

## An Alluring Bite of Fiction: Chinese Dissemination through Genshin Impact Food

The world's largest burrowing clam, the Geoduck—pronounced “gooey duck”—is a delicacy with an infamous appearance. Sporting an uncanny resemblance to human male genitalia, this seafood has become an internet sensation with mukbangs<sup>1</sup>, cooking tutorials, and tiktoks of Geoduck sweeping the cyberspace. Jaws are left dangling open as people watch foodies gnaw into this giant mollusk, juices spurting everywhere as people slather the long “neck” of the creature in chilis and hot sauce. The most popular videos of Geoduck are from small, dainty, and cute girls who are filmed wielding the clam like a massive sword for shock effect. The girls smack the clam and it starts gushing seawater out of the neck, bearing an uncomfortable likeness to the human “tube steak.” From the amount of Geoduck consumed in these viral videos, one would think that Geoduck would be a common dish despite how extraterrestrial and strange it appears. However this dish is not for the commoners; rather, it is an exquisite delicacy. Prices for Geoduck reach up to \$150 per pound, well over the highest price for Foie Gras<sup>2</sup>. Why, then, would an elaborate and detailed recipe containing something as magnificent as Geoduck appear in a seemingly trifling video game?

Geoduck, despite its imposing reputation, is merely an ingredient of a recipe alongside thirty-three other components in an extravagant recipe. Released by *Teyvat Food Notes*, a series of blog posts on the official Chinese Genshin Impact website, the recipe is a real-life adaptation of an entree known as Adeptus Temptation in the game *Genshin Impact*. Adeptus Temptation is from the region Liyue in the land of Teyvat, the fictional world of the video game *Genshin Impact*. The luxurious dish is a conglomerate of various meats, seafoods, and a few vegetables

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<sup>1</sup> Mukbang: A video, often livestreamed, displaying a person eating a large quantity of food and engaging with the audience like friends talking over dinner

<sup>2</sup> Foie Gras: A popular and well known expensive French delicacy made of duck or goose liver

slowly cooked in a rich broth. The lore excerpt about the dish states it to be so delicious and exquisite that it brought the Adeptus, illuminated and holy beasts and gods in the fictional world of *Genshin Impact* who are only present in the region Liyue, out of their secret hiding and into the presence of humans. The recipe can be obtained from a hidden treasure chest high above the Qingyun Mountains in Teyvat, where the Adeptus are said to reside, on a floating pavilion in the clouds. Peculiarly, despite the fact that *Genshin Impact* had 156 recipes in its 3 years of existence, Adeptus Temptation is the only five-star rarity recipe in the entire game. Five-star rarity is the highest rarity in the game and signifies supremacy, power, and value over other lower-rarity items. Rarity ranking systems are a common mechanic in games whether or not they are free-to-play. What is not common, however, is the level of detail and immersion that *Genshin Impact* gives to its food and culture. *Genshin Impact* is a free-to-play game, meaning the company does not make profit from people downloading and playing the game. Most free-to-play games on the phone are simple, rudimentary, and not fleshed out due to budget restraints and lack of profitability. On the flip side, even the most expensive games do not always have fleshed out worlds. Though the storyline, mechanics, and graphics of paid games tend to be much higher quality than free-to-play games, the level of detail in trivial aspects is often overlooked. *Genshin Impact* transcends these expectations by having amazing graphics, storyline, mechanics, and attention to detail, all while being a free-to-play game. It is shocking to think that a free-to-play game would put such lavish ingredients in their game food, let alone take the time to write out a real-life recipe with over 30 ingredients because these decisions show an unprecedented level of detail and care in video game standards. The care *Genshin Impact* shows for their food brings light to the importance of seemingly minor matters. Food in video games may seem incidental; however, the video game *Genshin Impact* proves food, imaginary or

real, is an important aspect that can spark cultural acceptance and influence players. The food Adeptus Temptation, the only five-star dish in the game, and the culture of Liyue show that *Genshin Impact* implicitly transcends boundaries and promotes Chinese culture to its players.

