

1. Record Nr.	UNINA9910452300403321
Autore	Bogost Ian
Titolo	Persuasive games [[electronic resource]] : the expressive power of videogames // Ian Bogost
Pubbl/distr/stampa	Cambridge, MA, : MIT Press, c2007
ISBN	1-282-10078-5 9786612100789 0-262-26891-4 1-4294-8028-9
Descrizione fisica	1 online resource (463 p.)
Disciplina	794.8
Soggetti	Video games - Social aspects Persuasion (Rhetoric) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [341]-436) and index.
Nota di contenuto	Procedural rhetoric -- Political processes -- Ideological frames -- Digital democracy -- Advertising logic -- Licensing and product placement -- Advergaming -- Procedural literacy -- Values and aspirations -- Exercise -- Purposes of persuasion.
Sommario/riassunto	An exploration of the way videogames mount arguments and make expressive statements about the world that analyzes their unique persuasive power in terms of their computational properties. Videogames are an expressive medium, and a persuasive medium; they represent how real and imagined systems work, and they invite players to interact with those systems and form judgments about them. In this innovative analysis, Ian Bogost examines the way videogames mount arguments and influence players. Drawing on the 2,500-year history of rhetoric, the study of persuasive expression, Bogost analyzes rhetoric's unique function in software in general and videogames in particular. The field of media studies already analyzes visual rhetoric, the art of using imagery and visual representation persuasively. Bogost argues that videogames, thanks to their basic representational mode of procedurality (rule-based representations and interactions), open a new

domain for persuasion; they realize a new form of rhetoric. Bogost calls this new form "procedural rhetoric," a type of rhetoric tied to the core affordances of computers: running processes and executing rule-based symbolic manipulation. He argues further that videogames have a unique persuasive power that goes beyond other forms of computational persuasion. Not only can videogames support existing social and cultural positions, but they can also disrupt and change these positions themselves, leading to potentially significant long-term social change. Bogost looks at three areas in which videogame persuasion has already taken form and shows considerable potential: politics, advertising, and learning.
