Persuasive Games: The Expressive Power of Videogames

Ian Bogost

Persuasive Games: The Expressive Power of Videogames

Ian Bogost

Persuasive Games: The Expressive Power of Videogames Ian Bogost

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.

[Download](#) Persuasive Games: The Expressive Power of Videogames ...pdf

[Read Online](#) Persuasive Games: The Expressive Power of Videogames ...pdf

Download and Read Free Online Persuasive Games: The Expressive Power of Videogames Ian Bogost

Download and Read Free Online Persuasive Games: The Expressive Power of Videogames Ian Bogost

---

From reader reviews:

Christopher Slowik:

Here thing why that Persuasive Games: The Expressive Power of Videogames are different and dependable to be yours. First of all reading through a book is good nevertheless it depends in the content of computer which is the content is as delightful as food or not. Persuasive Games: The Expressive Power of Videogames giving you information deeper since different ways, you can find any guide out there but there is no reserve that similar with Persuasive Games: The Expressive Power of Videogames. It gives you thrill studying journey, its open up your current eyes about the thing this happened in the world which is probably can be happened around you. You can bring everywhere like in recreation area, café, or even in your method home by train. Should you be having difficulties in bringing the published book maybe the form of Persuasive Games: The Expressive Power of Videogames in e-book can be your option.

Lisa Potter:

Hey guys, do you really wants to finds a new book to read? May be the book with the name Persuasive Games: The Expressive Power of Videogames suitable to you? The actual book was written by popular writer in this era. Typically the book untitled Persuasive Games: The Expressive Power of Videogamesis the main one of several books that will everyone read now. This specific book was inspired many people in the world. When you read this guide you will enter the new dimension that you ever know ahead of. The author explained their concept in the simple way, thus all of people can easily to comprehend the core of this reserve. This book will give you a great deal of information about this world now. So you can see the represented of the world in this book.

Lisa Mercado:

The e-book with title Persuasive Games: The Expressive Power of Videogames has lot of information that you can understand it. You can get a lot of gain after read this book. This kind of book exist new expertise the information that exist in this guide represented the condition of the world at this point. That is important to yo7u to find out how the improvement of the world. This particular book will bring you within new era of the syndication. You can read the e-book on your smart phone, so you can read this anywhere you want.

Lillian Thornton:

As we know that book is vital thing to add our expertise for everything. By a reserve we can know everything we want. A book is a range of written, printed, illustrated or perhaps blank sheet. Every year was exactly added. This e-book Persuasive Games: The Expressive Power of Videogames was filled about science. Spend your extra time to add your knowledge about your research competence. Some people has several feel when they reading the book. If you know how big good thing about a book, you can experience enjoy to read a e-book. In the modern era like currently, many ways to get book that you wanted.

Download and Read Online Persuasive Games: The Expressive Power of Videogames Ian Bogost #CG5D9XRKE2S

Read Persuasive Games: The Expressive Power of Videogames by Ian Bogost for online ebook

Persuasive Games: The Expressive Power of Videogames by Ian Bogost Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Persuasive Games: The Expressive Power of Videogames by Ian Bogost books to read online.

Online Persuasive Games: The Expressive Power of Videogames by Ian Bogost ebook PDF download

Persuasive Games: The Expressive Power of Videogames by Ian Bogost Doc

Persuasive Games: The Expressive Power of Videogames by Ian Bogost Mobipocket

Persuasive Games: The Expressive Power of Videogames by Ian Bogost EPub

Persuasive Games: The Expressive Power of Videogames by Ian Bogost Ebook online

Persuasive Games: The Expressive Power of Videogames by Ian Bogost Ebook PDF