Adeptus Temptation has more significance than just its five-star rarity, its daunting thirty-three ingredients, and its inclusion of Geoduck. In a blog page on the official Chinese website of *Genshin Impact* known as the Teyvat Food Notes, *Genshin Impact* releases real-life recipes for different dishes. Written in Chinese for a Chinese audience, the majority of the recipes are from Liyue. One of these recipes, uploaded in celebration of Chinese New Year, was Adeptus Temptation. *Teyvat Food Notes* takes the perspective of characters in the game and role plays them as they attempt to read recipes and make different dishes. Most recipes feature only one character, usually from Liyue, but Adeptus Temptation is the only recipe that features all the characters from Liyue. The massive, complex, thirty-three ingredient recipe calls for some of the most expensive and superlative ingredients Chinese cuisine has to offer. King Crab, Abalone, fish maw, fish lips, duck kidneys, star anise, geoduck, and shark fin leave those interested in cooking Adeptus Temptation with empty wallets and nervous hands, for these foods are as difficult to prepare as they are difficult to purchase. According to the official *Teyvat Food Notes* page, the process to make the entree takes an entire week. The first six days require seafood prep and drying. Meanwhile on the fourth day, the broth is cooked for twenty-four hours. On the seventh day, the soup is simmered with lotus leaves and each ingredient is slowly added in a very specific order based on their characteristics. Despite how complicated it is, the real-life Adeptus Temptation recipe is completely edible and producible. For a video game, this recipe is shockingly intricate and complex, especially for a free-to-play video game. One would not expect a free-to-play video game to release any real-life recipes for their food, let alone a recipe

that calls for this level of elaboration. Adeptus Temptation displays how much care *Genshin Impact* has for not only the game's details and its food, but for its execution of accurate Chinese cultural representation.

Adeptus Temptation, in all its lavish glory, highlights the noteworthiness of Chinese culture and influences in *Genshin Impact*. Adeptus Temptation is a fictional adaptation of the real-life famous delicacy called "Buddha Jumps Over the Wall". First known as "Fu Shou Quan," the well known dish originated from the Qing Dynasty (1821-1850) and is attributed to a Chinese man named Zheng Chunfa. Zheng was a private chef of Zhou Lian in Fuzhou, Fujian Province. Zhou Lian, having been invited to a formal event held by the bureau authorities of Fuzhou, happened upon Fu Shou Quan among the banquet spread of Fujian cuisine. Eager to have the dish at home, he asked Zheng Chunfa to recreate the recipe. Zheng went to the bureau to oversee exactly what ingredients and preparation it required and he created a version with more seafood and delicacies that enhanced the aroma and flavor. His version of Fu Shou Quan had eighteen ingredients—although this seems like an abundant amount, it pales in comparison to the thirty-three items required to make *Genshin Impact*'s Adeptus Temptation, furthering curiosity on why a video game has made such an elaborate dish—and was the highlighted house specialty at Ju Chun Yuan Restaurant. One fateful day, a group of scholars tasted the house specialty and began praising the dish with poetry and song. The verses vividly described a Buddhist monk who jumped over his temple's walls just to try a bite of Fu Shou Quan after he caught a whiff of the aroma. This verse was so significant because monks were sworn to vegetarianism and strict discipline, thus a dish must be of grandeur deliciousness to tempt a monk to break his vows. The poem became so popular that the dish became known as "Buddha Jumps over the Wall" (Xu Shitao, et al. 7–16). The dish, though eaten at prestigious events by

well-esteemed people, is also commonly devoured by middle class families at holidays such as Mid Autumn Festival and Chinese New Years. There are many variations of this Fujian cuisine entree based on what part of China the consumer is located in and what ingredients can be afforded. Despite being from Fujian cuisine, it is a very adaptable dish that can be incorporated into any of the eight Chinese Cuisines. The eight Chinese cuisines are distinct styles of Chinese cooking each with their own specialties and distinct cooking methods (Su). The history of Buddha Jumps Over the Wall and the division of regional cuisines is reflected in *Genshin Impact*.

*Genshin Impact* creates an in-game culture around Adeptus Temptation with some parallels to the real world. The region of Liyue, bearing similarities to real-world China, has two cuisine styles known as Li Cuisine and Yue Cuisine. Liyue food culture is defined by these two styles that are in fierce competition with each other and each recipe that is unlockable in the game from Liyue is divided into one of these styles. Xi'er, an NPC<sup>3</sup> known as a "Gourmet" foodie in Teyvat describes to the player each style and the specific restaurant one can taste the cuisine at. "Li-style cooking is all about rich, indulgent dishes packed with flavor. It uses a lot of ingredients from up in the mountains. The place you should go to try it is Liuli Pavilion in Liyue Harbor. They have the best Li-trained chef working for them," the short-statured NPC insists to the player in a well educated manner, "Yue-style cooking puts emphasis on lighter, brighter flavors. It's heavily seafood-based, so if that's your thing you have to try it! If you do want to try it, the most authentic Yue-style cooking is at the Xinyue Kiosk in Liyue." Xi'er divulges to the player, her passion for food radiating in her voice. Unexpectedly, the dish Adeptus Temptation is neither served at Liuli Pavilion nor Xinyue Kiosk. Despite Buddha Jumps Over the Wall being

