

Display of “Badger Game” at the edge of the law



talk about the social phenomenon related to “sex” reflected in the documentary
“By way of display”



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In 2003, Karl-Heinz Klopff's film "By way of display" recorded an industry field of selling betel nuts through a special marketing method, commonly known by the Chinese as "Betel Nut Girl".

First of all, I want to revise the Karl-Heinz Klopff's content in the second part of the written narrative of the film; the history of betel nut chewing in China can be traced back to the Han Dynasty (202 B.C.-8 A.D., historical known as Western Han; 25 A.D.-220 A.D., historically known as Eastern Han), according to the records in *Shi ji*¹ and *San fu Huang tu*², Emperor Wu of Han (141 B.C.-87 B.C.), Liu Che (156 B.C.-87 B.C.) *conquered Nanyue and used betel nuts to relieve the miasma in the army, after the triumph, was built the Fuli Palace in Xi'an, and Nanmu was widely planted, betel nut was included.* From then on, betel nut was also regarded as

¹ *Shi ji* is the first chronological history book in Chinese history written by the Western Han (202 B.C.-8 A.D.) historian Sima Qian (approximately 145 B.C.-approximately 86 B.C.). It records the history of nearly 2500 years from the Yellow Emperor (2717 B.C.-2599 B.C.) in ancient legends to Emperor Wu of the Han Dynasty (156 B.C.-87 B.C.). A total of 130 volumes, about 526,500 words, is also listed as the first of *Twenty-Four Histories*.

² *San fu Huang tu* is an ancient Chinese geography book. The so-called "Sanfu" refers to the three county-level administrative districts established near the capital Chang'an in the Han Dynasty, namely Jing Zhaoyin, Zuo Fengyi, and You Fufeng. It mainly records the geographical conditions of the capital Chang'an, and Sanfu area. There has always been a dispute between the author and the age of the work, and according to current evidence, it is no later than the Northern and Southern Dynasties (420-589).

something that must be respected when receiving guests because of the homophonic Chinese character “宾郎 Binlang”³, otherwise, it would be negligent of the guests.

The poet Wang Zuo (1428-1512) of the Ming Dynasty (1368-1644) also described the situation of women chewing betel nuts in southern China in his poem *Yong Binlang*:

绿玉嚼来风味别，lv yu jue lai feng wei bie
红潮登颊日华匀。hong chao deng jia ri hua yun
心含湛露滋寒齿，xin han han lu zi han chi
色转丹脂已上唇。se zhuan dan zhi yi shang chun

*Green jade chewing with different flavors,
The red tide rises on the cheeks.
A heart filled full with azure dew, moisturized cold teeth,
Color has turned rouge ran to the lips.*

Also in *Ben cao Gang mu*⁴ by Li Shizhen (1518-1593), a Ming dynasty medical scientist, it's also recorded that chewing betel nut is beneficial to health: *Chewing (Betel nut) with Fuliu leaves and clam ashes can help dispel the miasma and remove the bad breath in the chest.* As early as the Song Dynasty (960-1279), the famous poet Su Shi (1037-1101) also has a similar description in his poem *Yong Binlang*. So the first wave of chewing betel nut is not like Karl-Heinz Klopff's writing in the 17th century.



Many industry systems in China are similar to “Betel Nut Girl”, such as “Beer Girl” and “Shampoo Girl” that has been popular all over China since the 1980s, or eventually gradually developed into a “3-Péi (Lady)” with a pornographic label. The development of these industries is mostly strolling on the verge of the law, on the surface, the common point of their survival is to use a simple and efficient carrier——“Badger Game” to obtain benefits, and even strive to achieve the purpose of benefiting again. The car show models used in the

³ The “Binlang” is for the same pinyin structure of the Chinese characters “宾郎 *Distinguished Guest*” and “槟榔 *Betel Nut*”.

