Qi, She is called, one of the four ugly women in ancient China, because of her appearance without salt, And interviewer 02 believes that even a character known as an ugly woman, The games s not given ugly modeling, Just speak to the game character in a rough voice that is clearly different from other women. " Rich man, No money, a man is difficult ", The so-called ugly woman in the eyes of the game designers is just a more masculine setting in the character and line design, Even with the skin, Zhong Wuyan can also be called a beauty, Interviewer 001 (female, Student) believes that this phenomenon highlights game designers' dedication to female good faces and another kind of patriarchal ism, That is, online game culture builders believe that women should have the characteristics of gentle and lingering, yearning for love and relying on men, Some women who are more masculine are excluded from the traditional mainstream aesthetic, And with the awakening of female self-awareness in reality, They began to reject the labels that society and men tried to place on women, They have actively launched a "Girls help girls" campaign on new media platforms, Women began to unite spontaneously, Actively speak for those same sex oppressed by male power, And also called for the acceptance of women's diverse beauty, Women in life are growing into increasingly independent and reliant groups, With the awakening of female consciousness, the patriarchal thought gradually lost its place, So men began to design female characters to their own aesthetic standards, This fully demonstrates the aesthetic value orientation of the patriarchal center culture for women and the desire to rule over women.

2   Female Character Image Construction in King of Glory

[5] According to the 49th Statistical Report on The Development of the Internet in China released by the China Internet Network Information Center (CNNIC), As of December, 2021, The number of Chinese Internet users has reached 1.032 billion, An Internet penetration rate of 73.0%, According to the official data released by The Honor of Kings, In 2021, King of Glory has surpassed 400 million players, The number of players accounts for a huge proportion of Chinese Internet users, In recent years, due to the COVID-19 outbreak, The number of players continues to rise, Therefore, this paper will take the large player base of King of Glory mobile game as the research object, The

gender ideology and gender discourse system permeated in the game were analyzed by text analysis method and in-depth interview method.

(1) **The influence of social culture on the construction of female image in online games**

Game culture is a mirror of the real social culture, which is regarded as a fictional reality. The gender culture in the game is also rooted in the real social gender culture. Almost all the elements in the game world convey to the players the game designers' understanding of the real social culture. In the Internet discourse system, network space order is still constructed by male groups, game designers and developers are male, they in the process of designing and developing game characters, will inevitably project their subjective consciousness into the game, the game hero set also reflects the game designers of real social sexual cognition.

In King of Glory, the male and female heroes all have distinct differentiation characteristics in terms of role positioning, appearance characteristics, character characteristics and character story background. During the interview, the interviewees all said that the construction of the characters in the game was in line with the emotional characteristics of men and women endowed by the current society. The female characters in the game are almost always positioned as young and beautiful women, Career orientation is biased to the weak, Its appearance is small, sweet or slender; Personality performance is charming pretty lovely or gentle and charming; The lines are gentle and tender, Much of this is related to love and men; Male heroes are generally designed to be more powerful, powerful, They look tough, can carry and fight, The lines are masculine and responsible, While when some male characters are positioned as occupations with more women, They are proposed to be more feminine; Interviewer 02 (male, Student) mentioned Zhu ge Liang and Zhou Yu in the King of Glory, The characters are drawn from historical prototypes, They are all heroes in history who can strategize and plan, When the game is set to allow women to participate in more careers, Dudubbing and line design lack traditional male masculinity, For example, Zhou Yu's line, " Xiao Qiao, Not allowed to like men except me," "love and fight, To march forward, Are all related to love and women, This is far from consistent with the courageous historical image of the great governor, Like the men in reality, Must be preconceived as more feminine, Even if it is abnormal, To some extent, this reflects the overall cognition of men and women and the social expectations given to them.

(2) **The influence of foreign game culture on the image construction of women in online games**

Domestic game industry started relatively late, In the game concept, game character design and game rules of the game have learned from the earlier foreign game market, In the construction of female image in the foreign game market, To some extent, it will be modeled with the appearance characteristics of local women as a reference, European and American women have more profound three-dimensional features and plump chest hips than Asian women, In particular, the secondary sexual characteristics are even more obvious, In the process of copying the foreign game industry as a portrait, Learn from and even directly apply the foreign game modeling, Construct the high nose of the female character in the game and the appearance of rich breasts and fat hips.

