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Promotional Screen Industries - Paul Grainge 2015-03-27
From the trailers and promos that surround film and television to the ads and brand videos that are sought out and shared, promotional media have become a central part of contemporary screen life. Promotional Screen Industries is the first book to explore the sector responsible for this thriving area of media production. In a wide-ranging analysis, Paul Grainge and Catherine Johnson explore the intermediaries – advertising agencies, television promotion specialists, movie trailer houses, digital design companies – that compete and collaborate in the fluid, fast-moving world of promotional screen work. Through interview-based fieldwork with companies and practitioners based in the UK, US and China, Promotional Screen Industries encourages us to see promotion as a professional and creative discipline with its own opportunities and challenges. Outlining how shifts in the digital media environment have unsettled the boundaries of 'promotion' and 'content', the authors provide new insight into the sector, work, strategies and imaginaries of contemporary screen promotion. With case studies on mobile communication, television, film and live events, this timely book offers a compelling examination of the industrial configurations and media forms, such as ads, apps, promos, trailers, digital shorts, branded entertainment and experiential media, that define promotional screen culture at the beginning of the twenty-first century.

Developments in Information & Knowledge Management for Business Applications - Natalia Kryvinska 2022-04-30
This book discusses incentives for information management, usage of information for existing practices to become more efficient, the acceleration of executive learning, and an evaluation of the information management impact on an organization. In today's COVID-influenced volatile world, companies face a variety of challenges. And the most crucial of them are high levels of uncertainty and risk. Therefore, companies are constantly under pressure to provide sustainable solutions. Accordingly, previously gathered knowledge and information can be extremely helpful for this purpose. Hence, this fourth book of our subseries continues to accentuate on different approaches, which point to the importance of continuous progress in structural management for sustainable growth. It highlights the permanent gain and usage of information. We would be pleased if the book can stimulate further research on this subject matter.

International Aspects of Recent Phenomena in Media and Culture - Martin A. M. Gansinger 2021-12-21

The volume provides an updated perspective on international aspects of various developments in media and culture. It includes discussions on how the digital environment contributes to the transformation and re-interpretation of existing phenomena, such as violence-on-demand in online movies, the internet appeal of virtual gangsta rappers, or the revived battle rap tradition, which operates outside the commercial limitations of the music industry and generates more views on social media than most recording artists. The book offers a new consideration of long-term trends and developments, and demonstrates in various examples how formerly marginal practices like gaming or the previously shunned Turkish movie industry have turned into influential tools of social change. In addition, the reciprocity of media content and political settings is underlined in a focus on the Arab world and the reconstruction of impulses from transnational media outlets to recent forms of citizen journalism, as well as in the case of governments' approaches to media policy in response to the COVID-19 pandemic. The book places the spotlight on pressing issues, such as the ongoing enforcement of information control in the name of public health or the local politics and practices that hinder the process of democratization in authoritarian systems.

Now the Chips Are Down - Alison Gazzard 2016-02-12

The story of a pioneering microcomputer: its beginnings as part of a national Computer Literary Project, its innovative hardware, and its creative uses. In 1982, the British Broadcasting Corporation launched its Computer Literacy Project, intended "to introduce interested adults to the world of computers and computing." The BBC accompanied this initiative with television programs, courses, books, and software—an early experiment in multi-platform education. The BBC, along with Acorn Computers, also introduced the BBC Microcomputer, which would be at the forefront of the campaign. The BBC Micro was designed to meet the needs of users in homes and schools, to demystify computing, and to counter the general pessimism among the media in Britain about technology. In this book, Alison Gazzard looks at the BBC Micro, examining the early capabilities of multi-platform content generation and consumption and the multiple literacies this approach enabled—not only in programming and software creation, but also in accessing information across a range of media, and in "do-it-yourself" computing. She links many of these early developments to current new-media practices. Gazzard looks at games developed for the BBC Micro, including Granny's Garden, an educational game for primary schools, and Elite, the seminal space-trading game. She considers the shift in focus from hardware to peripherals, describing the Teletext Adapter as an early model for software distribution and the Domesday Project (which combined texts, video, and still photographs) as a hypermedia-like experience. Gazzard's account shows the BBC Micro not only as a vehicle for various literacies but also as a user-oriented machine that pushed the boundaries of what could be achieved in order to produce something completely new.

