Spring 2019

RTC
COLLOQUIUM #1

Talk 1: Skin Colour on Sale:
Advertising and Postfeminism
Nancy Achiaa Frimpong

Talk 2: League of Legislation:
Esports and Global Politics
Lyz Renshaw

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Abstracts

Talk 1: **Skin Colour on Sale: Advertising and Postfeminism**, Nancy Achiaa Frimpong

Several research studies have been conducted about reasons for bleaching from a sociological perspective; however, minimal research has been conducted on the framework informing advertising strategies of skin bleaching products and their likelihood to recirculate skin-bleaching practices among their audience. Ads about bleaching, whitening or lightening products are widespread on various media, whether traditional or new. Technology and globalization have enhanced and increased the accessibility and availability of such products. The purpose of this paper is to analyze some selected Ghanaian TV commercials for cosmetic products to identify postfeminist elements and trace their connection to the recirculation of whiteness/light skin as an ideal standard of beauty. Though, postcolonialism cannot be omitted in the discourse about the practice of bleaching and whiteness, postfeminism offers another window of interpretation into the current widespread of and craze for beauty creams being marketed as having the ability to transform the user's skin complexion. Using five TV commercials as case study, I seek to examine how advertisers reflect postfeminist ideals in the way they construct narratives which emphasize the recirculation of whiteness or light skin as beautiful and desirable. This paper asserts that advertisers of cosmetic products capitalize on postfeminist ideals to market and transport light skin (whiteness) as ideal. The paper finds that the advertisers construct a narrative which emphasizes lightness and youthfulness as beauty standards, which has racist implications. In addition to these are the issues of class and femininity foregrounding gender roles between men and women.

Talk 2: **League of Legislation: Esports and Global Politics**, Lyz Renshaw

In his 1995 book *The Making of Global Commodities: The Day Japanese Media Conquered the World*, Akurosu Henshushitsu reported the results of a survey that found Mario to be more recognizable globally than the Mouse himself. While the status of Nintendo's mascot may have diminished over the decades, video games have continued to flourish globally, becoming the highest grossing form of entertainment in the world. While it took Marvel's Black Panther 26 days to pass $1 billion in global box office, Grand Theft Auto V achieved this same goal in three days. However, console games like Grand Theft Auto V have limitations to its market growth. For instance, in 2000 China banned the import of consoles intended to protect Chinese youth from perceived harmful content found in video games […] While China's legislation was directly aimed at gaming, there are other factors that can be attributed to the rise of esports in China and other countries around the world. In Latin America, console gaming is much more expensive due to heavy importation taxes. A Play Station 4 console in Brazil costs $1,840, 450% more than the cost of the unit in the US. In Mexico, gaming hardware and software can cost 30-60% more than their American counterparts. Esports' appeal to gamers in those countries lies in its pricing. Most multiplayer online battle arena (MOBA) games like League of Legends and DOTA 2 are free-to-play and require only an internet connection, whether it be using your own computer or playing at a cybercafe.

The growth of esports in a country or region is impacted not just by a nation's attitudes towards gaming, but government policies not even necessarily directed at the medium. Several forms of government control that can have indirect effects on the esports industry include telecommunications, visas, education, and international relations. Whether sovereign states recognize the cultural and economic impact the gaming industry has on the global scale, decisions made by political bodies affect the numerous youth of their country who devote hours to these games, both as players and viewers. Esports is an international, entertainment phenomena and those governments that choose to recognize this fact can use it to their advantage.