

Beijing +30: Women Objectification in Media Advertising Across China, Kazakhstan, and Armenia

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Introduction

Our project focuses on how online gaming advertisements from Armenia, Kazakhstan, and China represent men and women. We want to understand **how these ads show people, what messages they send about gender, and whether they promote equality or reinforce stereotypes.** Online gaming ads are powerful—they influence how people think about gaming, who belongs in the gaming world, and what roles men and women play in it.

We'll look at:

- How women are shown in the ads: Are they active gamers or just background characters?
- The overall message: Does the ad make gaming seem like a space for everyone, or just for men?
- How do ads in Armenia, Kazakhstan, and China reflect local traditions, and do they challenge or reinforce gender norms?



Literature Review

- **Women as objects of visual pleasure | Laura Mulvey**
- **Overlapping identities shape oppression and privilege | Kimberlé Crenshaw**
- **Feminist Ethics and Media Representation | Beijing +30**

Methodology: 1st step

Selection of Advertisements: One Ad Per Country

- *Why these countries?*
- *Few ads regarding the scope of the research and a more nuanced analysis*
- *Do these countries represent unique challenges or trends in gaming advertisements?*

Methodology: 2nd step

Analytical Framework: Feminist Multimodal Analysis

- *Visual, Auditory and Narrative analysis: Why multimodal analysis?*
- *Cultural Context: Are there cultural symbols that shape the messaging?*

Methodology: 3rd step

Development of Policy Recommendations

- *Are there common principles (e.g., inclusivity, fairness, cultural sensitivity) that apply across different countries?*
- *Is there a shared pattern or issue in the ads across the three countries that can inform a universal guideline?*
- *What elements of these ads should advertisers avoid?*
- *How do these policy recommendations align with global frameworks like Beijing +30?*

Results and Discussion

Ad's Trailer



Example of an Online Gaming Ad from Armenia



Visual Elements

- Central visual: A woman walks past a line of men, dressed to emphasize her physical appearance, framed as the object of male attention.
- Gold crown, symbolizing power and status, to "award" to one of the men.
- The woman is portrayed as a passive figure, serving as a visual object for male consumption



Auditory Elements

- Only dramatic, intense music is used, with no dialogue from the men or the woman.
- The music emphasizes masculinity, competition, and dominance, targeting a male audience.
- The absence of voices, particularly the woman's, further highlights her lack of agency in the narrative.