Transnational Contexts of Development History, Sociality, and Society of Play - S. Austin Lee 2017-01-21

This book examines the historical background of game development, offline and online gamer interactions, and presents a method to study the health impacts of digital games in East Asia. Focusing on examinations of how video games shape external interactions with the world as well as internal spaces, Lee and Pulos' volume brings together a range of approaches and regions to understand the impact of video games in East Asia and beyond. Contributions range from assessments of Nintendo's lasting technological impact in Japan and globally to analyses of mobile social gaming among teenage girls in Korea, with qualitative and quantitative methodologies set in contact with one another to offer a full spectrum of perspectives on video gaming and its profound cultural impact.

The Video Game Industry - Peter Zackariasson 2012-08-21

The Video Game Industry provides a platform for the research on the video game industry to draw a coherent and informative picture of this industry. Previously this has been done sparsely through conference papers, research articles, and popular science books. Although the study

of this industry is still stigmatized as frivolous and 'only' game oriented, those who grew up with video games are changing things, especially research agendas, the acceptance of studies, and their interpretation. This book describes and defines video games as their own special medium. They are not pinball from which they grew, nor movies which they sometimes resemble. They are a unique form of entertainment based on meaningful interactions between individuals and machine across a growing sector of the population. The Video Game Industry provides a reference foundation for individuals seriously interested in the industry at the academic level. As a result, this book will serve as a reference in curricula associated with video game development for years to come.

Ready Player Two - Shira Chess 2017-10-01 Cultural stereotypes to the contrary, approximately half of all video game players are now women. A subculture once dominated by men, video games have become a form of entertainment composed of gender binaries. Supported by games such as Diner Dash, Mystery Case Files, Wii Fit, and Kim Kardashian: Hollywood—which are all specifically marketed toward women—the gamer industry is now a major part of imagining what femininity should look like. In Ready Player Two, media critic Shira Chess uses the concept of "Player Two"—the industry idealization of the female gamer—to examine the assumptions implicit in video games designed for women and how they have impacted gaming culture and the larger society. With Player Two, the video game industry has designed specifically for the feminine ideal: she is white, middle class, heterosexual, cis-gendered, and abled. Drawing on categories from time management and caregiving to social networking, consumption, and bodies, Chess examines how games have been engineered to shape normative ideas about women and leisure. Ready Player Two presents important arguments about how gamers and game developers must change their thinking about both women and games to produce better games, better audiences, and better industry practices. Ultimately, this book offers vital prescriptions for how one of our most powerful entertainment industries must evolve its ideas of women.

Video Games and Creativity - 2015-08-03 Video games have become an increasingly ubiquitous part of society due to the proliferation and use of mobile devices. Video Games and Creativity explores research on the relationship between video games and creativity with regard to play, learning, and game design. It answers such questions as: Can video games be used to develop or enhance creativity? Is there a place for video games in the classroom? What types of creativity are needed to develop video games? While video games can be sources of entertainment, the role of video games in the classroom has emerged as an important component of improving the education system. The research and development of game-based learning has revealed the power of using games to teach and promote learning. In parallel, the role and importance of creativity in everyday life has been identified as a requisite skill for success. Summarizes research relating to creativity and video games Incorporates creativity research on both game design and game play Discusses physical design, game mechanics, coding, and more Investigates how video games may encourage creative problem solving Highlights applications of video games for educational purposes

Global Games - Aphra Kerr 2017-03-27 In the last decade our mobile phones have been infiltrated by angry birds, our computers by leagues of legends and our social networks by pleas for help down on the farm. As digital games have become networked, mobile and casual they have become a pervasive cultural form. Based on original empirical work, including interviews with workers, virtual ethnographies in online games and analysis of industry related documents, Global Games provides a political, economic and sociological analysis of the growth and restructuring of the digital games industry over the past decade. Situating the games industry as both cultural and creative and examining the relative growth of console, PC, online and mobile, Aphra Kerr analyses the core production logics in the industry, and the expansion of circulation processes as game services have developed. In an industry dominated by North American and Japanese companies, Kerr explores the recent

success of companies from China and Europe, and the emergent spatial politics as countries, cities, companies and communities compete to reshape digital games in the networked age.

