Research on the Reasons for the Success of Genshin Impact

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Abstract: Genshin Impact has taken the gaming world by storm. Developed and published by miHoYo, this game has captured the attention of gamers worldwide with its stunning visuals, interesting storyline, and engaging gameplay. Genshin Impact is an open-world game that allows players to explore a vast world and interact with a variety of characters. The game also has very diverse mechanics, including combat, adventure, puzzle solving, character development, and more. Players need to constantly upgrade their character level, combat ability, and equipment level in order to better explore and complete quests in the game. This paper will explore the world of Genshin Impact, using its scenario design, character design, and analysis of cultural output to examine why Genshin Impact is so popular. Its diverse mechanics, beautiful graphics, rich character settings and storyline, unique Chinese elements, exquisite graphics and sound effects, and Genshin Impact's positive cultural output have made the game much loved and sought after by players.

Keywords: game, Genshin Impact, game culture, game design

1.   Introduction

Genshin Impact is an open-world role-playing game developed by miHoYo, a Chinese game development company. The game was released on September 28, 2020, and has been a worldwide hit with gamers. Genshin Impact and achieved the Golden Joystick Award, also known as the National Game Awards, a video game awards ceremony. For 40 years, it has been voted by millions of gamers as the best video game of the year [1]. According to Twitter, it was the most discussed game on Twitter in 2021, with more than half of the players coming from outside of China, and Dragon Quest FM USA host Austin King said he didn't think the game was explicitly pro-China and he has been playing the game since the day it was released and writes about the game's latest updates and storyline for Screen Rant. Most importantly, he points that Genshin Impact demonstrates the potential of the Chinese video game industry. It is highly acclaimed for its beautiful graphics, rich storyline and diverse character set. Chinese Genshin Impact is one of the most-profitable video games on Earth [2]. This paper will explore the world of Genshin Impact, using its scenario design, character design and its analysis of cultural export to examine why Genshin Impact is so popular. The rich character setting and storyline, unique Chinese elements, exquisite graphics and sound effects, and Genshin Impact's aggressive cultural exportation make this game a favorite and sought-after game by players. The point of this study is to get a deeper understanding of this game and to understand what mechanics are behind the game's success, to analyze the parts of the game that are well designed, and to understand the public's preferences for the game [3].

2. Scene Design

2.1. Scene Details

The scene design in Genshin Impact is very detailed. Each place in the game has its own unique visual style and details. From exquisite architecture to lifelike natural landscapes, each scene is filled with detail and realism. These details are not just for aesthetic purposes, but also to allow players to better immerse themselves in the game world.

2.2. Scene Interaction

In addition to the beautiful visual effects, the scenes in Genshin Impact are designed with a high level of interactivity. Players can freely explore every corner of the game to better understand the game's worldview. In addition, players can also interact with objects in the scenes, such as by climbing, destroying them, searching for treasure, etc. These interactions not only add to the fun of the game, but also allow players to have more freedom in the game.

2.3. Scene Music

In addition to the visuals and interactivity, the scenario design in Genshin Impact also includes beautiful sound effects and music. Each scene has its own unique sound effects and music, which allow players to better feel the mood and atmosphere of the game. For example, in the game's battle scenes, the background music becomes more intense and tense, adding to the excitement of the game.

The scene design in Genshin Impact is a great feature of this game. Its details, interactivity, and sound effects all greatly contribute to the experience of the game. Players can freely explore different scenes in the game and feel the unique charm of each scene. The research believe that these excellent scene designs are also one of the major reasons why Genshin Impact has become a popular game.

3. Character Design

There are several characters to choose from in the game, each with their own unique skills and attributes. Players need to choose different characters according to different tasks and needs, making the game more diverse and interesting. In addition, the characters in the game also have rich personal stories and backgrounds, which adds more emotional and plot elements to the game.

3.1. Variety in Character Design

The character design in the game is full of Chinese cultural elements and is colorful and impressive. The character designs in Genshin Impact are very diverse, and each character has its own unique appearance and personality. For example, the main character, Traveler, has a simple, plain appearance while being courageous and adventurous. Razor, on the other hand, is a tall, gorgeously dressed character, full of majesty and a sense of power. In addition, there are many other types of characters in the game, such as the lovely cat lady, the piano girl, and the comedic Walnut. These different types of characters are designed to make the game more interesting and lively.

3.2. Integration of Chinese Cultural Elements

The character design in Genshin Impact incorporates many Chinese cultural elements, such as traditional Chinese costumes, ancient-style looks, various legendary gods and beasts, and so on. For example, the appearance and costumes of the Lady of Qin are influenced by traditional Chinese

culture, while the divine beasts Qilin and Xuanwu are both characters from Chinese legends. This integration of cultural elements in the game shows the charm and uniqueness of Chinese culture.