⁴ *Ben cao Gang mu* is a Chinese herbology volume that epitomizing the materia medica known at the time written by Li Shizhen (1518-1593) during the Ming Dynasty (1368-1644); is regarded as the most complete and comprehensive medical book ever written in the history of traditional Chinese medicine. It lists all the plants, animals, minerals, and other items that were believed to have medicinal properties, there are 52 volumes, 1892 kinds of medicines, 1109 illustrations, 11096 prescriptions, about 1.9 million words. The Polish missionary Michal Piotr Boym (1612-1659) translated the book into Latin as *Flora Sinensis*, which was published in Vienna, 1656. There are translations in Japanese, Korean, English, French, German, and Russian languages.

film to be mentioned in the same breath with “Betel Nut Girl”, I think it is inappropriate, it seems to be consistent, but there is an essential difference, that is, it’s about the brand; in fact, the credit rating reached by consumers on the manufacturer is mainly Based on the value accumulated by the manufacturer over the long-term management of the brand, not the “Badger Game”, the deep brand’s cultural heritage determines the brand value, the greater the brand value, the higher the reputation rating, so consumers can more clearly identify the manufacturer and make the foundation of the target purchase. Car show models, shown to a large extent a cultural concept related to the brand, what is different from clothing models is that their performance tends to be indirect and abstract, and more to cater to the car rather than self-expression. Just like the sexy, plump, and white female body has always been the subject of the artist’s good use, of course, these artworks will not eventually be sold because of. The combination of beautiful women and luxury cars is also a symbol of a certain level, but this symbol is also based on brand culture, not marketing methods. If we have to compare car show models with a similar industry system of “Betel Nut Girl”, I think “Beer Girl” may be a bit closer.

“Beer Girl” refers to the general term for female workers who wear uniforms uniformly marked with a certain beer brand in bars, KTVs, restaurants, or other entertainment venues to promote and sell beer of that brand, so-called “uniforms marked with a certain beer brand” and the “uniforms” worn by “Betel Nut Girl” can also be regarded as a marketing tool. In order to achieve the sales amount, the manufacturer’s well-intentioned and diligent design on the uniform has become a major selling point, and the girl’s appearance and figure are therefore particularly important. Since their employers are relatively high-end entertainment venues, the price of the beer they sell is also much higher than the market price, moreover, in order to get a few more commissions, it would be even more powerful if they can also do some passionate dancing and to ingratiate themselves with customers, and sometimes a “sweet slogan” might come at the end of the whole routine. On the surface, uniform services such as clothing, styling, performances, and products are similar to car show models based on the brand, but in fact, what’s unlike car show models that consumers don’t care too much about which brand of beer you sell, but whether it can be shaken by the so-called “Badger Game” like “Betel Nut Girl”. Which involves the concept of product value that we will talk about in the next paragraph. Simple non-contacting sales certainly cannot satisfy consumers’ desires, they may be forced to provide some additional services at the request of customers and under pressure from employers, such as accompany drinking⁵,

⁵ “Accompany drinking” refers to one of the above-mentioned “3-Péi (Lady)”. The other two accompany on different occasions are “accompany eating”, “accompany play”, “accompany singing”, “accompany dance” or “accompany sleep”, etc.

which is to accompany customers to drink the beer sold in their hands, and ultimately the customer pays, in this way, the more you drink, the more your commission, so having a good drink is also a necessary professional quality to do this business. Under the urging of alcohol, they even sometimes play some excessive drinkers' wager game, some girls will also be treated unequally, but at the same time, some girls will also use this change from non-contact to contact to violate the law to obtain greater benefits, that's secondary benefits——Pornographic Service⁶. From this point of view, it may seem safer to be a "Betel Nut Girl", after all, there is no catalyst.

In the film "By way of display" car show models are used to discuss "Betel Nut Girl" in addition to the support of the brand I think there is another thing inappropriate——the consumption motivation and consumer groups determined by the product value. The price difference of a Ferrari and a pack of Betel Nuts suffered a disastrous decline, therefore, in the face of high prices, the "Badger Game" played almost no role in the entire consumption decision, and this key factor that really determines consumption is the so-called a series of "Packaging"; we also mentioned that long-term brand management has accumulated value, and this is more determined by the level of spiritual consciousness, perceptual, emotional and internal, it is impossible to embody this value simply through the brand, hence a powerful "packaging" system is the only where the value lies. Simply put, "brand is accumulating value and packaging is creating value". How much value of the product determines the complexity of the packaging, this complexity also determines the degree of rational consumption, therefore, it seems that this "Ferrari Girl" is also a member of this huge packaging system, but she is not enough or even unable to be counted as one of the factors in the process of entire consumption decision, and her position should flow up and down the level of cultural communication, with a certain conceptual, symbolic, and elegant finishing touch, not the referent "Badger Game" and other vulgar actions. The complexity and versatility of packaging have also opened up the differences between the same product, positioning, and faced consumer group, of course, to a certain extent this also depends on the attributes of the product itself. Let's return to the thinking of "Betel Nut Girl", the low-cost product value determines the unicity of packaging, thus narrowed the differences of all betel nuts in the market, without differences, product positioning and consumer groups are even more nonsense. Imagine that everyone wants to taste something fresh in this pot, should how? Lost the competitiveness of the product itself, where does the secret of this monopoly come from? I