Changing the Rules of the Game - S. Hotho 2013-10-24

The computer games industry is one of the most vibrant industries today whose potential for growth seems inexhaustible. This book adopts a multi-disciplinary approach and captures emerging trends as well as the issues and challenges faced by businesses, their managers and their workforce in the games industry.

Game History and the Local - Melanie Swalwell 2021-05-24

This book brings together essays on game history and historiography that reflect on the significance of locality. Game history did not unfold uniformly and the particularities of space and place matter, yet most digital game and software histories are silent with respect to geography. Topics covered include: hyper-local games; temporal anomalies in platform arrival and obsolescence; national videogame workforces; player memories of the places of gameplay; comparative reception studies of a platform; the erasure of cultural markers; the localization of games; and perspectives on the future development of 'local' game history. Chapters 1 and 12 are available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

Inside the Video Game Industry - Judd Ruggill 2016-11-03

Inside the Video Game Industry offers a provocative look into one of today's most dynamic and creative businesses. Through in-depth structured interviews, industry professionals discuss their roles, providing invaluable insight into game programming, art, animation, design, production, quality assurance, audio and business professions. From hiring and firing conventions, attitudes about gender disparity, goals for work-life balance, and a span of legal, psychological, and communal intellectual property protection mechanisms, the book's combination of accessible industry talk and incisive thematic overviews is ideal for anyone interested in games as a global industry, a site of cultural study, or a prospective career path. Designed for researchers, educators, and

students, this book provides a critical perspective on an often opaque business and its highly mobile workforce. Additional teaching materials, including activities and study questions, can be found at https://www.routledge.com/9780415828284.

Handbook on the Digital Creative Economy - Ruth Towse 2013-12-27

Digital technologies have transformed the way many creative works are generated, disseminated and used. They have made cultural products more accessible, challenged established business models and the copyright system, and blurred the boundary between

Mobile Gaming in Asia - Dal Yong Jin 2016-07-29

This book analyzes mobile gaming in the Asian context and looks into a hitherto neglected focus of inquiry – a localized mobile landscape, with particular reference to young Asians' engagement with mobile gaming. This edition focuses not only on the remarkable success of local mobile games, but also on the significance of social milieu in the development of Asian mobile technologies and gaming culture. It analyzes the growth of the current mobile technologies and mobile gaming not as separate but as continuous developments in tandem with the digital economy. It is of interest to both academics and a broader readership from the business, government, and information technology sectors

Understanding Games and Game Cultures - Ingrid Richardson 2021-03-24

Digital games are one of the most significant media interfaces of contemporary life. Games today interweave with the social, economic, material, and political complexities of living in a digital age. But who makes games, who plays them, and what, how and where do we play? This book explores the ways in which games and game cultures can be understood. It investigates the sites, genres, platforms, interfaces and contexts for games and gameplay, offering a critical overview of the breadth of contemporary game studies. It is an essential companion for students looking to understand games and games cultures in our increasingly playful and 'gamified' digital society.

The Gamification of Digital Journalism - David O. Dowling 2020-11-23

This book examines the brief yet accelerated

evolution of newsgames, a genre that has emerged from puzzles, quizzes, and interactives augmenting digital journalism into full-fledged immersive video games from open-world designs to virtual reality experiences. Critics have raised questions about the credibility and ethics of transforming serious news stories of political consequence into entertainment media, and the risks of trivializing grave and catastrophic events into mere games. Dowling explores both the negatives of newsgames, and how the use of entertainment media forms and their narrative methods mainly associated with fiction can add new and potentially more powerful meaning to news than traditional formats allow. The book also explores how industrial and cultural shifts in the digital publishing industry have enabled newsgames to evolve in a manner that strengthens certain core principles of journalism, particularly advocacy on behalf of marginalized and oppressed groups. Cutting-edge and thoughtful, The Gamification of Digital Journalism is a must-read for scholars, researchers, and practitioners interested in multimedia journalism and immersive storytelling.

