

THE PHENOMENON OF FEMALE OBJECTIFICATION IN VIDEO GAMES

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Summary. *In the video game universe, each pixel possesses the ability to alter perceptions and exert influence over cultures. Our responsibility lies in ensuring that this influence is guided by respect and fairness, not objectification and discrimination. This scientific paper aims to bring attention to the issue of female objectification in video games and analyze how consumers perceived this phenomenon. The goal is to respond to the frequently encountered exclusion of this issue, which evokes strong emotions and influences our perception of the representation of the unclothed female body in video games and its social impact on all players.*

Keywords: *discrimination, culture, stereotypes, gender representation, inclusion, social impact.*

Introduction

The culture of female objectification in video games is often encountered in a highly distasteful context, where a woman is depicted or transformed into an object rather than being treated as a personality with feelings, opinions, and intelligence.

This is reflected or manifested through the context present in video games, with exaggeratedly exposed bodies and the presence of female discrimination, as well as the lack of respect for the individual's body, and this extends beyond women.

I believe it is essential to draw attention to this phenomenon in order to combat and identify it in the future. My goal is to make as many people as possible aware of the impact that this type of video game has on the thinking and perception of players, perpetuating limiting stereotypes.

Mortal Kombat Case Study: Objectification and Violence

Quote: “Games like Mortal Kombat can combine the visual objectification of female characters with elements of violence, creating an environment that can impact how women are perceived in the realm of video games.”

The analysis highlights how video games geared towards adolescents and adults, such as Mortal Kombat, may intensify the objectification of women by blending exaggerated representations of female characters with violent scenes. This can contribute to fostering an environment where women are seen more as objects rather than protagonists with their own stories and abilities.

Main Idea:

The book “From Barbie to Mortal Kombat” explores how video games influence the construction and perpetuation of gender stereotypes. It emphasizes the importance of being aware of this aspect in order to promote a more equitable and diversified representation in games.

“The book explores gaming subcultures, including how gender identity perceived and represented within these communities.” This quote highlights that the book explores various subcultures within the world of video games, focusing on how gender identity and sexuality are perceived and represented in these environments.

The author, Adrienne Shaw, investigates the impact of these representations on gamer culture and describes how these aspects influence the participants.

An example could be the analysis of the representation of women in video games, regarding stereotypes or objectification.

For instance, female characters are often portrayed in an exaggerated physical manner or relegated to secondary roles, contributing to the perpetuation of unrealistic gender norms and the objectification of women within the gaming industry. This is closely related to the theme of the women objectification in gaming, as the stereotypical and exaggerated representation of female characters in video games can contribute to the perpetuation of objectification and the reinforcement of unrealistic beauty and behavior norms.

By analyzing gaming subcultures and the diverse representation of gender and sexuality identity in these environments, the data highlights not only passive aspects of gamer culture but also its active influence on social perceptions and norms. Thus, the representations in video games are not just reflections of reality but contribute to the formation of a specific culture that can often objectify and perpetuate unrealistic gender stereotypes.

Furthermore, the intersectionality of gender with other aspects of identity, such as race, sexual orientation, and disability, deserves attention in discussions of representation in video games. Analyzing how different groups are depicted and treated within gaming narratives can shed light on the ways in which power dynamics play out not only based on gender but also along other axes of identity. This intersectional lens is essential for understanding the full scope of representation and discrimination in video games.

Another aspect worth exploring is the role of the gaming industry itself in perpetuating or challenging stereotypes. Investigating the processes of game development, from character design to narrative choices, can reveal underlying biases and assumptions that shape the final product. Understanding the industry dynamics that influence representation can inform strategies for promoting more inclusive practices, such as diverse hiring initiatives and sensitivity training for developers.

Moreover, considering the global nature of the gaming community, it's important to examine how cultural differences influence perceptions of gender and objectification in video games. Comparative studies across different regions and gaming cultures can highlight variations in attitudes and norms, challenging assumptions about universality in the experience of gaming. This cross-cultural perspective is crucial for designing interventions and advocacy efforts that are sensitive to diverse contexts and realities.

In addition to academic research, grassroots movements and community initiatives play a vital role in addressing issues of representation and discrimination in gaming. Collaborative projects between activists, scholars, and industry professionals can foster dialogue and mobilize collective action towards more inclusive gaming spaces. By amplifying marginalized voices and centering their experiences, these initiatives can challenge dominant narratives and push for meaningful change within the gaming community.

Conclusion

Expanding on the text, one idea to further address female objectification in video games could involve actively involving women in game development. By ensuring that diverse voices are part of the creative process, game developers can incorporate more authentic and respectful representations of female characters. This not only helps in avoiding harmful stereotypes but also enriches the gaming experience by offering perspectives that may have been overlooked otherwise.

Additionally, implementing content moderation and rating systems that specifically address objectification and gender stereotypes in video games can help consumers make informed choices about the media they consume. This could involve clearer labeling or content warnings for games that contain excessive objectification or harmful portrayals of women.

Furthermore, supporting and promoting indie games and developers who prioritize inclusive and diverse representation can contribute to a more positive gaming landscape. Indie games often have more flexibility in exploring unconventional narratives and characters,

presenting an opportunity to challenge existing norms and stereotypes prevalent in mainstream gaming.

Lastly, fostering dialogue and collaboration between the gaming industry, academia, and advocacy groups can lead to more comprehensive solutions. By engaging in open discussions and sharing research findings, stakeholders can work together to develop strategies that promote gender equality and combat objectification in video games effectively.

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