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<sup>3</sup> NPC: Short for Nonplayer Character, an NPC is any character in a video game that the player is unable to play as and unable to be controlled from their perspective

attributed to the distinct Fujian Cuisine, Adeptus Temptation is not bound by any style of cuisine in Liyue. It is as if *Genshin Impact* were telling us that Adeptus Temptation is so exceptional it transcends the food culture's natural order of being divided into a particular cuisine style. The dish contains mountainous ingredients with rich flavors as well as lightly seasoned seafood, combining Li and Yue cuisines inside one big boiling gold-encrusted pot. When we look further at the differences between Adeptus Temptation and Buddha Jumps Over the Wall, the former has one definite recipe while the latter has a myriad of variations. Adeptus Temptation is exclusively consumed by the upper class in *Genshin Impact* while Buddha Jumps Over the Wall is also alternatively consumed by the middle class. The *Genshin Impact* cooking mechanism also allows Adeptus Temptation to be cooked anywhere in the world, as long as fire and a pot are present to the player. Buddha Jumps Over the Wall requires a complex kitchen with many utensils and pots to prepare the ingredients and a generous amount of time. Adeptus Temptation presents itself as a superficially glamourized parallel to Buddha Jumps Over the Wall — a dish that rises above cultural disputes while simultaneously being agreed upon that there is a singular true recipe with no variations, a dish that can be cooked anywhere anytime to perfection. It's almost as if *Genshin Impact* took what made Buddha Jumps Over the Wall unique and interesting, refined the details, and presented it as an idealized version. Adeptus Temptation is presented in a perfected fashion in order to control the way that players view Liyue and Chinese food.

*Genshin Impact* has made food in their game perfect to entice their players to yearn for a taste. From the delicate and shiny glass dumpling skins of Jade Parcels neatly adorned with cabbage leaves to look like a blooming flower to the succulent and luscious flesh of Tianshu Meat flawlessly cut into four symmetrical squares, *Genshin Impact* wants the player to want Liyue food. Food is arguably the heart of any culture. "Plants and animals are metamorphosed

into cultural manifestations through the crucible of flames and heat” argues the anthropologist Massimo Montanari in his well received book titled *Food Is Culture*, “Man forges in the smithy of the fire the created consciousness of his environment, his mythology, his history, his economy, and his gastronomy. Food as culture? Food is culture!”(Montanari ix). Acting in line with Montanari’s convictions, *Genshin Impact* uses Chinese culture to forge Liyue’s mythology, history, economy, and gastronomy through food in an effort to sell Chinese culture to the masses in an appealing and desirable way. The notion that *Genshin Impact* is disseminating Chinese culture has already been discussed by various sources. At the World Internet Conference in May of 2023, Liu Wei, the President of Mihoyo—the Chinese gaming company behind *Genshin Impact*—expressed the company’s desires for the game on an international level. “We aim to make young people all over the world fall in love with Chinese traditions and culture through modern expressions,” he explicitly states, noting that the integration of traditional Chinese culture and a fresh angle to presenting the culture have served the game’s success well.

However, most studies on Chinese culture dissemination through video games have explored how other representations of culture throughout Teyvat push this narrative, while the mention of food is scant. Polygon, an American video game website that publishes news, culture, reviews, and videos, applauded the display of Chinese landscapes, suggesting that *Genshin Impact* provides more propaganda for tourism than actual touring agencies. They further commend *Genshin Impact*’s incredible attention to character creation and lore, particularly how much cultural research can be surmised from the Liyue characters’ backstories. Xiaomin Cai, Yidi Chen, Yuhan Mao, and Liang Cai of Ningbo Tech University appreciate that *Genshin* and “the world in the form of games can effectively convey the spiritual core of Chinese culture, eliminate misunderstandings and prejudices caused by cultural estrangement, and thus enhance the soft