⁶ Since 1949 the Chinese Communist Party took power in Mainland China, has embarked on a series of actions to eradicate the sex industry, it was until the early 1960s that the apparent existing sexual service activities were basically eliminated. After Deng Xiaoping came to power in 1978, and after The Reform and Opening-Up Policy was introduced in Mainland China, the sex service industry recovered again until issued relevant laws and regulations in 1991 to designate the sex service industry as an illegal industry in Mainland China.

think it's the turn of "service"; in a macro sense, service is gratis and intangible additional products that consumers consciously or unconsciously get in the consumer experience, such as environment, objects, and interactions, without the selectivity of the product, consumers often decide where they want to consume based on services. For example, where do we go for coffee today? Or do we buy betel nuts at this crossing or next? This consideration that does not seem to happen to the product at all, we can simply regard it as a kind of irrational consumption, in other words, consumers' real motives for consumption do not come from the product itself, but to obtain greater additional demand or in this article can be said to achieve some kind of "desire", so how to grasp the "scale" of service is particularly important here, so between this "scale" of service and "desire" of consumers have also reached a two-way compatible relationship. In this way, this seemingly reasonable selling point shift, coupled with the bottomless "scale", made "Betel Nut Girl" staged one after another "Hero Sad Beauty Pass". We can't help asking ourselves, if the "Badger Game" performed by "Betel Nut Girl" is regarded as a kind of "service", should the car show models also belong to the "service"? Or "packaging"? What is the connection between service and packaging? It seems that there is not a very clear boundary between them, sometimes we think that service is also a kind of packaging or meanwhile packaging is also providing a service, it sounds very pleasant to the ear, actually, they cover a basic principle is that service must be a marketing tool, and packaging is not. If we do not overturn our previous argument that car show models are not a marketing tool, then there is no doubt that car show models must not belong to "service"; "packaging" is where the value (products) embodied and also an important factor that determines the motivation of consumption, on the surface, although the display of the car show model strives to be blended into the product⁷, and it also strives to reflect the form of the packaging to a certain extent, such as wearing clothing that matches the color of the car or a hairstyle that conforms to the concept style of the car body, etc., but consumers complete know that the name of this girl will not appear on the final bill, they are still in a non-saleable role, as we said before, the judgment of rational consumption makes them not enough to be or can not be become as one of the decidable factors in the overall consumption decision, so they should also not be "packaging". Analyzing from the internal brand level, the "surface packaging" reflected by them should be more towards the brand, and more inclined to convey the brand's culture, concept, and even core values of the brand to the public through interaction with the product. Actually, they themselves are also the embodiment of a kind of culture and integrates the car culture with their own (model) culture, according to different models and types of cars, in different environments they showed the relationship between people and cars, cars and nature, and from nature return to people

⁷ Combined with the above-mentioned narrative in the article, "...their (car show models) performance tends to be indirect and abstract, and more to cater to the car rather than self-expression."

again, showing the perfect combination of human body beauty and mechanical beauty, and ultimately humanizing the car. So if you have to define them, then I think they should be called “Brand Messenger”.



