

FUN!!

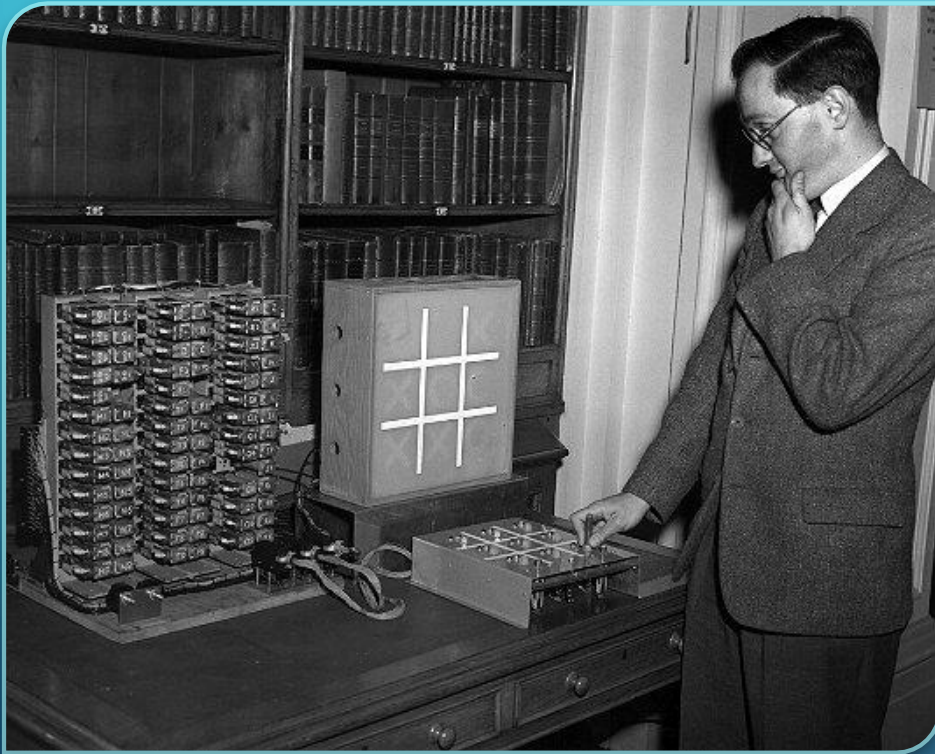
HOW GAMING COULD MAKE BETTY DRAPER A BETTER MOTHER?

NEVER STOP IMPROVING

ENTERTAINING



BRIEF HISTORY



- Gaming grew in the 1960's
- Games were games, not viewed as profit
- Computers were big, expensive and a serious buy
- Computer graphics weren't great