power of national culture” (Cai et al. 461). Xinyi Chang, Tian Zhen, and Yijin Wang of Hunan Normal University deduce that online games have the potential to implicitly influence players’ cognition by carrying cultural symbols in the immersive experience of the game and praise *Genshin Impact* for the equal, sincere, and friendly manner with which the game presents Chinese culture. “It highlights China's current stance of insisting on equal exchange and mutual understanding, building a community of human destiny, and promoting common development in the world," the scholars gush in their academic analysis titled “Exploring the Innovative Pathways of Chinese Traditional Culture's Foreign Communication through 'Domestic Games Going Abroad': A Case Study of Genshin Impact” (Chang et al. 148). Tang Song from The Diplomat<sup>4</sup> notices that *Genshin Impact*’s increasingly close relationship with Chinese authorities confirms the game’s crucial role as a soft power tool in shaping China’s image internationally, further realizing that although cultural diplomacy is not as effective as it should be, China is achieving successful cultural exportation through “unofficial” channels such as video games like *Genshin Impact*. Each source compliments *Genshin Impact* for its methods of spreading Chinese through a game, but none mention the downsides of such propagation.

Only Polygon lightly touched on an issue seen within the world of Teyvat—Chinese bias and the standardized perspective of real-world representation in *Genshin Impact*. Within Teyvat there is more than just the region of Liyue. There is Mondstat, a town of the free that is slowly being infiltrated and taken control of, modeled after Germany and England; Inazuma, islands of dictation and order, pursuing an impossible future reminiscent of Japan; Sumeru, a vast space stricken with rot, disease, poverty, and internal corruption meant to represent the Middle East; Fontaine, a flooded city that swears by the judicial system but constantly changes its own rules

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<sup>4</sup>The Diplomat: A current-affairs magazine for the Asia-Pacific, with news and analysis on politics, security, business, technology and life



and jurisdiction modeled after France; and Snezhnaya, a frigid wasteland of military power and formidable leaders painted as the villains and snakes of Teyvat meant to pay resemblance to Russia. More regions have been teased to come, each surely to host their own set of problems and real-world parallel. The problem all these different regions share is that they are all portrayed in a partial way by *Genshin Impact*. Polygon mentions that the representation of Sumerian people in *Genshin impact* puts the game in close proximity to tense real-world racial and political issues and adds that the Sumeru characters are stereotyped and do not have nearly as much cultural depth as Liyue characters. “Sumeru characters’ designs have visual references to Amazigh, Nubian, and Persian textiles and accessories. But preview commentary largely did not address these cultural influences, instead relegating such character descriptions to in-game combat and story roles,” Rui Zhong of Polygon writes, “Upon the release of Sumeru, fans criticized colorism in character designs. In addition to skin tone, the female character designs of Sumeru player-characters favor bare midriffs and belly-dance costume inspiration. Candace, Dehya, and Nilou<sup>5</sup> all wear harem<sup>6</sup> costumes.” It is as if *Genshin Impact* wants to portray these regions as parallel to real-life but also put them through an idealized Chinese perspective in a stereotypical way. *Genshin Impact* simplifies Chinese complexities and reduces foreign cultures to stereotypes, some of which are problematic. However, past research projects about *Genshin Impact* fail to see how *Genshin Impact* could negatively be affecting players’ worldviews of international cultures, instead arguing the opposite. The scholars from Ningbo Tech University acclaim that “the game is a comprehensive art that combines several art forms. The content in the game can be said to be the epitome of human society. Therefore, in a broad sense, any content in

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<sup>5</sup> Candace, Dehya, and Nilou: Female characters from the region Sumeru in *Genshin Impact*

<sup>6</sup> Harem: A group of females who all have a personal relationship with a singular male. Usually seen in Japanese fantasy culture and real-world Muslim culture. Viewpoints about harems and their members are heavily divided.

the game is a cultural element,” mentioning that the cultural elements of *Genshin Impact* are the epitome or idealized human society (Cai et al. 465). Nevertheless, others beg to differ with the argument that *Genshin Impact* is a stereotyped and idealized epitome of human society, instead insisting that *Genshin Impact* challenges and subverts cultural stereotypes and norms. According to Xinyi Chang, Tian Zhen, and Yijin Wang, *Genshin Impact*'s cultural exploration is a “perfect presentation of cultural diversity that reduces the negative impact of single-trait cultural exports.” It is evident that when a culture is portrayed by the exportation of a single trait, stereotypes and prejudice transpire, but the same can be said about the opposite. When one source takes full agency over every aspect of a cultural exportation—not so unlike *Genshin Impact* taking control of the characters, clothing, landscape, food, ethics, economy, culture, etc—stereotypes and prejudice can also be produced implicitly.