Although “Beer Girl” has assumed part of the obligations of “Brand Messenger”, the low-cost, small difference in product value still makes them hard to escape the fate of “Badger Game”. Whether it is “Betel Nut Girl” or “Beer Girl”, simply put, they are all selling products through “service”, although they are dancing on the edge of the law, fortunately, they have not completely crossed the line. But the “Shampoo Girl” we are going to talk about is totally different, on the contrary, they are borrowing products and selling “service”, they are completely “Underground Brothel”. “Shampoo Girl”, as the name suggests, are women who are engaged in shampooing and hairdressing-related occupations, in practice they do not have the relevant knowledge and professional skills, but just provide pornographic services under the banner of this. Because it involves relatively private, low cost, and legitimate physical contact and the openness of occupations publicity, shampoo and hairdressing have become the most common among its many carriers, and hence the name “Shampoo Girl”; there are also “Pedicure Girl”, “Massagi Girl” and so on. They started in the southeastern coastal cities of China in the 1980s and spread from the coast to the inland in the early 1990s, this is also a new wave of mainland China’s pornographic services industry since the founding of the country in 1949, the political background is closely related to The Reform and Opening-Up Policy (TROP)⁸ launched by Deng Xiaoping in 1978. The *Lv Shi Chun Qiu · Bo Zhi*⁹ says well that “like: too much water drowned the miller; meaning: things will develop in the opposite direction when they become extreme.” Although TROP has achieved multiple economic reforms both internally and externally, it has also greatly improved

⁸ The Reform and Opening-Up Policy was founded by Deng Xiaoping, the second state president of the People’s Republic of China, and it was implemented after the third plenary meeting of the 11th Central Committee on Dec. 18, 1978. To put it simply and concisely, it is to carry out a series of economic-oriented reform measures, which changed the situation of China’s economy that has been gradually closed to the outside world for nearly 30 years since 1949 and made a major decision for rapid economic development. It can be summarized as: “Internal reform, and opening to the outside world”.

⁹ *Lv Shi Chun Qiu*, also known as *Lv Lan*, is a book compiled under the auspices of Lv Buwei, the prime minister of the Qin Dynasty (221 B.C.-207 B.C.), and with his followers. It is a masterpiece of the Huang-Lao-Daoism which is based on Confucianism and Taoism, and theories of Ming, Fa, Mo, Nong, Bin, Yin-Yang, etc. as the material, also melted the Hundred Schools of Thought. The book is divided into 26 volumes, 160 chapters, and more than 200,000 words.

This article borrows from the *Lv Shi Chun Qiu · Bo Zhi*, “全则必缺、极则必反” to describe the development after the implementation of The Reform and Opening-Up Policy. It means that things will develop in the opposite direction when they become extreme. It also refers to the objective facts of everything in the world that existed in the development of the movement.

the vigorous development of China's economy since the founding of the People's Republic of China, it joined the World Trade Organization(WTO) in 2001 and became the world's second-largest economy in 2010, but it also brought a lot of drawbacks, such as the double-track price system, lack of independent technology and innovation capabilities, and excessive dependence on external resources have led to serious environmental pollution, there have also been bureaucratic turpitude, power and money transactions, corruption, privileges, monopolies, the widening gap between the rich and the poor, the imbalance of urban and rural development, and the real estate bubble, and the rise of so-called improper industries such as the "Shampoo Girl" we described here.

The marketing strategy of "Shampoo Girl" is basically the same as that of "Betel Nut Girl" shown in the film, both need a facade room with neon lights and distinctive signboards as support; of course, this signboard must also be all kinds of strange and ridiculous, everything from marshmallows to baguettes is contained therein, just compete with each other for the beauty of looks, such as "Sweet Heaven", "Glamorous Sweet Talk", and "Place of Spring (homophonic Chinese: 'Spring'—'Horny')", etc.. The indoor facilities are also extremely simple, a few wash pools, and a few lounge chairs, as long as they can be justified as shampooing and hairdressing. In order to attract customers, in addition to they took heavy make-up, wear exposed clothes, and dancing like the succubus, there will also be some special metaphorical stickers on the window as advertising slogans, such as "Ten yuan(ca. 1.2 euro) will make let you feel fly", "Make you intoxicated to heaven", "The dragon head hit phoenix tail off", etc.. In the reception process, they will not be too outspoken at first, in order to prevent the surprise inspection by plainclothes police and government officials, they will first start to test the authenticity of the customers based on their long-term experience and ability to quick-response, after several rounds of discussion then determining whether to provide related services, of course, compared with regular customers, there is no need to be cautious. Some government officials will also use the convenience of their positions to seek benefits, collect money on the grounds of touching the law, and act recklessly, it is precise because of this that these industries have long survived and become prosperous. Obviously, these practitioners are usually young women from relatively remote and backward areas¹⁰ and low levels of education, because of the potential advantages of the industry, most of them are voluntarily employed, such as earning more disposable income without skills, have the opportunity to enter the upper classes of society, and the change in lifestyle and so on have all become the reasons why those practitioners give up other jobs, and even some fema-

