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Nota di contenuto	Part I: Gender Play -- -- The Name of the Game is Jocktronics : Sport and Masculinity in Early Video Games / Michael Z. Newman -- Madden Men : Masculinity, Race, and the Marketing of a Video Game Franchise / Thomas P. Oates -- Neoliberal Masculinity : The Government of Play and Masculinity in E-Sports / Gerald Voorhees -- The Social and Gender in Fantasy Sports Leagues / Luke Howie and Perri Campbell -- Domesticating Sports : The Wii, the Mii and Nintendo's Postfeminist Subject / Rene Powers and Robert Alan Brookey -- -- Part II. The Uses of Simulation -- -- Avastars : The Encoding of Fame within Sport Digital Games / Steven Conway -- Keeping it Real : Sports Video Game Advertising and the Fan-Consumer / Cory Hillman and Michael Butterworth -- Exploiting Nationalism and Banal Cosmopolitanism : EA's FIFA World Cup 2010 / Andrew Baerg -- Ideology, It's In The Game : Selective Simulation in EA Sports' NCAA Football / Meredith M. Bagley and Ian Summers -- Yes Wii Can or Can Wii : Theorizing the Possibilities of Video Games as Health Disparity Intervention / David J. Leonard, Sarah Ullrich-French, and Thomas G. Power.

## Sommario/riassunto

In this era of big media franchises, sports branding has crossed platforms, so that the sport, its television broadcast, and its replication in an electronic game are packaged and promoted as part of the same fan experience. Editors Robert Alan Brookey and Thomas P. Oates trace this development back to the unexpected success of Atari's Pong in the 1970's, which provoked a flood of sport simulation games that have had an impact on every sector of the electronic game market. From golf to football, basketball to step aerobics, electronic sports games are as familiar in the American household as the televised sporting events they simulate. This book explores the points of convergence at which gaming and sports culture merge.

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