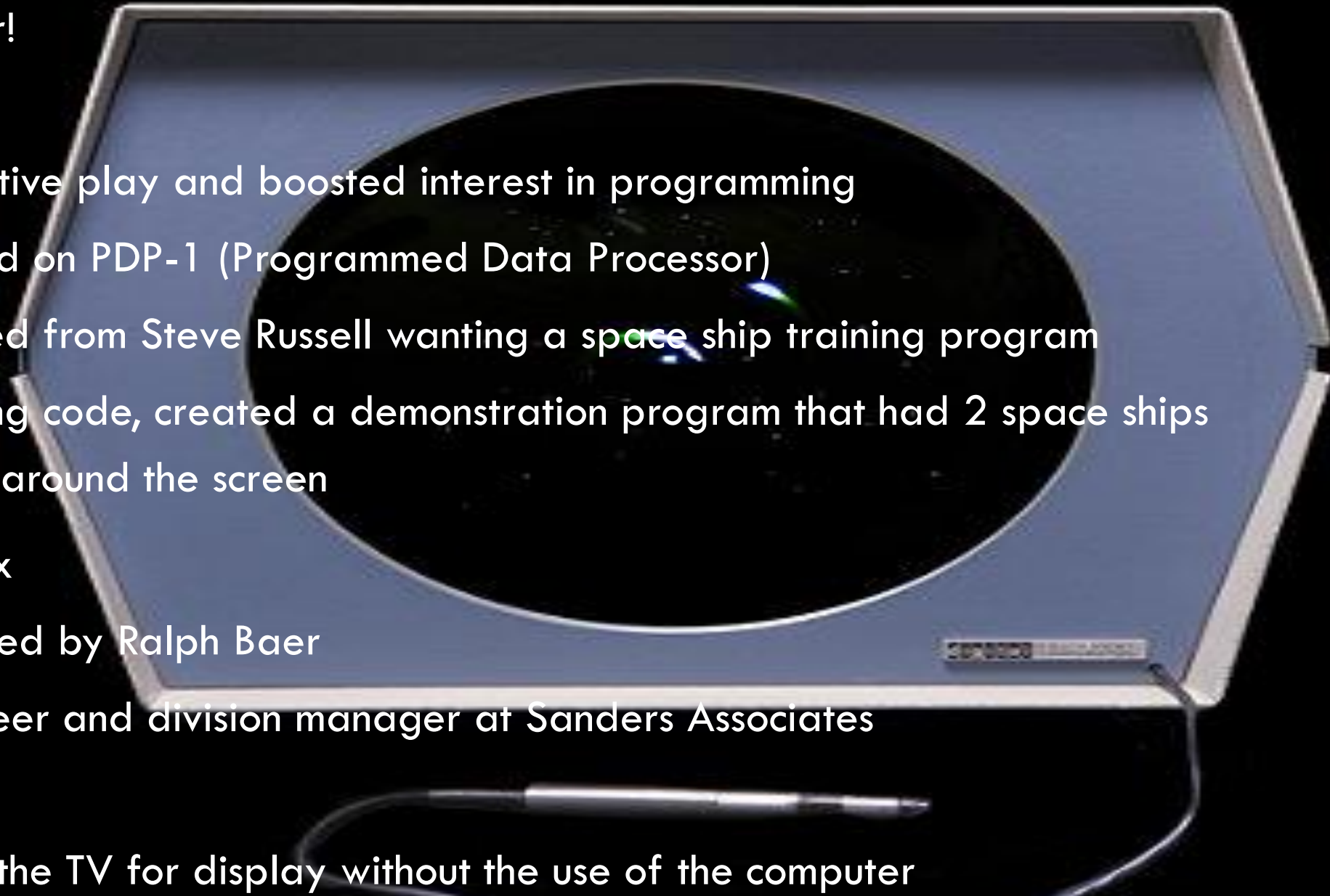
THE BEGINNING

- Spacewar!

- 1961
- Addictive play and boosted interest in programming
- Played on PDP-1 (Programmed Data Processor)
- Started from Steve Russell wanting a space ship training program
- Writing code, created a demonstration program that had 2 space ships move around the screen

- Brown Box

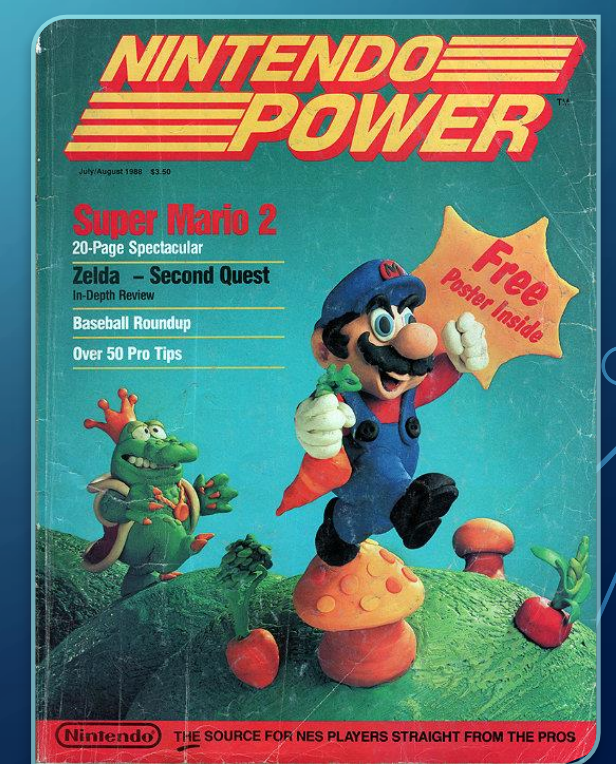
- Created by Ralph Baer
- Engineer and division manager at Sanders Associates
- 1966
- Used the TV for display without the use of the computer





