The Image of Women in Contemporary Secondary Games

-Take the game Proto-God as an example

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Abstract. With the continuous development of network technology, secondary games have gradually received widespread attention in the domestic market, and as one of the important components of contemporary youth culture, the design of female characters is not only to meet the aesthetic needs of players, but also carries the multiple values and expectations of game developers and society. In this paper, we will take the game "Original God", which has attracted much attention in recent years, as an example, and conduct an in-depth discussion on the image of women in contemporary secondary games, with a view to revealing the reasons for the limitation of women's image in the game and exploring the social and cultural significance and influence behind it.

Keywords: proto-gods; virtual characters; feminism.

1   Introduction

With the continuous development of network technology, online games play a very important role in contemporary youth. It has gradually developed into a huge industrial chain from its emergence to the present day, and is constantly being updated. At the same time, secondary yuan games have gradually received widespread attention in the domestic market. In the early days, due to a variety of accumulated historical and economic factors, all contributed to the fact that men were defaulted to the main body of computer games, excluding women. This led to research into gaming preferences, which sought to confirm the polarised nature of male and female gamers, describing them as diametrically opposed interests. In later years, sectors of the gaming industry began to realise that it would be unwise to exclude female users, who make up half the population, from their target consumer base [1]. And secondary games, as one of the important parts of contemporary youth culture, have inherited this will in the process of continuous development, with female characters gradually turning into an important part of the game, designed not only to meet the aesthetic needs of players, but also carrying the multiple values and expectations of game developers and society.

2   Overview of Binary Games and the Portrayal of Women

In contemporary secondary games, female figures play an important role that cannot be ignored. Female figures not only play a role in storyline and character development, but also have an impact on gamers' emotional resonance and gaming experience. Therefore, we need to delve into the importance of female figures in games, as well as the cultural and social significance they bring.

Binary games, as a form of virtual entertainment, often differ from the real world in their presentation and artistic style. In this fictional game world, female figures are often given different qualities and role positions, ranging from cute loli roles to majestic queen roles to powerful combat roles and so on. This diversity and richness provides players with a wider range of choices and possibilities for empathy, enriching the content and experience of the game. In addition, while female characters shape the game world, they also shape the visual perception and emotional identity of game players. Through the portrayal and expression of female characters, secondary games can show different aesthetic values and aesthetic orientations, thus catering to the preferences of different players. At the same time, female figures also assume an important role in driving storyline development and character interaction. Their behaviours and decisions often play a key role in driving the direction and development of the game's plot.

In addition, the presentation of female characters in secondary games is also closely related to social and cultural factors. Game developers often combine the values and aesthetics of the current society, as well as the characteristics and traditions of different cultures when creating female characters. This presentation is influenced by both market demand and the aesthetics and philosophies of individual game developers and creators. Therefore, the diversity and changes of female images in secondary games can also reflect the continuous change and progress of contemporary society and culture.

To sum up, female images in secondary games have an important definition and influence, and they play various roles in the game, displaying diverse personalities and charms. Female images are important for gamers' emotional resonance and gaming experience. They are not only the driving force of the storyline and character development, but also reflect the changes and development of society and culture.

3   Introduction of the game "Original God

The Original God is an open-world adventure MMO that was established in 2017 and officially launched in September 2020 by Shanghai Mihayou Network Technology Co. It has been widely acclaimed since its release and has won a number of honours, being selected as the Game of the Year by Apple's App Store AppleStore in 2020, and being selected as the Best Mobile Game by TheGameAwards in the United States twice in 2020 and 2021, among other honours. In addition, because of its own excellent results and excellent cultural output, ProtoGod has been specifically listed in the national cultural export key projects, among the success stories of modern domestic online games. In addition to the excellent game experience and successful cultural export, the success of the Original God game is also due to its high-quality game character design. Included

in these characters are many excellent female characters. These female characters are designed with distinctive personality traits, not only beautiful in appearance, but also with excellent qualities such as bravery, intelligence and kindness. At the same time, these female characters also play an important role in the game plot and characterisation. Their storylines include traditional love and friendship, as well as self-growth and exploration, which not only resonates with the players' engagement in the game, but also reflects the multiculturalism of the real society.

4   Female figures in the original gods

The game "Original God", as a popular secondary role-playing game at present, is representative of its presentation and portrayal of female characters. In the game, each female character has its unique characteristics and charms, as well as background settings that are closely related to the storyline and character interactions. In this section, we will divide the female figures in ProtoGod into two parts: self-machine characters and NPC characters, and analyse and study them in depth from the aspects of visual design and storyline.