The development and production of King of Glory mobile game is borrowed from the league of Heroes at that time, and the two are highly similar in terms of game rules and professional Settings. In terms of character appearance setting, the appearance design of female characters in League of Legends is mostly sexy and exposed, and some female characters are more marginal, such as the game line of female characters in League of Legends " These are my two guns, a called shoot, a called ah, do you like it?", With obvious sexual teasing, and the image design of the early King of Glory heroine is mostly obvious or even exaggerated, scantily clad clothing, body movements and lines are sexually suggestive, which is not without the influence of foreign game culture.

(3) **The influence of commercial operation on the construction of female image in online games**

King glory of character material is divided into four parts, respectively are real historical figures, foreign culture characters, virtual novel characters and completely overhead characters, character design and character source has certain correlation, but more on the appearance and clothing design is the subjective intention of game developers. Such as the glory of female assassin Ah Ke, its character prototype for historical figures Jing Ke, is such a historical politics and ambition of tragic hero, in the game was set face modeling bias "humanity" women, makes many players in first contact Ah Ke on its gender question, the interviewer 03 (male, students) think it is another kind of hidden patriarchal, namely the purpose of the game designer is to cater to some special male crowd demand, so they even ignore history.

[6] Besk once said that "the arcade is the semantic brothels of the machine age" The female characters in the game are dressed for sexy, Even away from the battle scene set by the game, In real life, not anyone would fight in a bikini or heavy armor showing his chest and hips, Perfect 3D modeling of almost distorted beautiful faces and large breasts, thin waists and long legs, sexually suggestive lines, and naked costume design, While conveying the values of external importance to women, it also projects the physiological desires of men, It from the original design to the actual social effect of respect for women, The only value is to meet the needs of consumers and make money, Behind this is more highlights of the male standard thought of online game builders. They ignore the diversity and internal beauty of women, blindly pursue the commercial value of games, cater to the audience's aesthetic as the game orientation, and take the female body as the consumption object to attract attention, so as to please some male players and expand the market share of games.

3   The Strategy of Realizing Female Antigaze in the Context of Postmodernism

Women's consciousness is constantly awakening with the development of society, And the female image constructed by online games runs counter to the female consciousness that contemporary women yearn for, That's because the game culture is fundamentally dominated and controlled by men, The game space they constructed is a copy of another patriarchal world, The perfect female modeling in the game is just a means of commercial promotion for game designers, They project men's fantasy and desire for women in reality

into the game world, The "stared" female image in the game space is displayed for the male as the viewer, Constructed to bring them sexual pleasure, to satisfy their peuristic desires and sexual fantasies, Feminist Laura Mulvi once said: in this gender unbalanced society, Male viewing, Women are being seen, Some men in the initiative project his fantasies onto the female form, And try to style all women with this [7].

In the context of postmodernism full of suspicion and anti-cultural attitude, we should face up to the current situation of gender power imbalance and rethink women's rights and interests. The awakening of contemporary female consciousness and the reflection of male gaze should focus on the dissolution of patriarchal social culture. Women's exploration of anti-gaze is not to realize the division of female and male identity in the process of anti-gaze, but to realize the identity of both sides. The so-called identity is to promote the common narrative of women and men in the context of the coexistence of the same and difference.

(1) **Promoting the construction of an equal social and cultural environment between the sexes**

With the continuous progress of society and the continuous improvement of women's education level, women appear in various fields. The status of women has been greatly improved compared with before, but the essence of the patriarchal society has not been fundamentally changed. The difference between men and women in the game world is the embodiment of the gender order in the real society. In Beauvoir's book The Second Sex, Beauvoir wrote, " Women are not born, but acquired, constructed as the' other' of the male central culture, and are the object relative to the male subject". This shows that the obstacles for women to achieve freedom are not caused by their physiological factors different from men, but restricted by the rules and regulations of the society. In the physiological sense, women have long shaped themselves into gender women under the oppression of patriarchal social culture. We should face up to and admit the objective physiological differences between men and women, but in terms of gender, women and men are different. Men and women have equal personality, and naturally they should enjoy the same rights [8].

China has now issued a series of relevant laws and regulations, Dedicated to encourage and promoting women, But women still suffer from discrimination in life, Some tangible and invisible shackles restrict and even deprive women of their rights such as education and employment, withal, Society should actively promote the ideological education of men and women, Pass on the idea of gender equality, Acknowledging the objective differences that exist between males and females, But it shows that there is no one difference between the two, There is no division of the subject, the object, and the hierarchical order, Thus to realize the dissolution of the male rights center culture, To ease the current situation of the binary opposition between men and women. This is an important part of the whole society to promote the level of civilization, improve cultural quality and achieve gender equality including men.

