



*Maybe you came up with counter examples, maybe you even wrote an entire rebuttal or counter argumentation... and yet, they said you missed the point entirely. Truth be told, they are probably right. If you want to play their game, you are have to stand on their playground and understand their rules. I'll be blunt. They hate you.*

## WHY "THEIR PROBLEM" IS YOUR SEXUALITY

Whether it's true or not, people like Jonathan McIntosh (writer and producer for Feminist Frequency) and his followers believe that all video games are primarily designed for straight males, which means that every asset and element of the game (plot, characters, gameplay, sound, etc.) is deliberately crafted to validate or sexually cater to the straight male demographic.

Of course it doesn't mean that women, lesbians and gays cannot or won't enjoy the game or its content, but if they do it's purely incidental and it doesn't challenge the idea that the game was constructed for another audience. Which is somehow at the very core of the problem.

Because every aspect of the game must appeal to straight males desires, these people consider that every characteristic of female characters (including but not limited to their role, achievements, psychology, clothing, and sexual orientation) are also constructed to fit the viewpoint of masculine heterosexuality or please them in some ways.

It comes to say that when a female character express her sexuality (even if she's a lesbian), it's only to gratify straight males, since she's an element of a production designed for men.

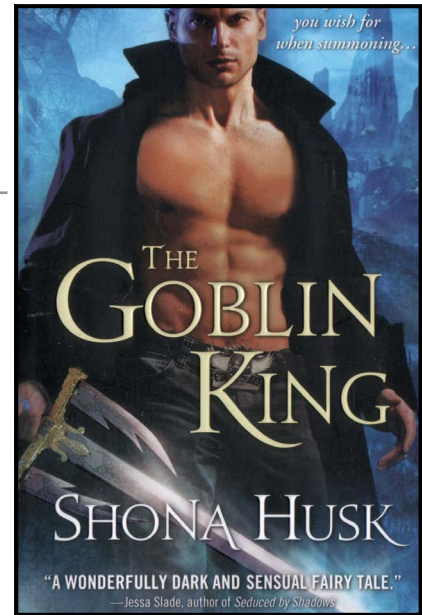
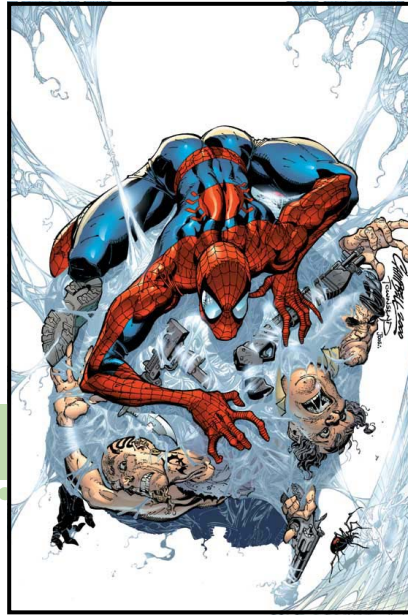
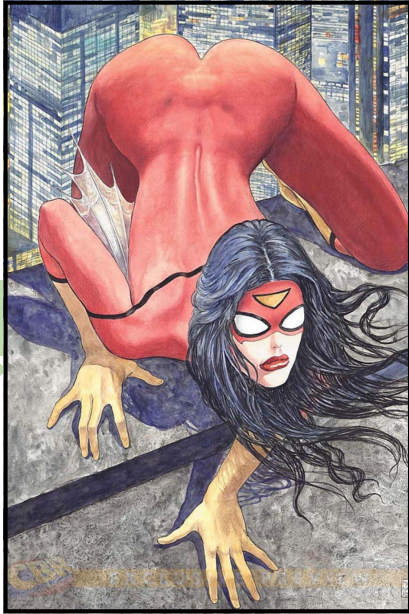
Bayonetta didn't chose to dress up the way she does: she doesn't think, she doesn't exist, she was created that way. Still following that premise, as the main protagonist of a video game, Bayonetta is a mere instrument whose only purpose is to titillate straight males (again and regardless of who designed her or who enjoys her style, she was designed for that very precise function).

The objection that "complaining over Bayonetta's outfit is slut shaming" doesn't work because according to their logic, "slut shaming" only happens if a woman is repressed for expressing her sexuality for herself and on her own. It doesn't apply to video game characters since they are designed in a specific way for a specific reason.

This reasoning is also applied to real-life people: female sex-workers are primarily doing their job for straight males, not for their own enjoyment. This is why they stand against prostitutes, pole dancers and porn stars and why you can't call them out for "slut shaming".

Like explained, they think that every element of the game is crafted to match an heterosexual fantasy. Male characters are no exception as they treat male NPCs and avatars in the

Even though straight women and gay men might not remain indifferent to the charms of Peter Parker in his skin-tight Lycra suit, the cover of Spider Man on the right has never been criticized. The depiction of Spider Woman, on the other hand, is a "text-book example of objectification of women", because the artwork is meant to appeal to the assumed straight male reader. The posture only becomes a problem if a straight man can enjoy it.



The cover of this erotic novel aimed at a female audience depicts a muscular man to appeal to the female reader. This type of imagery is never the source of moral outrage because it's the free expression of female sexuality.

same scope: what can they bring to the straight male demographic? Since heterosexual men are not attracted to other men, they simply dismiss male sexualization. However, they do consider the body, actions, roles and achievements of male characters as a way to put the audience on a pedestal: if the hero is strong, a womanizer, achieves great things and has the entire world revolves around him, it's solely for the straight male to identify, relate and gain a higher self-esteem.