4.1   The Image of Women in the Role of Self-Machine - The Case of Shen He

Shin Tsuru's characterisation is that of an emotionally apathetic immortal who has lived for a long time in an immortal's abode far from the world. Her appearance is that of an adult woman, with long, gradient greyish-white hair that half covers her right eye, with the grey part underneath tied in a ponytail. The top is a design based on a high-necked cheongsam that only covers the front and back, while the rest of the body is black tights with cut-outs at the waist. She has red ropes wrapped around her body to quell the fury, and the yongsheng passes from her shoulders and wraps around the back, cross-linking to the cut-outs at the waist, with decorations shaped like a crane's tail at the position of her tailbone, and she holds a lance in the image of a woman's hero [2,3].

   Shen He was born with the fate of the Lonely Star. Her mother died when she was a child, and her father abandoned her in search of a way to resurrect her, and even sacrificed her to an evil god. Shen He used his own strength to kill the evil god and was saved by an immortal, and after three combing rituals, his green silk turned into Chinese hair, and he joined the immortal's sect to get away from the world. From this description, it can be seen that Shen He had the courage and ability to face the evil god alone at a young age, and did not retreat, relying on his own courage to kill the demon god, to fight for their own chance of survival. Shen He's destiny is to commit the "Lonely Star", and the Immortal locked her soul with a red rope, which locks up the demonic energy as well as many of Shen He's original human emotions. After following the immortal's cultivation process far away from the world, Shen He abandoned the earthly emotions, and was indifferent to people, not good at socialising. When she is robbed, the solution she thinks of is to use force rather than seek help from others. However, after contact with the travellers, Shenhe gradually learns the meaning of friendship and is able to stand up to the enemy's attacks in Riyue Harbour during a crisis.

To sum up, the Tao Te Ching has written, "The only evils of man are loneliness and widowhood, not grain, and the princes and kings thought to call them that." [4]The character of Shen He is growing up, a process of changing her destiny against all odds. In the beginning, she is destined to be a lone star, indifferent and distant in her interactions with others, living and acting on her own simple and chaotic perceptions. She is skilled in martial arts but only uses them for self-defence, and when she encounters a conflict, her first thought is to solve it violently instead of seeking other solutions. However, as she comes into contact with the travellers, and when Ritsuki Harbour faces a crisis, Shenhe begins to stand up for others, learns to use her power for others, and truly integrates herself into human society.

Shen He is popular with the majority of players not only because of her role as a woman hero who is strong in force and emerges when there is chaos, but also because she goes through the contradictions and fluctuating emotions of an immortal's indifference to learning how to integrate into the human society, which allows players to build a deep link with her. Her characterisation shows the complexity of human nature and allows us to see how a person grows and changes in the face of adversity. She is not just an immortal hero, but a character full of human charm.

4.2   The Portrayal of Women in NPC Characters - The Case of Jade

Unlike the aforementioned Shenhe, Jaide is an NPC character in the game who is modelled in a more generic manner. A descendant of the Tanit clan, Jaide starts out as a naive and pure girl, but grows into a murderous and determined character after the death of her father and the betrayal of her clan.

The player befriends Jade's father and daughter through a plot quest, and upon meeting Paimon, who can float in mid-air, Jade wants to pay to hire Paimon to learn to fly. It's easy to see that Jade is an innocent and mischievous girl at this point. Even though she grew up in a backward and barbaric desert area, Jade is innocent and pure, thanks to her parents' protection, and because of this, Jade is able to grow up in an unpolluted and pure environment. Later on, during the battle at the Red King's Tomb Seat, Zheberlele fell into a deep sleep forever in order to protect her daughter. This was the first major blow in Jaide's life, and from then on she lost the shelter of her parents.

Through the diary her mother left behind Jaide learns that her father was once a member of the Tanit clan, so she chooses to go back to the place where her father used to live to explore and learn what he used to hide. However, she doesn't realise that her father became a traitor when he left the clan to protect his family after witnessing the brutalisation of his people by the clan. Jade is also considered one of the traitors. In a primitive tribe where kinship is valued, Jade's situation is predictable, and the tribespeople do not treat her with sincerity. Babel, the mother of the tribe, adopts Jade, but only to make her her own tool, to help her get rid of the other elders, a pawn of her own centralised rule, even to the point of betraying her to the Fools for human experimentation, plotting to make her hostile to the travellers in order to achieve her own goals. Eventually, unable to bear it any longer, Jade decided to put an end to this sinful existence by slaughtering her clan. However, she did not realise that the Babelmaster had

long since passed her on to the rest of the tribe. The quest ends with the travellers sending off the lone Jaide. However, the scattered pages of the map give an account of Jade's end, as she formed a tribe of her own and became its leader.

