



## Hypersexualization of the female character in anime: a look from latin america. the genshin impact case. [

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Analítica

This article addresses the representation of women in the video game Genshin Impact, this game has become popular for its variety of female characters, who are victims of hypersexualization and gender inequality that exists in the video game industry. The methodology used was qualitative, implementing virtual ethnography as a tool to approach the experiences of research subjects.&nbsp;In this sense, during the fieldwork carried out in the digital environment of the video game, a participant observation was made, later recorded in the field diary (Autor, 2016). The results show that Genshin Impact players tend to consume Sh?jo and Sh?nen-type Anime, in addition to other genres; although it is not a generalized opinion, they point out that the existence of the hypersexualization of female characters is evident.&nbsp;Others claim that fanservice causes creators to choose to add sexual material simply to please the audience. Some of the conclusions show that the representation of women based on the sexualized aesthetics of Anime has made many male players consider that they have the right to treat real women who are in multiplayer chats and other platforms as if it were their waifus.&nbsp;

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