The use of food to persuade people to like Liyue and Chinese culture is apparent in game and in real life. When talking to an NPC named Francis, a visitor in Liyue from Fontaine, he grows increasingly fatter each day the player converses with him. “Only the best food that Liyue has to offer—Li cuisine! Whether it's Mora Meat, with a glimmer that's even more dazzling than the Mora spent to purchase it...Or the delectable Come and Get It, with its assortment of exotic Liyue delicacies all packed into a single cask,” Francis exclaims when the player asks if he has been eating well, a common phrase to ask in Chinese culture and hence Liyue culture. “Only the best food that Liyue has to offer—Yue cuisine! The Full Moon Egg, for example: fish, shrimp, green peppers and eggs all blended perfectly into one dish...There's also the Crystal Shrimp; its outer skin glistening and transparent like a jewel, to the point where you can see the whole shrimp within,” Francis declares the next day, much rounder than the previous. We watch the transformation firsthand as Francis throws aside his Fontaine roots and indulges in his fantasies

about Liyue cuisine—for those that have read Rushdie’s work, Frances’ situation bears a similarity to Salman Rushdie’s fantastical discovery of European bread in his famous writing “On Leavened Bread”—gradually being influenced by the food culture to not just appreciate but fully accept Liyue’s food over his own culture (Rushdie 72). This passion and indulgence for Liyue food transcends the video game world and enters real life, where mukbangers and food youtubers alike recreate the various dishes from *Genshin Impact*. They eagerly feast on the Liyue delicacies and tempt the viewers with close up shots of the freshly made cuisine. The appeal of Liyue food became so popular that *Genshin Impact* even released *Gourmet Tour Videos*; a series of videos that combine animation and real life chefs, all adorned in Genshin cosplay, cooking recipes from Liyue in ASMR<sup>7</sup> style. Audiences around the world watch the delectable foods being consumed eagerly and listen to the soothing sounds of cooking and yearn for a chance to be like Francis. The mukbangers<sup>8</sup>, food youtubers, and their audiences are all implicitly influenced by the food culture of *Genshin Impact* to a point they have been immersed and not only accept but revel in Chinese food culture. In our own particular analysis when Adeptus Temptation is made to be the only five star rarity food in the entire world of *Genshin Impact*, the only food to include all characters of Liyue in its *Teyvat Food Notes*, the only dish to have thirty-three ingredients and take a whole week to create, and the only dish to have any associations with the Adeptus—the only holy illuminated beings in Tevyat— all these qualities send an implicit message of Adeptus Temptation’s superiority over other food in the game. If we recall what Montanari said about food being culture, *Genshin Impact* conveys a sense of Chinese and Liyue superiority through their food.

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<sup>7</sup> ASMR: An acronym for Autonomous sensory meridian response. It refers to auditory stimulations that creates a fuzzy, tingling sensation in the body of the listener

<sup>8</sup> Mukbangers: People who create mukbang content

*Genshin Impact* goes beyond using food to persuade players into seeing Chinese culture as supreme. The game tries to influence its players to accept Chinese worldviews and ideals. The world of Teyvat has explicit parallels to real-world countries and the way these countries are portrayed sends an implicit message to the viewer of how that country should be viewed. Snezhnaya is an ice cold nation full of icy hearted powerful leaders called the Fatui that are somehow always the snakey villains behind almost every conflict in *Genshin Impact*. From the clothing, to the weather, to the geography, to the food, to the characters' appearances, to their voices, Snezhnaya implicitly conveys that this fictional realm is supposed to parallel Russia. Why would a video game villainize an entire region based off of a real-life nation that has close ties to China? Although *Genshin Impact* is from a Chinese company, the perspective and representation they choose to create each fictional region is proof that Mihoyo aims to have their views accepted internationally. If a Chinese game were to show partiality or predisposition to a Russian-inspired region in any form, what kind of assumptions and opinions would international fans have? Would they be open minded to accepting other aspects of the game such as China's culture? Consequently, creating a villain narrative for Snezhnaya is designed to align with the international view of Russia to appeal to audiences, but this approach has affected the way players think about the region. Players can share their thoughts with the community in blogs such as Hololab, created by Mihoyo, or on outside sites such as Reddit. The user DonVicker states that "knowing how society works, I doubt people would have any interest in study all the Fatui schemes to the point everyone start to hate them. Yet I see a lot of common folk with bad opinions against the Fatui." He further implores, "Is there any real life organization that looks like the Fatui for my better understanding?" to which user Moonlight Dawn replies, "The Fatui are directly related with killing, invading, and stealing from the nations of Teyvat. The basically