Careers in Focus: Computer and Video Game Design, Third Edition - James Chambers 2022-06-01
Ferguson's Careers in Focus books are a valuable career exploration tool for libraries and career centers. Written in an easy-to-understand yet informative style, this series surveys a wide array of commonly held jobs and is arranged into volumes organized by specific industries and interests. Each of these informative books is loaded with up-to-date career information presented in a featured industry article and a selection of detailed professions articles. The information here has been researched, vetted, and analyzed by Ferguson's editors, drawing from government and industry sources, professional groups, news reports, career and job-search resources, and a variety of other sources. For readers making career choices, these books offer a wealth of helpful information and resources.

Global Game Industries and Cultural Policy - Anthony Fung 2017-02-10
This is the first book that sheds light on global game industries and cultural policy. The scope

covers the emerging and converging theory and models on cultural industries and its development, and their connection to national cultural policy and globalization. The primary focus of the book is on Asian cultural policy and industries while there are implicit comparisons throughout the book to compare Asia to other global markets. This book is aimed at advanced undergraduates, graduate students and faculty members in programs addressing cultural policy and digital games. It will also be of interest to those within the cultural policy community and to digital games professionals.

Nostalgia and Videogame Music - Vincent E. Rone 2022-03-29
This book, the first multi-disciplinary study of nostalgia and videogame music, allows readers to understand the relationships and memories they often form around games, and music is central to this process. The quest into the past begins with this book, a map that leads to the intersection between nostalgia and videogame music. Informed by research on musicology and memory as well as practices of gaming culture the edited volume discusses different forms of nostalgia, how video games display their relation to those and in what ways theoretically self-conscious positions can be found in games. The perspectives of the new discipline ludmusicology provide the broader framework for this project. This significant new book focuses on an important topic that has not been sufficiently addressed in the field and is clear in its contribution to ludomusicology. An important scholarly addition to the field of ludomusicology, with potential appeal to undergraduate and graduate scholars in many related fields due to its inherent interdisciplinarity, including musicology more broadly, game studies and games design, film studies, as well as cultural and media studies. It could also appeal to practitioners, particularly those nostalgic and self-reflexive artists who already engage in nostalgic practice (chiptune musicians, for instance). Also to those researching and studying in the fields of memory studies and cultural studies. Readership will include researchers, educators, practitioners, undergraduate and graduate students, fans and game players.
Translation and Localisation in Video Games -

Miguel Á. Bernal-Merino 2014-09-19
This book is a multidisciplinary study of the translation and localisation of video games. It offers a descriptive analysis of the industry – understood as a global phenomenon in entertainment – and aims to explain the norms governing present industry practices, as well as game localisation processes. Additionally, it discusses particular translation issues that are unique to the multichannel nature of video games, in which verbal and nonverbal signs must be cohesively combined with interactivity to achieve maximum playability and immerse players in the game's virtual world. Although positioned within the theoretical framework of descriptive translation studies, Bernal-Merino incorporates research from audiovisual translation, software localisation, computer assisted translation, comparative literature, and video game production. Moving beyond this framework, Translation and Localisation in Video Games challenges some of the basic tenets of translation studies and proposes changes to established and unsatisfactory processes in the video game and language services industries.
Below the Stars - Kate Fortmueller 2021-07-13
Despite their considerable presence in Hollywood, extras and working actors have received scant attention within film and media studies as significant contributors to the history of the industry. Looking not to the stars but to these supporting players in film, television, and, recently, streaming programming, Below the Stars highlights such actors as precarious laborers whose work as freelancers has critically shaped the entertainment industry throughout the twentieth and twenty-first centuries. By addressing ordinary actors as a labor force, Kate Fortmueller proposes a media industry history that positions underrepresented and quotidian experiences as the structural elements of the culture and business of Hollywood. Resisting a top-down assessment, Fortmueller explores the wrangling of labor unions and guilds that advocated for collective action for everyday actors and helped shape professional norms. She pulls from archival research, in-person interviews, and firsthand observation to examine a history that cuts across industry boundaries and situates actors as a labor group at the center of industrial and technological upheavals, with lasting implications for race, gender, and labor relations in Hollywood.