The plot follows the upbringing of Jaide, whose mother's untimely death and living under the love and shelter of her father has led to an innocent and mischievous nature. Because of this, she is devastated by her father's sudden death, and longing for affection, she chooses the Tanit clan where her father used to live, hoping to find acceptance here. In the Tanit clan Jaide showed her collective consciousness and took it upon herself to defend the interests of the pack. After becoming a tool of the Matriarch, she did not become insensitive to the frequent killings, but rather chose to defend her own interests and those of more people, and took the initiative to break away from the clan to go out on her own and create her own clan. To sum up, although Jade's late stage is not as innocent and lively as her early stage, she has a big-picture perspective and is able to distinguish between good and evil, and is able to stand on her own. Although the plot of longing for love but being used to eventually lead to homelessness highlights the element of sadness in Jade, but Jade herself is the growth and her charisma is unstoppable.

Me, but also reflects the multiculturalism of the real society.

5   Overview of female characters in online games

At the onset of second wave feminism, women in journalism and broadcasting argued that the lack of interesting fictional characters, the absence of female news readers, and the lack of female representation in high-status media outlets had an impact on how women were viewed by medical society as a whole [5]. The female protagonists in online games either have a proud body but their temperament, physical abilities, and cultural ideals are the product of a male model, or although they have a female personality and mannerisms, they are there to accentuate and fulfill a male hero character. This reflects the stereotypical image of female characters and the imbalance of gender role division in the gaming industry at the time, all of which placed women as aesthetics, conjecture, and consumption. [6,7] Nowadays, with the passage of time and the change of social concepts, modern online games have begun to focus on the independence and individuality of female characters. Take "Original God" as an example, female characters from the thinking, personality, behavioural patterns show the diversity and autonomy, from the indifference of Shen He's immortal into the world to learn how to integrate into the human society and pay for it to learn to learn to use the power for others, and then to Jade's initial naivety and loss of loneliness and longing for affection but was exploited and ultimately led to the portrayal of homeless, they are nolonger confined to the existence of a certain kind of aesthetics or achievements of the male characters. existence, but have their own independent personalities and growth processes.

However, both Jade and Shin Tsuru's portrayal of the characters' appearance still retains the traditional portrayal of a female character's proud body. For example, the high-collar cheongsam that only covers the front and back of the chest and the back of the

body, and because of the gravity system in the game will sway during the action, may reveal the proud breasts wrapped by the tights. Although Jade is an NPC character design, she still presents the image of a girl with a hot body. Interdimensional interaction generates imagination. In addition to stimulating audience's aesthetics and emotions, the interaction between audience and virtual characters and between individual audience also stimulates their empathy with the virtual world [2]. The emphasis on women's appearance and the portrayal of their proud bodies reflect the pursuit of aesthetics and the fulfilment of players' needs in secondary games. However, this portrayal suffers from the problem of solidifying and staring at the female image. Over-emphasising the body features of female characters and positioning them as visual objects may cause players to care too much about their appearance and thus neglect the complexity of Rao's personality, inner world and character, and such portrayals may reinforce gender stereotypes and limit the status and image of women in games.

6   Conclusion

Modern MMOs are placing more and more emphasis on characterisation in order to bring players a more realistic and better gaming experience. At the same time, it should be realised that each character should be presented in a more comprehensive and multidimensional way, and that both male and female characters should be given their own unique personalities and depths, so as to reduce the over-reliance on stereotypes. Through the discussion of female characters in MMOs, we can see that the portrayal of female characters in the game ProtoGod shows a trend in the gaming industry, and even in society, of gradually abandoning stereotypes and gender roles of female characters. However, there is still the problem of excessive attention and scrutiny of female appearance. In order to create more realistic and better gaming experiences, game developers should continue to work on reducing the reliance on stereotypes and giving each character a more comprehensive and multidimensional portrayal.

   For players, we should also pay more attention to the connotation and development of our characters, going beyond the pure pursuit of physical appearance to understand and appreciate female characters in games from a more diverse perspective. At the same time, as gamers, we can actively participate in the feedback and discussion of the gaming industry to promote the development of the gaming industry in a more diversified and respectful direction.

   In conclusion, with the continuous development of network technology, the portrayal of female characters in secondary games is undergoing a series of changes and progress. Although there are still some problems and limitations, we should see that the gaming industry is moving towards greater diversity and respect. By working together, we can create a more inclusive and rich gaming culture where every character gets the attention and portrayal they deserve, bringing players a better and more realistic gaming experience.

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