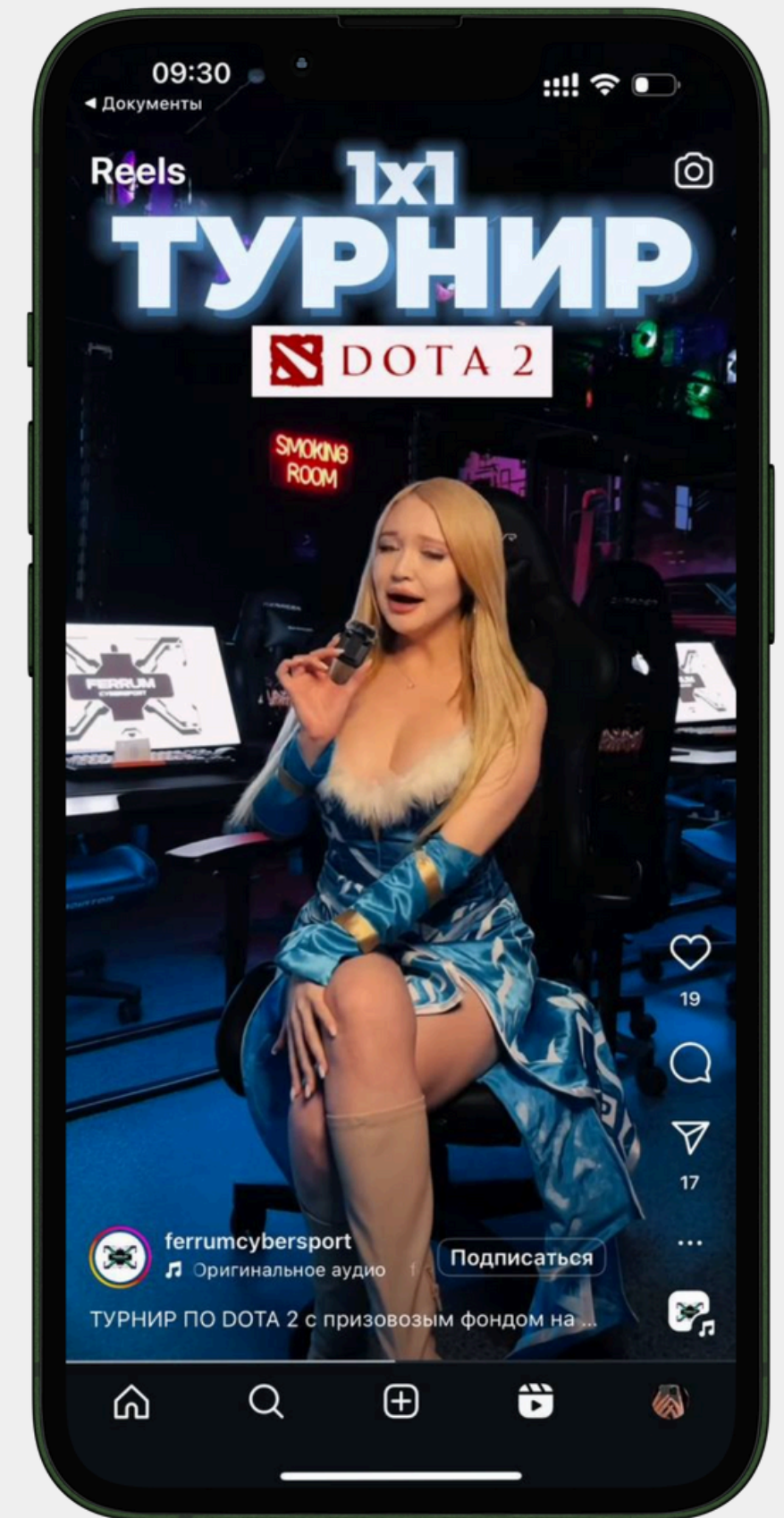
Narrative Elements

- The woman's role is to "award" the crown to one of the men, symbolizing success based on male achievement.
- She is positioned as a symbolic gatekeeper, reinforcing the male-centric story.
- The ad focuses exclusively on male participants, ignoring the existence or contribution of female gamers.
- Reinforces the notion that gaming and sports betting are male-only domains.

Concluding Points on the Impact of the Ad

- The ad normalizes women as objects or prizes, not equal participants.
- It uses sexualized imagery and stereotypes to capture male attention at the cost of women.
- Such portrayals perpetuate objectification, impacting how women are treated in gaming spaces.
- By presenting women as passive figures, the ad undermines their agency and inclusion.
- These portrayals harm progress toward gender equality in gaming and beyond.
- Ethical advertising must challenge stereotypes and promote women as empowered participants.