JAPAN SUCCEEDS

- Profits were declining in America, Japan was staying steady
- 1980- Puck man by Toru Iwatani
 - Not popular in Japan
 - 1981 Bally bought U.S. rights
 - Changed puck to Pac
- Pac man first to break into popular culture
- 1983- Nintendo expanded
 - Introduced Famicom (Family Computer)
 - Donkey Kong, Donkey Kong Jr., Popeye
- 1985- Famicom went to America
 - Popular game- Super Mario Brothers





ARCADE CONSOLES - HOME SYSTEMS - HANDHELDS

- 1989- Nintendo created first handheld system
 - Game Boy
 - First game- Tetris



COMPLEX GRAPHICS INCREASED SALES

CREATED GAMES FOR PC THEN ADAPTING TO CONSOLES

LINKING PLAYERS INCREASED AUDIENCE AND REACH

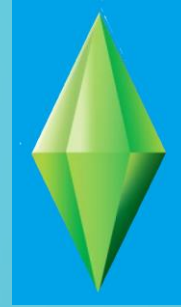
1990- MARKET GREW, STILL SURPASSING FILM SALES

FRANCHISE DEALS WITH BASKETBALL/FOOTBALL/ETC. LEAD TO SPORTS GAMES

EXCELLING

- Doom- 1993
 - Was the first First Person Shooter game
- Ultima
 - First role playing fantasy
- Sony partnered with Nintendo to create a play station
- 1994- custody battle over naming rights, Sony won
 - Changed name to PlayStation
 - Used disc technology
- 1997
 - Started online play
 - Competitors saw Ultima's popularity
 - Milestone for a online medium
- Atari Created in 1972
- Nolan Bushnell and Ted Dabney
- First successful video game company
- 1976 Warner Communications bought Atari
- Shortly after created, Pong was released by Al Alcorn
 - Never was patented
 - Magnavox tried to sue Atari for the game, Atari settled

SUL SUL



- Created by Will Wright and Jeff Braun
 - Modeling real world and creating fantasy worlds
- 1987- Sim City
 - Urban and common problems
- 2001 The Sims
 - Relationships and issues affecting individuals
 - Idea came from Wright's house burning down in 1990

IAN BOGOST

- Bogost approached video games as an expressive medium and studies properties that lead to the creation of “possibility spaces”
 - Possibility spaces- the state or condition of being possible
- Games represent processes in the material world
- We encounter the meaning of games by exploring their possibility spaces and explore their possibility spaces through play



RHETORIC

- The practice of authoring arguments, field of communication that deals with persuasive speech
- It is a language to confuse or manipulate the listener
 - Verbal
 - Visual
 - Denying that advertisements or photographs have no affect of their viewer
 - Digital
 - Abstracts the computer to focus on the text and image content its created and used for
 - Letters become emails, conversations become instant messages

PROCEDURALITY

- Procedures are sets of constraints that create possibility spaces, which we can explore through play
- Procedural systems generate behaviors based on rule-based models, machines capable of producing many outcomes, conforming to the same overall guidelines
- Among computer-based media, video games tend to emphasize procedurality more than other types of software programs

PROCEDURAL RHETORIC



- General name for the practice of authoring arguments through processes
 - To change opinion or action/ to convey ideas effectively
- Its arguments are made not through the construction of words or images, but through the authorship of rules of behavior
 - Rules are authored in code, through the practice of programming
- Bogost employs his procedural rhetoric to uncover underlying ideologies in videogames
 - Animal Crossing, The McDonald's Videogame, Bully

CONCLUSION

- Videogames are models of real and imagined systems
- When we play we explore the possibility space of a set of rules, we learn to understand and evaluate a games meaning
- Playing videogames is a kind of literacy, the kind of literacy that helps us make or critique the systems we live in

Analysis of *Animal Crossing*

Ian Bogost explores “the rhetoric of video games” by offering several video game examples for analysis. He begins the article by analyzing the Nintendo Gamecube and DS game, *Animal Crossing*, which re-presents cultural values, particularly capitalism and materialism, that influence the player’s role in production and consumption. We will explore the article in-depth to understand how video games, like *Animal Crossing*, can be analyzed as literature with rhetorical functions.



CRITICAL THINKING

- What is possibility space?
 - The state or condition of being possible
- What examples did Bogost offer for analysis?
 - Animal Crossing, The McDonalds Game, Bully
- Do you agree with Bogost's approach on Video Games?