3.3. Richness of the Character's Personality

In the Genshin Impact, each character has its own unique personality and backstory. These characters are very rich in character; some are brave and strong, some are gentle and kind, and some are cunning and sinister. The differences in these characters personalities make the game more colorful and make it easier for players to empathize and connect emotionally.

Xiangling is the adventurous chef of a famous restaurant in Port Liege. Her public speaking skills are poor, but she is always experimenting with new ingredients that others are reluctant to use, which gives her an edge in cooking. Sister Xiangling brought in another subculture of Chinese fashion: the countryside. The dark brown color of her shirts is reminiscent of a bucket hat, an undergarment dating back to the Ming Dynasty. The doujinshi was actually a square piece of cloth made of cotton or silk that covered only the chest and stomach and was tied around the neck and back with a thin cord. It functioned like a modern brassiere and was patterned and embroidered according to the wearer's theme, but the most common color was red. Wearing it as an outer garment was generally disapproved of by elders and seen as a stereotype for rural dwellers, but it has occasionally been introduced into modern fashion [4].

Overall, the character designs in Genshin Impact are very beautiful and diverse, full of Chinese cultural elements. Each character has their own unique appearance and personality, while also having a rich backstory. These designs make the game more interesting and vivid and give a sense of the charm and uniqueness of Chinese culture.

4. Food Culture

Genshin Impact is a popular game that features a world filled with a variety of food cultures. In the game, you can taste a variety of delicious foods while learning about the history and origins of these foods. Here are three main aspects of Haragami's food culture [5].

Genshin Impact has a wide variety of foods, including various meats, vegetables, fruits, seafood and drinks. These foods have different attributes and effects in the game, increasing the character's life value, attack power, defense power, etc.

Genshin Impact's food has a long history, and many of them have a strong cultural background and historical origins. For example, the game's "steamed egg" is a traditional Chinese dish, while "blueberry" is a specialty fruit of North America.

Each of the Genshin Impact' characters has their own favorite foods and drinks. These preferences reflect their personalities and backgrounds. For example, the game's main character, the traveler, likes "sweet and sour pork," while the treasure hunter, searching for treasure, prefers "fried rice.

As you can see, the Genshin Impact's food culture is a very important aspect of the game, not only enriching the game, but also allowing players to learn about different cultures and history. By tasting these foods, players can better understand the game's characters and worldview.

5. Cultural Export

Game design plays an important role in contemporary cultural export. Nowadays, more and more game developers are starting to integrate cultural elements into their games to attract more international players. This cultural export is not only through the presentation of game play and storyline but also includes game characters, scenes, music and many other aspects. As a cultural medium that crosses national boundaries, games can help people better understand cultures they are unfamiliar with and facilitate communication and integration between different cultures [6].

5.1. Display of Chinese Culture

Genshin Impact is a Chinese-inspired game that showcases the essence of Chinese culture to a global audience. The game's architecture, characters, soundtrack and storyline incorporate traditional Chinese cultural elements such as Taoism, Buddhism, martial arts and myths and legends. These elements not only let players understand the history and traditions of Chinese culture, but also showcase the beautiful scenery and folk culture of China, enhancing the playability and appeal of the game [7].

5.2. Multicultural Integration

Although Genshin Impact is a Chinese-style game, it does not ignore the influence of other cultures. The game is filled with cultural elements from different countries and regions, such as European Renaissance architecture, Norse mythology and legends, and Japanese anime culture. This multicultural blend allows players to better understand the characteristics and traditions of other cultures, adding to the game's diversity and charm.

5.3. Effects on Cultural Output

Game design can integrate colorful cultural elements into games, thus promoting cultural inheritance and development. Through the game, players can understand the culture of other countries more deeply, thus better promoting the exchange and integration between cultures.

Games are a form of entertainment with a wide audience, and there are hundreds of millions of players worldwide. Through games, people can learn more about the cultures and traditions of other countries and thus increase their own cultural awareness.

With the continuous development of game industry, more and more games start to integrate cultural elements into the games. This not only can attract more players, but also can promote the development of cultural industry. Through game design, the cultural industry can better market their products to the global market.

Game design can shape the cultural image and present it to the players through many aspects such as game characters, scenes and music. This helps to increase the awareness and understanding of the culture in other countries and has a positive impact on the spread of that cultural image.

Genshin Impact's game design has done the above to influence cultural export well.

6. Conclusion

Overall, Genshin Impact is a very good game. Its diverse mechanics, beautiful graphics, rich character settings, heart-wrenching storyline, open world, distinctive Chinese elements, unique battle system, and beautiful graphics and sound effects make the game much loved and sought after by players. The latest version 1.6 adds even more content and fun to the game, allowing players to enjoy it even better. Game design can promote the transmission and development of culture, increase people's cultural awareness, promote the development of cultural industries, and shape the cultural image. For us, we should pay more attention to the importance of game design in cultural export and advocate for more game developers to integrate cultural elements into their games to achieve better cultural exchange and integration.

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