(2) **Building a healthy mass media environment**

By mass media build mimicry environment profoundly affects people's lives, part of the media practitioners against journalism professionalism, traffic and profit as the only pursuit, in the media spread all kinds of patriarchal ideas to get traffic, this undoubtedly

stirred the men and women antagonism, exacerbated the present situation of the binary antagonism between men and women, the media industry should be relevant policies to regulate, strengthen the review of gender issues, timely stop the spread of patriarchal ideas and other related content, at the same time assume the responsibility of improving female stereotypes, not easily label women, remove men should be how to and women should be propaganda. Such as interviewer 001 (female, students) is proposed to construct some traditional impression hero to enrich the game role, to give women "white thin", "gentle kindness" and other traditional aesthetic standards to shape the hero, set to more in female career, lines set to cater to female players in the spoiled or for help, the reason is irony the present society imposed on men and women gender, she put forward that women can be emotional tender, considerate, but also can be strong rational, informal, men too.

At the same time, in the mass communication platform, men reports to public political, military, diplomatic, women reported more private family, personal. This is not the result of the media itself, but for a long time the influence of social culture, it also reflects the lack of female voice. The mass media should committed to improve the news women marginalized the problem, build healthy mass media environment, and strive to promote the build of new gender equality of discourse system.

(3) **Promote the construction of a good online game environment**

In the interest-oriented business world without ethics and morality, women's body in commercial economic logic can only be called a selling point, to hype the female body this phenomenon in the mass media, but the mass media because of its openness, by the public opinion, regulations and ethics, hype is within a certain limit, and the network game space relative to the mass media has distinct private characteristics, so the public opinion and ethics on its limited, which leads to the game developers to female body directly and naked use. In the process of interview, interviewer 002 (female, student) and interviewer 003 (female, student) has clearly put forward "king glory in some scantily clad, lines with sexually suggestive heroine let a person feel very uncomfortable", the interviewer 003 (female, student), and friends open black hear da ji speak lines "master, please command da ji", "to and da ji play" will produce inexplicable shame, disgust the game role.

French feminist Eliggalais believes that women should have seven rights, It is the primary right to stop the commercial use of women's body and image, The proportion of King of Glory has reached 53%, As more and more women participate in online games, Game developers should be clear that game design should not just cater to men, Should keep up with The Times, Establish a sense of respect for women, Balance the gender player needs, Interviewer 001 (female, Student) When imagining their ideal female game role, Once mentioned that he will create a strong skills, muscle and strength, can carry and fight the female tough man image, The line setting has nothing to do with love and men, To reflect the feelings of the country, To convey the female sense of social responsibility and the spirit of destiny in their own hands, That's what she expects from herself and her same sex, I hope that every woman can have a truly strong spiritual strength and an independent personality. To this end, the game should remove may objectification women or deepen gender stereotypes of game design, committed to

create a more diversified, more attractive female characters, break the game world men is the only narrative subject and men gaze at the status quo of women, for the public to build good network game environment, make men and women common narrative game space.

4   Conclusions

We are in a from traditional to collapse, and by the disintegration to the reconstruction of network age, this is an old culture has digestion, but the new culture has not been fully formed era, social value more diversified, also has more inclusive, in this time background, the emergence of all kinds of female image is not surprising, and long soaked because of the feudal culture, traditional gender consciousness has been deeply rooted, even if the network age provides women with a variety of voice opportunities, but sometimes inevitably emphasize even deepen gender discrimination, this can be seen in the network game design [9].

In recent years, many network games have to some of the pornography, violence for a certain degree of rectification, such as king glory of many female role modeling on the appearance of secondary weakening, also changed some ambiguous lines, whether the game industry rectification is active or forced, these benign changes are still positive.

[10] American futurist Jane magnot in the game change the world think good game can have a good impact on real life, support social cooperation and participation, realize the interaction of the virtual world and the real world and benign interaction, so the network game should not only pursue to provide players good competitive experience, should dilute the business principle of interests first, take the initiative to assume social responsibility, establish the social consciousness of equality, to build gender equality ideology and gender discourse system, reflect the humanistic care and social feelings, promote social progress, this is the positive significance of the game.

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