Example of an Online Gaming Ad from Kazakhstan

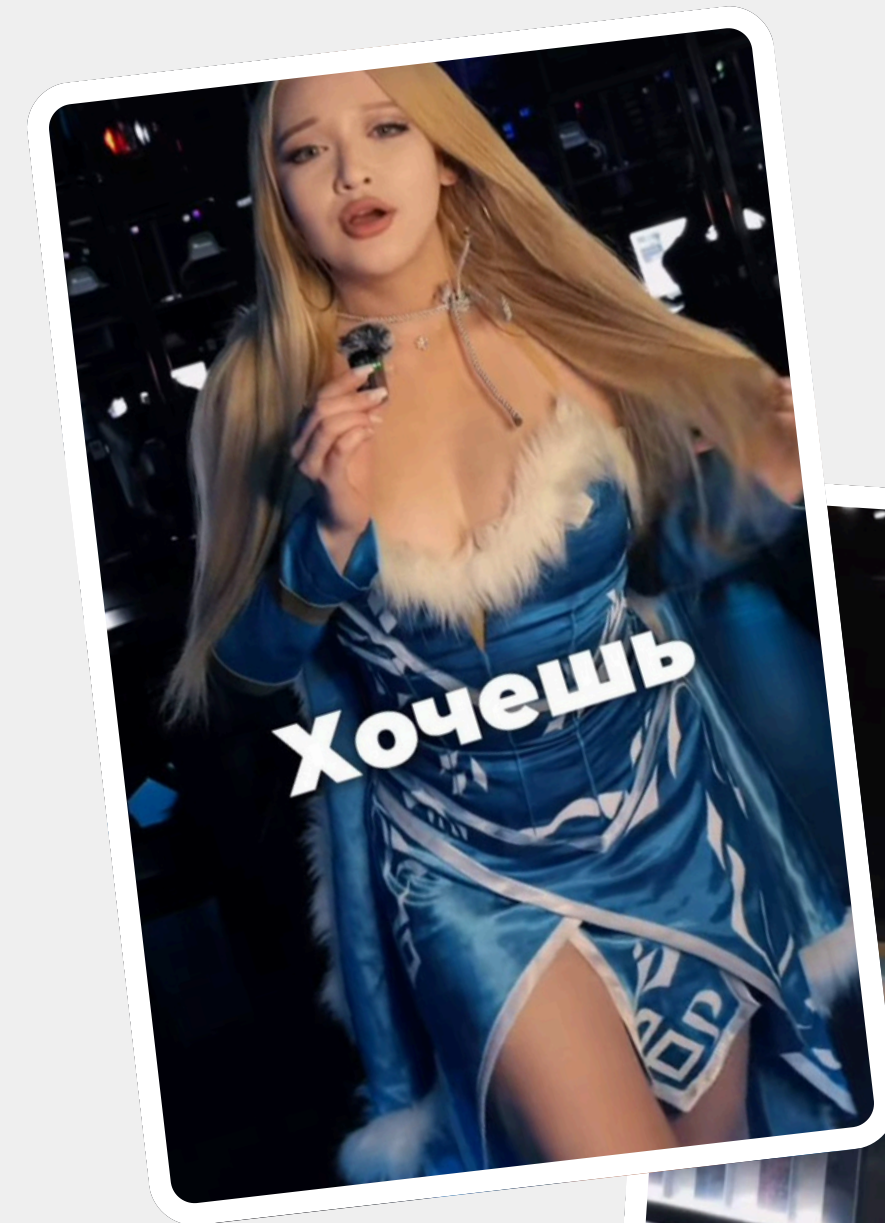


Visual Mode

- The deep neckline and thigh-high slits evoke hyper-feminine, sexualized imagery common in gaming culture
- The bold, glamorous makeup emphasizes an artificial, "unrealistic" beauty standard
- Her body movements look inviting

Auditory Mode

- The slow pace and tone are meant to create a sense of charm, matching common media stereotypes of femininity.
- The tournament is marketed as a thrilling and exclusive event, with the female model acting as the symbolic "gateway" to the experience



Concluding Points on the Impact of the Ad

The video uses different elements—visuals, sounds, and cultural references—to appeal to its audience. However, it relies on sexualized images of women, showing how gender bias still exists in gaming media and sparking discussions about fairness and ethical marketing.

Example of an online gaming ad from China

About

"Ace Racer" is a realistic and innovative racing mobile game developed by NetEase, a leading Chinese gaming company. In this advertisement, several women are portrayed as highly sexualized car models alongside luxury cars, presented as part of the display to attract male players. Their interactions with the camera are laden with suggestive and provocative undertones.



Visual Analysis



01. **Characters Design**
clothes and poses

02. **Camera Language**
low-angle and handheld
shot

03. **Symbolic Fusion of
Gender and Racing**
prize and accessory

Linguistic Analysis

The promotional banner features bold text reading, “**cool off the hot summer with these pretty things**”, employing suggestive language to provoke sexual associations.



Auditory Analysis

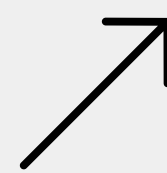
The background music is **rhythmic, sultry, and intense**, complementing the visual focus on the model's sexual appeal. The female vocalist's inclusion of **moan-like sounds** aligns with the visual emphasis on the women's physicality, heightening the ad's sexualized interpretation of their roles.

Unlimited

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Project

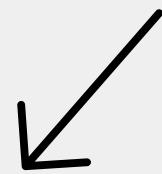
01 Gender
Metaphors



03 Tadtional
Aesthetics

Cultural Context Analysis

02 Target
Audience
Preference



04 Lack of Female
Representation



Concluding points on the impact of the Ad

The advertisement's portrayal of women as decorative and passive figures reinforces harmful gender stereotypes.

The ad's disregard for female players perspective reflects the absence of women in decision-making positions, perpetuating a gendered hierarchy that marginalizes female voices.

Conclusion

The analysis of advertisements from Armenia, China and Kazakhstan reveals a common thread in the portrayal of women as sexualized, ornamental figures in gaming-related media. This trend reflects broader societal norms where patriarchal values shape the representation of gender in advertising.



Future Steps

- *Challenging Culture Norms*
- *Education and Advocacy*
- *Research and Monitoring*

Communication Project: Checklist of Recommendations



A Checklist for Ethical and Inclusive Online Gaming Advertisements

- ☐ Does the ad include diverse genders, ethnicities, and roles?
 - ☐ Are women shown as active participants rather than passive figures?
 - ☐ Does the ad avoid reinforcing harmful stereotypes?
 - ☐ Is the tone inclusive and welcoming to all audiences?
 - ☐ Is there a risk of reinforcing harmful stereotypes through clothing, body language, or role assignment?
 - ☐ How this ad challenges traditional gender stereotypes?
 - ☐ Have you evaluated the ad to ensure it reflects cultural sensitivity while adhering to ethical practices?
 - ☐ Are the cultural elements in the ad respectful and authentic to the target audience?
 - ☐ Do music and visuals support an inclusive narrative?
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Thank You