Production Studies, The Sequel! - Miranda Banks 2015-07-03
Production Studies, The Sequel! is an exciting exploration of the experiences of media workers in local, global, and digital communities—from prop-masters in Germany, Chinese film auteurs, producers of children's television in Qatar, Italian radio broadcasters, filmmakers in Ethiopia and Nigeria, to seemingly-autonomous Twitterbots. Case studies examine international production cultures across five continents and incorporate a range of media, including film, television, music, social media, promotional media, video games, publishing and public broadcasting. Using the lens of cultural studies to examine media production, Production Studies, The Sequel! takes into account transnational production flows and places production studies in conversation with other major areas of media scholarship including audience studies, media industries, and media history. A follow-up to the successful Production Studies, this collection highlights new and important research in the field, and promises to generate continued discussion about the past, present, and future of production studies.

The Routledge Companion to Media & Gender - Cynthia Carter 2013-12-13
The Routledge Companion to Media and Gender offers a comprehensive examination of media and gender studies, charting its histories, investigating ongoing controversies, and assessing future trends. The 59 chapters in this volume, written by leading researchers from around the world, provide scholars and students with an engaging and authoritative survey of current thinking in media and gender research. The Companion includes the following features: With each chapter addressing a distinct, concrete set of issues, the volume includes research from around the world to engage readers in a broad array of global and transnational issues and intersectional perspectives. Authors address a series of important questions that have consequences for current and future thinking in the field, including postfeminism, sexual violence, masculinity, media industries, queer identities, video games, digital policy, media activism,

sexualization, docusoaps, teen drama, cosmetic surgery, media Islamophobia, sport, telenovelas, news audiences, pornography, and social and mobile media. A range of academic disciplines inform exploration of key issues around production and policymaking, representation, audience engagement, and the place of gender in media studies. The Routledge Companion to Media and Gender is an essential guide to the central ideas, concepts and debates currently shaping media and gender research.

The Motherhood Business - Anne Teresa Demo 2015-11-13
The essays in The Motherhood Business examine how consumer culture both constrains and empowers contemporary motherhood. The collection demonstrates that the logic of consumerism and entrepreneurship has redefined both the experience of mothering and the marketplace.

Locked Out - Evan Elkins 2019-08-31
A rare insight into how industry practices like regional restrictions have shaped global media culture in the digital era "This content is not available in your country." At some point, most media consumers around the world have run into a message like this. Whether trying to watch a DVD purchased during a vacation abroad, play an imported Japanese video game, or listen to a Spotify library while traveling, we are constantly reminded of geography's imprint on digital culture. We are locked out. Despite utopian hopes of a borderless digital society, DVDs, video games, and streaming platforms include digital rights management mechanisms that block media access within certain territories. These technologies of "regional lockout" are meant first and foremost to keep the entertainment industries' global markets distinct. But they also frustrate consumers and place territories on a hierarchy of global media access. Drawing on extensive research of media-industry strategies, consumer and retailer practices, and media regulation, Locked Out explores regional lockout's consequences for media around the globe. Power and capital are at play when it comes to who can consume what content and who can be a cultural influence. Looking across digital technologies, industries, and national contexts, Locked Out argues that the practice of regional lockout has shaped and

reinforced global hierarchies of geography and culture.

Social, Casual and Mobile Games - Michele Willson 2017-08-24
The first collection dedicated to analysing the casual, social, and mobile gaming movements that are changing games the world over.

Encyclopedia of Video Games: The Culture, Technology, and Art of Gaming, 2nd Edition [3 volumes] - Mark J. P. Wolf 2021-05-24
Now in its second edition, the Encyclopedia of Video Games: The Culture, Technology, and Art of Gaming is the definitive, go-to resource for anyone interested in the diverse and expanding video game industry. This three-volume encyclopedia covers all things video games, including the games themselves, the companies that make them, and the people who play them. Written by scholars who are exceptionally knowledgeable in the field of video game studies, it notes genres, institutions, important concepts, theoretical concerns, and more and is the most comprehensive encyclopedia of video games of its kind, covering video games throughout all periods of their existence and geographically around the world. This is the second edition of Encyclopedia of Video Games: The Culture, Technology, and Art of Gaming, originally published in 2012. All of the entries have been revised to accommodate changes in the industry, and an additional volume has been added to address the recent developments, advances, and changes that have occurred in this ever-evolving field. This set is a vital resource for scholars and video game aficionados alike. Explores games, people, events, and ideas that are influential in the industry, rather than simply discussing the history of video games Offers a detailed understanding of the variety of video games that have been created over the years Includes contributions from some of the most important scholars of video games Suggests areas of further exploration for students of video games