¹⁰ Since The Reform and Opening-Up Policy, economic development has mainly tended to coastal and inland first-tier cities, resulting in unbalanced urban and rural development and widening of the gaps between the rich and the poor, thus resulting in remote and backward areas in many senses.

le college students participate in it; some of them are forced to work after criminal organizations defrauded girls' trust through some despicable means and controlled them, they use violent coercion or to threaten them to engage in sex trading activities, some will even be shipped out of China, therefore, most cases of missing women in China have such hidden dangers; at the same time, there are also many surrounding foreign women who are engaged in the sex service industry in China, what has particularly caught our attention is that fugitive women from North Korea or some who were abducted and trafficked to China were forced into prostitution especially for freedom and livelihood. According to the US "Global Women's Voice" charge, the North Korean government recruited young women across the country through layers of screening to join the Kippumjo group¹¹, after that, they would undergo an ideological transformation, brainwashing, mind control, and extremely strict training, the part of them will also be sent to China to receive professional so-called massage service and some of those women who have not been completely ideologically reformed will eventually become fugitives and flee all over China. According to reports, most of these Kippumjo members left the organization between the ages of 22 and 25, and were ordered to marry North Korean military officers or defense heroes, they may even be assigned as intelligence spies to intervene among foreign government officials, all the experiences they have ever had in Kippumjo are usually absolutely secret. In addition, Hekou Town on the Sino-Vietnamese border also has a special market for Vietnamese women. In addition to TROP, the imbalance between men and women caused by the Family Planning Policy¹² has

¹¹ The Kippumjo group was established by the Democratic People's Republic of Korea during Kim Il-sung's administration in 1978. Nearly 2,000 people between the ages of 13 and 40 (most of whom are between 18 and 25) are under the Workers' Party of Korea (the only ruling party) women's organization for the pleasure of senior officials. The organization has three groups, namely:

- Manjokjo, a satisfaction team (which provides sexual services);
- Haengbokjo, a happiness team (which provides massages);
- Gamujo, a dancing and singing team (whose members are sometimes asked to dance semi-nude);

Maintained by the Democratic People's Republic of Korea's National Defense Committee. Some of them are also provided to "guests" of the Workers' Party of Korea for corresponding services. Martin Jacques, a well-known British leftist scholar, said that Kim Il Sung's purpose of establishing the Kippumjo was to have sex with his members to increase his "qi ('energy')", the Korean language is 기.

¹² Family Planning Policy is a population control policy widely implemented by the People's Republic of China in the 1980s and is a basic national policy. In terms of the policy, until 2015, the Family Planning Policy in Mainland China was dominated by the one-child policy, in rural households where at least one of the couples is an only child, and have only one girl, autonomous regions, and some ethnic minorities can have two children, of which the minority nomads in Xinjiang and Qinghai can have three children, the Tibet Autonomous Region implements a voluntary Family Planning Policy and also advocates a maximum of three children.

The ratio of male to female, due to the traditional patriarchal concept (look up to men and down on women) and some objective factors, many families illegally choose the sex of the fetus thus terminating the pregnancy, resulting in a rapid increase in the ratio of male to female. According to statistics from the official media in 2018, due to the serious male to female ratio, there are about 30-40 million men who are unable to get a wife, and modern society lets women get the ability to refuse marriage, which makes it even worse.

