



# The Language of Gaming

By Astrid Ensslin

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## The Language of Gaming By Astrid Ensslin

This innovative text examines videogames and gaming from the point of view of discourse analysis. In particular, it studies two major aspects of videogame-related communication: the ways in which videogames and their makers convey meanings to their audiences, and the ways in which gamers, industry professionals, journalists and other stakeholders talk about games. In doing so, the book offers systematic analyses of games as artefacts and activities, and the discourses surrounding them.

Focal areas explored in this book include:

- aspects of videogame textuality and how games relate to other texts
- the formation of lexical terms and use of metaphor in the language of gaming
- gamer slang and 'buddylects'
- the construction of game worlds and their rules, of gamer identities and communities
- dominant discourse patterns among gamers and how they relate to the nature of gaming
- the multimodal language of games and gaming
- the ways in which ideologies of race, gender, media effects and language are constructed.

Informed by the very latest scholarship and illustrated with topical examples throughout, *The Language of Gaming* is ideal for students of applied linguistics, videogame studies and media studies who are seeking a wide-ranging introduction to the field.

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## The Language of Gaming By Astrid Ensslin Bibliography

- Sales Rank: #1850743 in Books
- Brand: Brand: Palgrave Macmillan
- Published on: 2011-12-15
- Released on: 2011-12-15
- Original language: English
- Number of items: 1
- Dimensions: 9.65" h x .47" w x 6.19" l, .75 pounds
- Binding: Paperback
- 224 pages

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### Editorial Review

#### From the Back Cover

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#### About the Author

ASTRID ENSSLIN Senior Lecturer in Digital Humanities at Bangor University, UK. She is the Principal Editor of *Journal of Gaming and Virtual Worlds*. Her publications include *Creating Second Lives: Community, Identity and Spatiality as Constructions of the Virtual* (2011), *Canonizing Hypertext: Explorations and Constructions* (2007) and *Language in the Media: Representations, Identities, Ideologies* (2007).

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People live in this new day of lifestyle always attempt to and must have the free time or they will get wide range of stress from both daily life and work. So, once we ask do people have spare time, we will say absolutely indeed. People is human not just a robot. Then we inquire again, what kind of activity are there when the spare time coming to you actually of course your answer will certainly unlimited right. Then do you ever try this one, reading books. It can be your alternative throughout spending your spare time, typically the book you have read will be The Language of Gaming.

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