Independent Videogames - Paolo Ruffino 2020-10-08
Independent Videogames investigates the social and cultural implications of contemporary forms of independent video game development. Through a series of case studies and theoretical investigations, it evaluates the significance of

such a multi-faceted phenomenon within video game and digital cultures. A diverse team of scholars highlight the specificities of independence within the industry and the culture of digital gaming through case studies and theoretical questions. The chapters focus on labor, gender, distribution models and technologies of production to map the current state of research on independent game development. The authors also identify how the boundaries of independence are becoming opaque in the contemporary game industry – often at the cost of the claims of autonomy, freedom and emancipation that underlie the indie scene. The book ultimately imagines new and better narratives for a less exploitative and more inclusive videogame industry. Systematically mapping the current directions of a phenomenon that is becoming increasingly difficult to define and limit, this book will be a crucial resource for scholars and students of game studies, media history, media industries and independent gaming.

Developer's Dilemma - Casey O'Donnell
2014-11-21
An examination of work—including the organization of work and the market forces that surround it—through the lens of the collaborative practice of game development. Rank-and-file game developers bring videogames from concept to product, and yet their work is almost invisible, hidden behind the famous names of publishers, executives, or console manufacturers. In this book, Casey O'Donnell examines the creative collaborative practice of typical game developers. His investigation of why game developers work the way they do sheds light on our understanding of work, the organization of work, and the market forces that shape (and are shaped by) media industries. O'Donnell shows that the ability to play with the underlying systems—technical, conceptual, and social—is at the core of creative and collaborative practice, which is central to the New Economy. When access to underlying systems is undermined, so too is creative collaborative process. Drawing on extensive fieldwork in game studios in the United States and India, O'Donnell stakes out new territory empirically, conceptually, and methodologically. Mimicking the structure of videogames, the book

is divided into worlds, within which are levels; and each world ends with a boss fight, a "rant" about lessons learned and tools mastered. O'Donnell describes the process of videogame development from pre-production through production, considering such aspects as experimental systems, "socially mandatory" overtime, and the perpetual startup machine that exhausts young, initially enthusiastic workers. He links work practice to broader systems of publishing, manufacturing, and distribution; introduces the concept of a privileged "actor-intra-internetwork"; and describes patent and copyright enforcement by industry and the state.

Video Games as Culture - Daniel Muriel
2018-03-14
Video games are becoming culturally dominant. But what does their popularity say about our contemporary society? This book explores video game culture, but in doing so, utilizes video games as a lens through which to understand contemporary social life. Video games are becoming an increasingly central part of our cultural lives, impacting on various aspects of everyday life such as our consumption, communities, and identity formation. Drawing on new and original empirical data – including interviews with gamers, as well as key representatives from the video game industry, media, education, and cultural sector – Video Games as Culture not only considers contemporary video game culture, but also explores how video games provide important insights into the modern nature of digital and participatory culture, patterns of consumption and identity formation, late modernity, and contemporary political rationalities. This book will appeal to undergraduate and postgraduate students, as well as postdoctoral researchers, interested in fields such Video Games, Sociology, and Media and Cultural Studies. It will also be useful for those interested in the wider role of culture, technology, and consumption in the transformation of society, identities, and communities.