also promoted the development of the sex service industry. What's the sadder is that among these "Shampoo Girl" have girls under the age of 14 voluntary, forced, or induced into prostitution, based on the "virgin complex" some Chinese dignitaries and patricians have passed by "buying virgin" and "selling virgin" occupy girl's "first night", and hereby engage in tactics make dirty transactions, and meanwhile achieve spiritual satisfaction, at the same time, these girls can also "get rich overnight" by their best year. Unfortunately, God only gave them real possession once. However, the world is full of wonders and anecdotes, when there is demand, there will be supply, some medical institutions also use this "virgin complex" to temporize, and through high-tech technology vigorously to propagate hymen repair surgery. In the city under the neon light, some huge lively sexist billboards such as "Return your chastity, Return your purity", "Give you marriage without regrets", "Let the hymen become an ancient legend" etc, became the most brazen, most self-deceptive, most hypocritical, and the most fashionable placebo in the modern society. The BBC also published an article on "Calls for >virginity repair< surgery to be banned" caused a strong reaction from British society on January 27 this year, which also shows that this should be a topic of global attention. Whether it is this awesome dirty transaction or this ridiculous spiritual satisfaction, it is all the one-sided inculcation of women's chastity by the patriarchal society, which makes the society overall to hold strong disparaging attitudes on the female sex workers or women with rich sexual experience, and the unequal treatment of women's sexual rights, they were once subjected to social public opinion and discrimination, and they were even regarded as objects of public humiliation; in addition, their "humble" status would also make them to one of the preferred goals by violent crimes. For example, Hua Ruizhuo, a mixer truck driver of a construction company in Beijing, found that his girlfriend was a prostitute, and he had grievances and aroused revenge after a failed relationship, he killed 14 prostitutes from July 1998 to June 2001 and claimed to be "get rid of evils for the people and enforce justice on behalf of heaven"¹³. Of the 14 young girls who were killed, only two have been identified, and the remaining 12 have still not been able to identify their identities, resulting in unclaimed bodies; one is because the method of committing the crime is extremely cruel, the second is conceivable that women engaged in work related to "Shampoo Girl" due to the particularity of professions they have to hide their names and live in a "trap" designed for themselves. There, there is no need to prove the existence of the soul can live in a fixed pattern of emotions, and there is no way to find the pure and bright eyes; the night falls, under the darkness, helplessness, lust, greed, vanity, arrogance, and the addictive intrigue

¹³ On November 7, 2001, the Second Branch of the Beijing Municipal People's Procuratorate filed a public prosecution with the court, the court did not hear the case in public because it involved the privacy of the victim. However, after trial, the court found that Hua Ruizhuo's behavior constituted the crime of intentional homicide, and that it used particularly cruel methods to cause 14 deaths, the nature of the crime was extremely bad and the social harm was great, so he was sentenced to death in accordance with the law.

followed; the groan of unsatisfactory taste, the frosty fountain of pussy squirt, the transactions between real and virtual always seem paradoxical and gnaw at each other, yet helplessly and have to be willing, and fortunately is that this final destiny may the best ending for them after returning to the real world; write until here, looking at myself in the display, I can't help but sigh in my heart, are we not also living in such a "trap", as far as they are concerned, we are just standing in the sun, but the sun often dazzles people and can't see the world clearly, after for a long time, we look like a skyscraping cedar, the more it longs for sunlight from high places, the more its roots need to reach the dark underground.



Whether it is "Betel Nut Girl", "Beer Girl", or "Shampoo Girl"; from women to badger game, to profitability efficiency; from subject attributes to strategies, to objectives, it is not difficult to see from this that what they reflect is based on the gender differences of others, from the process of sexual attraction to sexual relations, through the conflict with social ethics and morals have arisen a view of the existence of sexual ontology, this view is usually contrary to the conventions of society, existing depends on subjective consciousness and to use it to accuse them of their behavior in a sexual dynamic environment, so to a large extent, it is biased and unobjective. So is the social ethics and morals here a reasonable reference object? Let's suppose it is, whether the existence of the so-called social ethics and morals itself contains some inequality factors, or is it built on an "unequal" consciousness system from the beginning? Is the source of this consciousness based on the laws of nature or evolved it logically from the majority rule? —At least from the perspective of social phenomena, the use of the majority rule in daily life to resolving disputes, reach consensus, and make resolutions is all taken for granted as a matter of course. Opposite, the more from common-sense way thought and accustomed to a concept or phenomenon, the more valuable to rethink, but this kind of reflection and its necessity are unavoidably conscious of a few people; it is also because of the public elections of state politics and voting in general organizations has always achieved so-called "fair and reasonable" results through this mechanism, it is even more necessary for us to observe and reconsider and retest; then, the standards of social ethics and morals are really "standards"? Is this mechanism for measuring these standards really "reasonable"? Obviously, from the theoretical perspective, it cannot be used as "common sense" or generally accepted as a justification, and most of the relevant theoretical arguments are related to "democracy". Regarding democracy, all scholars who are versed in politics and law knowledge that the question of the legitimacy and rationality of democracy is too complicated, it is also not what we have described in detail in this article, if there is an opportunity, I will write a related article to express my views in detail, but now at least it can make us turn round to and doubt the present. From the

