



# Persuasive Games: The Expressive Power of Videogames (MIT Press)

By Ian Bogost



**Persuasive Games: The Expressive Power of Videogames (MIT Press)** By 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.

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### Editorial Review

#### Review

Do not wait: start reading this stimulating book.

(**Jan H.G. Klabbers** *Game Studies*)

Videogames lack the cultural stature of 'legitimate' art forms because they are widely perceived to be trivial and meaningless. But Ian Bogost makes a powerful argument that they are capable of informing and persuading as well as entertaining; in short, that they possess the power of rhetoric. Backed by numerous examples from the fields of politics, advertising, and education, *Persuasive Games* is an important addition to the debate over what games are, do, and can be.

(Ernest W. Adams, game design consultant and educator)

Bogost's book provides a new lens -- procedural rhetoric -- to use in the analysis of games and an excellent survey of the history of games of this ilk.

(Steve Jacobs *American Journal of Play*)

Bogost creates and writes about serious games, seemingly simple diversions that deliver educational political and advertising content alongside entertainment. In *Persuasive Games*, he offers an academic but accessible introduction to their potential, and it is very meaty reading for anybody interested in where the interactive arts meet real-world topics.

(**Scott Colbourne** *The Globe and The Mail*)

Analyzing the power of video games to mount arguments and influence players, Ian Bogost does again what he always does so very well: thoroughly rethink and shake up a traditional academic field -- rhetoric -- while lucidly building the foundations of a new one -- game studies.

(James Paul Gee, Mary Lou Fulton Presidential Professor of Literacy Studies, Arizona State University)

Whether we call them 'serious games', 'persuasive games', or simply 'video games', it is clear that there is much of rhetorical significance to mine from the electronic representations and interactions that have captivated such a large portion of the world's population. Ian Bogost's book is an excellent step towards understanding and appreciating these materials from an intellectual, critical, and humanistic perspective.

(Rudy McDaniel *Literary and Linguistic Computing*)

#### About the Author

Bogost is both an academic researcher and videogame designer, and Persuasive Games reflects both theoretical and a game design goals.

## **Users Review**

### **From reader reviews:**

#### **April Little:**

The book untitled Persuasive Games: The Expressive Power of Videogames (MIT Press) is the publication that recommended to you to see. You can see the quality of the book content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The article author was did a lot of analysis when write the book, to ensure the information that they share to your account is absolutely accurate. You also could possibly get the e-book of Persuasive Games: The Expressive Power of Videogames (MIT Press) from the publisher to make you more enjoy free time.

#### **Beverly McClendon:**

Spent a free time to be fun activity to accomplish! A lot of people spent their leisure time with their family, or their particular friends. Usually they performing activity like watching television, gonna beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Will you something different to fill your current free time/ holiday? Could be reading a book could be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to try look for book, may be the e-book untitled Persuasive Games: The Expressive Power of Videogames (MIT Press) can be excellent book to read. May be it might be best activity to you.

#### **Larry Cain:**

A lot of people always spent their particular free time to vacation or perhaps go to the outside with them friends and family or their friend. Did you know? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you need to try to find a new activity here is look different you can read the book. It is really fun for yourself. If you enjoy the book you read you can spent the entire day to reading a e-book. The book Persuasive Games: The Expressive Power of Videogames (MIT Press) it is rather good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. In case you did not have enough space bringing this book you can buy the e-book. You can m0ore simply to read this book from your smart phone. The price is not too expensive but this book offers high quality.

#### **Cristen Washington:**

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