



Masculinity in Chinese Digital Culture

Reproduction and Reconstruction in Videogames and Their Fanfiction

By Yuhua Wu

Pub Date: 10 November 2026

Binding: Paperback

Price: £20.99 / \$24.95

ISBN: 9781801360043

Extent: 100 pages

Size: 153 x 229 mm /
6 x 9 inches

BISAC CATEGORY: FICTION / Fantasy /
Contemporary SOCIAL SCIENCE / Cultural &
Ethnic Studies / Asian Studies, GAMES &
ACTIVITIES / Video & Mobile

BISAC CODE: FIC009010

BIC CODE:

RIGHTS

Exclusive: WORLD

Analyzes how Chinese MMORPGs and their fanfiction, particularly Jianxiaqingyuan Online (Jian 3), reproduce, reinterpret, and challenge state-sanctioned masculinity through gameplay and narrative, highlighting both hegemonic and soft masculinities and their transformation in fan works.

Over the last 15 years, Chinese videogames and fan production have become spaces where state-sanctioned gender norms are reproduced, altered, and challenged. This book analyzes the representation of masculinity in the Massively Multiplayer Online Role-Playing Game (MMORPG) Jianxiaqingyuan Online (Jian 3) (2009) and how fanfiction writers either reproduce or transform these representations. By doing so, the book contributes to game studies by providing insights into how masculinity is represented in Chinese MMORPGs and exploring the ideological implications of the relationship between games and fanfiction. It also contributes to fan studies by showcasing the different textual and rhetorical strategies used by fanfic writers to negotiate with state-sanctioned gender norms.

About the Author(s) / Editor(s)

Yuhua Hanna Wu's research focuses on digital media, especially focusing on digital games from the perspectives of fan studies, cultural studies, and gender studies.

Yuhua Hanna Wu's research focuses on digital media, especially focusing on digital games from the perspectives of fan studies, cultural studies, and gender studies. Her PhD topic focuses on the transformation of ideology and form from Chinese videogames to their fanfiction. In addition to her research, she has designed and taught courses in game studies, media studies, communication studies, and cultural studies. Her work has been published in leading international SSCI (Social Sciences Citation Index)-indexed top journals, including Information, Communication & Society. She currently serves as the Public Relations Officer at the Chinese Digital Game Research Association.

Ordering in North America, Latin America and Caribbean

Ingram Publishers Services (US)
1 Ingram Blvd. Mail stop
#512 Lavergne, TN 37086, United States
Tel: +1 866 400 5351
ips@ingramcontent.com

Ordering in the UK/Rest of the World

Ingram Publishers Services (UK)
1 Deltic Avenue, Rooksley
Milton Keynes, MK13 8LD
United Kingdom
Tel: +44 (0) 1752 202300 | Fax: 01752
202330
IPSUK.Orders@ingramcontent.com

Ordering in Australia

NewSouth Books
C/O Alliance Distribution Services (ADS)
9 Pioneer Avenue
Tuggerah 2259 NSW, Australia
Tel: +61 (02) 4390 1300 | Fax: +1800-66-44-
77
adscs@alliancedist.com.au

75-76 Blackfriars Road | London SE1 8HA | United Kingdom | Tel: +44 (0)20 7193 7371

244 Madison Ave. #116 | New York | NY 10016 | United States | Tel: +1 646 736 7908

info@anthempres.com | sales@anthempres.com | publicity@anthempres.com | www.anthempres.com