formation to development of “Betel Nut Girl” and its related industries, does it indirectly demonstrate the one-sidedness and narrowness of social ethics and morality as we secularly know? Whether some of the colored or discriminatory views towards them can also make us think about whether our awareness of sex and sex-related gender inequality is congenital, well-deserved, or endowed by other unnatural factors? In the long historical river of different cultural backgrounds, are some representative characteristic ideology that unilaterally requests for women as “chastity”, “female virtue” and “female achievement” whether it is today’s social ethics and morals “choose” under their historical and social conditions? Imagine, if they change to all of the same colored “Betel Nut Man”, with beating chest muscles, and wearing Men’s Sexy Vest Sling Conjoined Triangle Mesh Underwear to sell you betel nuts, would you still be indifferent and natural to face them? I think most people will not, and even have strongly disgusted with this “Moldy Betel Nut”, which is enough to make us believe that an inherent pattern between sex and gender has been long already formed in our subconscious. From the perspective of natural rules, the differences in the physiological structure also make women innately passive in the gender relationship, seeing them as the object of being “to win”, and even the “more passive” can more reflect their “high-quality” femininity, in this instinctive passive relationship to obtains resources through this “high-quality”, and this “passivity” is multiplicity, for example, it also includes some indirect components such as ingratiating, endures, subservient and restraint, which are because of passively generated by internal or external factors; vice versa, the “more active” the stronger the male gender advantage, and through the sensory stimulation between each other, quickly impel to formulate the most primitive and basic human instinct of sexual desire; therefore men are more likely to be tempted than women to a large extent. In addition, fundamentally, the natural law of pursuing excellence and survival of the fittest also drives the flames of the human desire to great flourish. Before the creation of Adam, God seemed to have planted the seeds of desire and set its procedures: “women are releasing desire (creator of desire), men are ingesting desire (demandeur of desire)”; from the perspective of the law of the jungle to understand that desire should be a one-way movement in accordance with the timeliness, so only when there is “wish” can there be “satisfy”, therefore, it is not difficult for us to understand why God created men first and women later, but what he never thought was, the objective existence which is produced by the product (human) created by this desire makes all this not absolute. Driven by desire, people continue to occupy objective objects, such as the betel nut, beer, and money we mentioned here, thereby forming a certain relationship with the natural environment and society, in this relationship, women who have always been weak and passive are inevitable being treated with some inequality and relative disadvantages, and will also be restricted by various related elements caused by passivity, the uncontrollability of human desires also makes this situation turn into

a rout. This is also the basis for the formation of various women and feminism in the past dynasties. After the desire is more or less satisfied, as the subject, human beings grasp the object and the environment, and are naturally or forcibly unified with the object and the environment, forming a series of so-called social laws, social ethics and morals, and various concepts headed by the “three-concepts”, and then re-impose this actually objective existence on human subjective consciousness, and the part of unnaturally achieved unity is like injecting human beings with the genes of a potentially dangerous unknown organism, which is possible at any time react. This not-true primitive human subjective consciousness with the subjective consciousness derived from nature itself is contradictory, or in other words, they are not inclusive. These discordant phenomena similar to the “Betel Nut Girl” that we see in the society today may all come from the reaction of the discordant genes.



The knowledge of sociology and moral philosophy cannot be exhausted in just a few words, continue writing it down, there is still a lot of details for discussion. Because I am not a professional researcher in related disciplines, so I can only say stop here. But at least I hope that this article can arouse everyone’s necessary awareness of the unnecessary in life.



Special Thanks to



Film “By way of Display”

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