Examining the Evolution of Gaming and Its Impact on Social, Cultural, and Political Perspectives - Valentine, Keri Duncan
2016-06-20
With complex stories and stunning visuals

eliciting intense emotional responses, coupled with opportunities for self-expression and problem solving, video games are a powerful medium to foster empathy, critical thinking, and creativity in players. As these games grow in popularity, ambition, and technological prowess, they become a legitimate art form, shedding old attitudes and misconceptions along the way. Examining the Evolution of Gaming and Its Impact on Social, Cultural, and Political Perspectives asks whether videogames have the power to transform a player and his or her beliefs from a sociopolitical perspective. Unlike traditional forms of storytelling, videogames allow users to immerse themselves in new worlds, situations, and politics. This publication surveys the landscape of videogames and analyzes the emergent gaming that shifts the definition and cultural effects of videogames. This book is a valuable resource to game designers and developers, sociologists, students of gaming, and researchers in relevant fields.

They Create Worlds - Alexander Smith 2019-11-19

They Create Worlds: The Story of the People and Companies That Shaped the Video Game Industry, Vol. 1 is the first in a three-volume set that provides an in-depth analysis of the creation and evolution of the video game industry. Beginning with the advent of computers in the mid-20th century, Alexander Smith's text comprehensively highlights and examines individuals, companies, and market forces that have shaped the development of the video game industry around the world. Volume one, places an emphasis on the emerging ideas, concepts, and games developed from the commencement of the budding video game art form in the 1950s and 1960s through the first commercial activity in the 1970s and early 1980s. They Create Worlds aims to build a new foundation upon which future scholars and the video game industry itself can chart new paths. Key Features: The most in-depth examination of the video game industry ever written, They Create Worlds charts the technological breakthroughs, design decisions, and market forces in the United States, Europe, and East Asia that birthed a $100 billion industry. The books derive their information from rare primary sources such as little-studied trade publications,

personal papers collections, and oral history interviews with designers and executives, many of whom have never told their stories before. Spread over three volumes, They Create Worlds focuses on the creative designers, shrewd marketers, and innovative companies that have shaped video games from their earliest days as a novelty attraction to their current status as the most important entertainment medium of the 21st Century. The books examine the formation of the video game industry in a clear narrative style that will make them useful as teaching aids in classes on the history of game design and economics, but they are not being written specifically as instructional books and can be enjoyed by anyone with a passion for video game history.

A History of Competitive Gaming - Lu Zhouxiang 2022-05-13

Competitive gaming, or esports – referring to competitive tournaments of video games among both casual gamers and professional players – began in the early 1970s with small competitions like the one held at Stanford University in October 1972, where some 20 researchers and students attended. By 2022 the estimated revenue of the global esports industry is in excess of $947 million, with over 200 million viewers worldwide. Regardless of views held about competitive gaming, esports have become a modern economic and cultural phenomenon. This book studies the full history of competitive gaming from the 1970s to the 2010s against the background of the arrival of the electronic and computer age. It investigates how competitive gaming has grown into a new form of entertainment, a sport-like competition, a lucrative business and a unique cultural sensation. It also explores the role of competitive gaming in the development of the video game industry, making a distinctive contribution to our knowledge and understanding of the history of video games. A History of Competitive Gaming will appeal to all those interested in the business and culture of gaming, as well as those studying modern technological culture.

Video Games and the Global South - Phillip Penix-Tadsen 2019-05-17

Video Games and the Global South redefines games and game culture from south to north, analyzing the cultural impact of video games,

the growth of game development and the vitality of game cultures across Africa, the Middle East, Central and South America, the Indian subcontinent, Oceania and Asia.

Gamification-Based E-Learning Strategies for Computer Programming Education - Alexandre Peixoto de Queirós, Ricardo 2016-08-23
Computer technologies are forever evolving and it is vital that computer science educators find new methods of teaching programming in order to maintain the rapid changes occurring in the field. One of the ways to increase student engagement and retention is by integrating games into the curriculum. Gamification-Based E-Learning Strategies for Computer Programming Education evaluates the different approaches and issues faced in integrating games into computer education settings. Featuring emergent trends on the application of gaming to pedagogical strategies and technological tactics, as well as new methodologies and approaches being utilized in computer programming courses, this book is an essential reference source for practitioners, researchers, computer science teachers, and students pursuing computer science.

