

# Infertility, *Zhuangyang*, and Condom: Governing sexuality in public space of China

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# Chinese censorship on sex-related products in public space

- 1989, Regulations on prohibiting advertisements on sex-related products, by Industrial and Commercial Administration Bureau (*To fit into China's value and moral system*)
- In 2007, Announcement to strengthen the regulation on prohibiting illegal advertisements on sexual medicine and STI treatment

- Actual regulations differ on different products, and in different public space
  - Central media vs. local media.
  - TV- buses, roadside adv. Board- newspapers and magazines- websites- fliers
  - Condom- infertility, abortion, emergent contraception pill -*bu shen zhuangyang* (to tonify kidney and strength Yang )

# Regulating condom & social debates

Some good tries:

- 1998, *Jisnbon* advertise on 80 buses in Guangzhou city, 'Love without concern' (*wuyou wulv de ai*); required to remove in a month
- 1999, CCTV has a non-commercial adv. on condom for HIV and STI prevention purpose; the picture, word 'condom' and brand '*Durex*' not allowed to appear; still required to stop the other day; ('condom as sex-related products')
- 2000, A big *Jisnbon* adv.board appeared outside a tall building in Wuhan city; required to remove in 2 days.
- 2008, *Durex* Digital Video Advertisement appear on shanghai subway; defined as illegal and to be removed.

- Digital Video Advertisement on *Durex*
- [11297296.flv](#)
- [FLV Player\FLVPlayer.exe](#)
- <http://www.tudou.com/programs/view/Gj6AwMGelWA/>

- Condom company such as *Jisnbon and Durex*-  
**commercial agency**
- 100% condom use and social marketing in preventing HIV/AIDS- **health agency** (easily to access in supermarkets)
- **Family planning** –more in practice and local level; less visible in public space on condom
- **State ideology** of maintaining China's value and moral system
- Using “**mom's voices**” on ‘create a pure space for children and adolescents’. (too visual and direct link to sex)

# Adv. On Infertility: for reproductive purpose

- Image: Happy family
- Hospitals to treat the infertility
- Appear in local TV; certain time period

广和医院第二门诊 | 不孕不育科  
GUANG HE YI YUAN DI ER MEN ZHEN

## 孕育新生命 广和圆你妈妈梦

幸福美满的家庭总少不了一个可爱的孩子！然而当前我国至少有2000万对育龄夫妇面临不孕不育的困扰！

广和医院二门诊部与上海红房子医院、中山医院专家运用独特路径研究出的中药三期疗法和当今国际领先的联合治不孕技术，根据不同病因对症辩证施治，让许多不孕女性如愿地当上了幸福的妈妈，充分享受人生的天伦之乐，被广大不孕症患者赞誉“送子医院”。

昵图网 nopic.com/yangli2

# Adv. No-painful abortion and Emergent contraceptive pill

- Appear on TV and campus



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- The role of reproduction in Chinese culture & One child policy, abortion is legal
- Commercial agency
- ‘bad influence and cause more pregnancy’

# *Bu shen Zhuangyang* (to tonify kidney and strength Yang)

- Tradition and western medicine to strengthen *Yang*
- Constructing men's sexuality by improving men's capacity of doing sex and satisfying women
- Medicalization and commercialization



- 蚁力神，谁用谁知道
- 女性：他好我也好

# Money, health, power/ideologies & relationship

- Government's ideology in maintaining pure environment
- Social reaction for the sake of 'children'
- Family planning and health promotion
- Commercialization and medicalization in sexual related area
- Cultural and social constructing of men's sexuality