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| Autore                  | Kline Stephen   |
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| Descrizione fisica      | 1 online resource (378 p.)  |
| Altri autori (Persone)  | Dyer-WithefordNick <1951-><br>De PeuterGreig <1974->  |
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| Nota di contenuto       | Pages:1 to 25; Pages:26 to 50; Pages:51 to 75; Pages:76 to 100; Pages:101 to 125; Pages:126 to 150; Pages:151 to 175; Pages:176 to 200; Pages:201 to 225; Pages:226 to 250; Pages:251 to 275; Pages:276 to 300; Pages:301 to 325; Pages:326 to 350; Pages:351 to 375; Pages:376 to 378  |
| Sommario/riassunto      | In a marketplace that demands perpetual upgrades, the survival of interactive play ultimately depends on the adroit management of negotiations between game producers and youthful consumers of this new medium. The authors suggest a model of expansion that encompasses technological innovation, game design, and marketing practices. Their case study of video gaming exposes fundamental tensions between the opposing forces of continuity and change in the information economy: between the play culture of gaming and the spectator culture of television, the dynamism of interactive media and the increasingly homogeneous mass-mediated cultural marketplace, and emerging flexible post-Fordist management strategies and the surviving techniques of mass-mediated marketing. Digital Play suggests a future not of democratizing wired capitalism but instead of continuing tensions between "access to" and "enclosure in" |

technological innovation, between inertia and diversity in popular culture markets, and between commodification and free play in the cultural industries.

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