How to Play Video Games - Nina Huntemann 2019-03-26
Forty original contributions on games and gaming culture What does Pokémon Go tell us about globalization? What does Tetris teach us about rules? Is feminism boosted or bashed by Kim Kardashian: Hollywood? How does BioShock Infinite help us navigate world-building? From arcades to Atari, and phone apps to virtual reality headsets, video games have been at the epicenter of our ever-evolving technological reality. Unlike other media technologies, video games demand engagement like no other, which begs the question—what is the role that video games play in our lives, from our homes, to our phones, and on global culture writ large? How to Play Video Games brings together forty original essays from today's leading scholars on video game culture, writing about the games they know best and what they mean in broader social and cultural contexts. Read about avatars in Grand Theft Auto V, or music in The Legend of Zelda: Ocarina of Time. See how Age of Empires taught a generation

about postcolonialism, and how Borderlands exposes the seedy underbelly of capitalism. These essays suggest that understanding video games in a critical context provides a new way to engage in contemporary culture. They are a must read for fans and students of the medium.

Playback – A Genealogy of 1980s British Videogames - Alex Wade 2016-10-20
Through interviews with developers, gamers, and journalists examining the phenomena of bedroom coding, arcade gaming, and format wars, mapped onto enquiry into the seminal genres of the time including driving, shooting, and maze chase, Playback: A Genealogy of 1980s British Videogames examines how 1980s Britain has become the culture of work in the 21st century and considers its meaning to contemporary society. This crucial and timely work fills a lacuna for students and researchers of sociology, media, and games studies and will be of interest to employees of the videogames and media industries. Research into videogames have never been greater, but exploration of their historic drivers is as elided as the technology is influential, giving rise to a range of questions. What were the social and economic conditions that gave rise to a billion dollar industry? What were the motivations of the early 'bedroom coders'? What are the legacies of the seminal videogames of the 1980s and how do they inform the current social, political and cultural landscape? With a focus on the characteristics of the UK videogame industry in the 1980s, Wade explores these questions from perspectives of consumption, production and leisure, outlining the construction of a habitus unique to this time.

Video Game Marketing - Peter Zackariasson 2016-10-04
The video game industry has been one of the fastest-growing cultural phenomena of our times with market conditions that demand a specific skill set from its marketers. To a new generation of "indie gamers", being a game developer isn't just about design and production, a successful video game demands entrepreneurial skills and astute business acumen. The creators need to know what their customers want, how to reach those customers and how to sell to them. Video Game Marketing: A student textbook is for development students or aspiring developers who want to know how to promote and sell the

results of their efforts. This book is a much-needed guide to: • the essentials of marketing strategy; • video games as products or services; • marketing research for game development; • branding video games; • marketing through game: gamification, advergames. Replete with pedagogy to aid learning such as objectives and discussion questions for each chapter, this book is all that aspiring video game developers will need to unleash the potential of their games.

Next Generation of Internet of Things - Raghvendra Kumar 2021-06-14
This book includes selected papers from the International Conference on Next Generation of Internet of Things (ICNGIoT 2021), organized by the Department of Computer Science and Engineering, School of Engineering, GIET University, Gunupur, Odisha, India, during 5–6 February 2021. The book covers topics such as IoT network design and architecture, IoT network virtualization, IoT sensors, privacy and security for IoT, SMART environment, social networks, data science and data analytics, cognitive intelligence and augmented intelligence, and case studies and applications.

Medium Law - Daithí Mac Síthigh 2017-09-13
Why should anyone care about the medium of communication today, especially when talking about media law? In today's digital society, many emphasise convergence and seek new regulatory approaches. In Medium Law, however, the 'medium theory' insights of Harold Innis, Marshall McLuhan and the Toronto School of Communication are drawn upon as part of an argument that differences between media, and technological definitions, continue to play a crucial role in the regulation of the media. Indeed, Mac Síthigh argues that the idea of converged, cross-platform, medium-neutral media regulation is unattainable in practice and potentially undesirable in substance. This is demonstrated through the exploration of the regulation of a variety of platforms such as films, games, video-on-demand and premium rate telephone services. Regulatory areas discussed include content regulation, copyright, tax relief for producers and developers, new online services, conflicts between regulatory systems, and freedom of expression. This timely and topical volume will appeal to postgraduate students and postdoctoral researchers interested in fields such as Law, Policy, Regulation, Media Studies, Communications History, and Cultural Studies.