distributed delusions<sup>9</sup> for Inazumans, terrorized and threatened Mondstat's people, and had forged fake sigils of permission from Liyue, and will not hesitate to kill the traveler and other wandering people." Further answering DonVicker, *Genshin Impact's* official wiki confirms that Snezhnaya seems to be inspired by a mix of Tsarist and Soviet Russia, often using Russian words for names. But not all players readily embrace the hatred for the Russian parallel. "I really dislike how the game forces the traveler to hate the Fatui," writes user NewtoWarframe, "It's like the writers don't want people with morally gray ambitions and everyone needs to be black or white, good or evil, on your side or an enemy...the writing is so baffling to me if your[sic] gonna write a faction as the "Hated" faction." The replies are filled with players of various viewpoints, but the majority of comments agree that the Fatui deserve to be hated. "Ho yeah... sure... let's be nice to murderous evil people," one player responds while another chimes in, "Well, the Fatui didn't exactly bother to maintain a good reputation do they? Pretty much everyone in game hates them, and don't really give much reason for us *not* to hate them." Another player points out, "I mean, the Fatui are one of the main enemy's[sic] of the story, if you read through some stuff you can see that they have committed some pretty messed up crimes and really aren't to be sided with at any point," to which user Mi-chan implores, "Honestly it's understandable[sic] why traveler so hostile to them, Fatui are pretty bad people and they have done a lot harm. But I feel like Fatui don't deserve to be that bad, like game forces them too much to be evil. [sic] Then comes the question which is why then they[sic] are so evil, because it doesn't seem[sic] like they should be. Like the seem so irridamebly[sic] evil that it's just seems lazy and boring from the developers." The degree to which these players have been motivated into hating

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<sup>9</sup> Delusions: Powerful magical objects manufactured by the Fatui that give people without superpowers powers in game. They have a deadly side effect, driving the user mad and slowly siphoning the youth out of them till the user dies.

the Fatui and potentially real-life Russians is to be questioned just as much as the players' grammar and spelling proficiency. Such is the beauty of the internet and of open blogs such as Reddit, and such is the influence and intricacy a videogame can have on the human ethos.

Whether you fail to recognize or dare to admit that a culture as seemingly frivolous as video games can influence your ethics and beliefs, video games can transcend the boundary between fiction and reality and are a new, effective way nations can share their cultures internationally in our generation of technology. *Genshin Impact* has proven to be very successful at disseminating Chinese culture internationally and getting players interested and immersed in Chinese culture through their use of food. Adeptus Temptation is the epitome of Chinese dissemination in *Genshin Impact*, representing the parallels between the fantasy world of Liyue and real-life China while simultaneously showing the differences between the real world and fantasy world that make Liyue a superficially idealized version of China. The significant dish shows the meticulousness Mihoyo has put into *Genshin Impact* food in an effort to convince players to not only find Chinese culture attractive, but to accept the worldviews presented in the game. Food influences not only NPCs in the game but also people in real life. Food is culture, and the food of *Genshin impact* is implicitly persuading players to embrace and accept Chinese culture and worldviews. Adeptus Temptation is proof that Mihoyo is pushing a narrative of Chinese supremacy implicitly throughout their game. But this intention might not be as malicious as it sounds. As stated by Chinese scholars of Ningbo Tech University surmise in “A Study on Online Game Genshin Impact and the Dissemination of Chinese Culture,” “Ethnocentrism is social psychology that no one can completely get rid of it in the process of cross-cultural communication. People often unconsciously use their own culture as the standard to judge another culture.” (Xiaomin Cai, Yidi Chen, Yuhan Mao, and Liang Cai 462). Though

some scholars may argue that *Genshin Impact* has done a phenomenal job of creating parallel versions of our world's cultures in Teyvat, it is undeniable that the game carries elements of Chinese ethnocentrism and has influenced its players' perspectives. Being aware of the ethnocentric nature of *Genshin Impact* can deepen players' understanding and awareness of cultural representation present in any video game. Realizing that any substantial form of media that is presented to us can affect our ethos and worldview leads us to question how much of our own perspective is truly our own and how much is imposed upon us by our pop culture. How much are we influenced by what we consume, both literally and figuratively, whether it be real food or a dish of fiction?

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