They re-contextualize the entire content by erasing all notion of subjectivity, interpretation and individuality so they can impose their own judgment of value as the objective truth. Their thinking process dismiss entirely the opinion of whom actually holds the controller and how that person perceives the game.

The argument that a straight female gamer may drool over a male character and see him as an object of desire and arousal will be denied

because this is "incidental" as the game was designed for straight men, therefore the character wasn't put in the game for her own enjoyment (in which case it would somehow become acceptable).

They ignore your personal position and bluntly dismiss your interpretation of the content of the game if they feel like you're not part of the audience as they perceive it. In other words, "the content has to go because it was designed for someone else but you".

They think video games are a manifesto reflecting political and social messages, they are in no way a mean to "be someone else" or "temporary trade your life for a fantasy". It has never been about creating more content or diversity: it's about destroying, censoring and modifying content that was presumably made to appeal to male heterosexuality.

Don't get me wrong. Creating new content to appeal to a smaller or

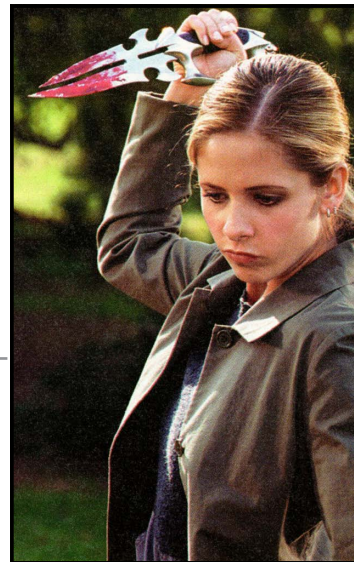
different audience is never a bad thing, but when you start to define guidelines and police the content of products designed for other groups, you're not being "inclusive", you're demonizing your audience.

As of now, two arguments are put forward to support this cultural reform: first, according to the ESA report from 2014 the player ratio by gender is currently 52% male and 48% female.

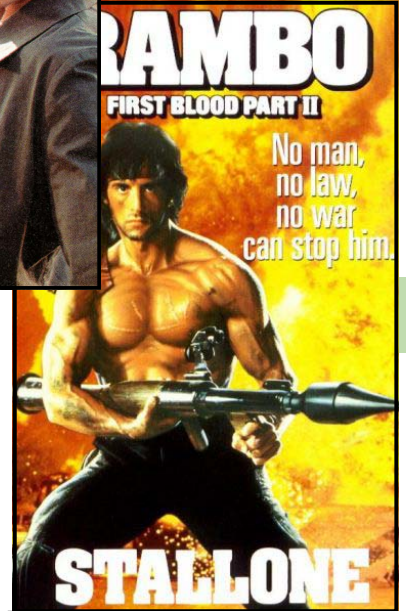
This number actually doesn't represent anything because the paper mixes together triple-A games (high-budget, mass-market products for home consoles and computer) and "time wasters" (casual, mobile and freemium games such as social network games, match-multiples, dress up or hidden object flash games, etc).

It makes no distinction between an eight year old girls playing a dress up game made in flash, a twenty year old woman playing Call of Duty or

Since the supposed effect on the presumed audience prevails, no matter how homo-erotic the outfit looks like, the almighty emperor of the dark realm of Outworld Shao-Kahn represents "toxic masculinity" and is not an object of lust for gays or female readers of "The Goblin King".



As the target demographic for Rambo is male, the movie is a "male-power fantasy" reinforcing "toxic masculinity". Meanwhile, Buffy holding a blood-stained dagger is a "positive representation of women's strength", and an example young girls should aspire to.



a grandma spending her money on Candy Crush Saga.

In comparison, the study is providing an overview of how many boys and how many girls are watching cartoons without making any distinction on the cartoon they actually watch. From there, you may use the numbers as an argument to support that cartoons shouldn't cater to boys even if other cartoons appeal to girls.

The second argument is the negative impact video games has on society. They will tell you all medias have an impact, but somehow you never receive positive messages: only the negative ones are perceived, undiluted despite the pool of realities and opinions that lives within and around us. But if no proof or could ever make McIntosh change his mind, how could very specific elements of a media brute-force its way through my value system?

While they claim video games will eventually make people violent according to feminist-funded studies,

they gladly ignore a collection of 45 years of real-life statistics showing a decrease of violence and sexual assaults while the gaming market is exploding.

In short, if these medias have a negative impact on society, this impact is negligible as it is unable to reverse that trend of decreasing violence.

These observations are not limited to video games and even though products and niche markets exist for different audiences, these people will systematically target markets with a mainly male heterosexual consumer base. It touches anything remotely artistic: novels, comics, movies, music...

This is why muscular men are "male-power fantasy" when they are depicted in comics, but are tolerated when displayed on the cover of romance novels published for a female audience. This is also why the pose of Spider Man is okay in a comic book, but it becomes an issue with Spider Woman.

On the other hand, the systematic shaming of men in movies and advertisement when they are competing against women shall never be addressed.

In conclusion, they are targeting a specific market under the scope of straight male sexuality and are attributing negative values to a content you may enjoy (even partially) so they can shame you for being straight and are currently teaching society that men are terrible for expressing and enjoying their heterosexuality.

While no one will allow you to call out a woman for expressing her sexuality openly, they will call out straight males for expressing theirs through the way they act, the things they create, the products they enjoy and consume.

When they say Bayonetta is dressed too sexily, she is not the victim of their "slut shaming", you are.