PW Club Minutes
December 1, 2010
Members Present: Kelli Barnett, Spenser Dickey, Courtney Elsten, Arielle Laskau, Bridget Johnston, Sadie Williams, Adam Weatherford, Derek Neal, Keith Price, Kasey Cranfill, Lauren Fisher
Meeting Begin: 6:06 pm

Speaker: Ehren Pflugfelder
Topic: Rhetoric & Gaming Workshop

Ehren Pflugfelder's Presentation: Game Theory & Persuasive Gaming
Power
      Game industry: 10.5 billion dollar industry (bigger than film industry)
      Complex pieces of multiple literacies, multimodel learning, & culturally-situated codes
      Having gaming lab at Purdue!: Serious Games Center through Discovery Park
      We do lots of gaming in real life
Play Theory
      All play means *something*
            Serves itself, serves own illogical purposes
      Voluntary
      Stepping out of "ordinary" life
      Self-imposed limitations, create order
      TOTALLY ABSORBED during play
      Proper boundaries of time and space: Second Life not really a game because of not having boundaries (nothing to do)
Gaming and Professional Writing
      Intense absorption = focused work
      Fun = engagement
      Social groupings = better teamwork
      Creativity = problem solving
      Role playing = identity formation
      Free play = boundary testing
      Rules of language (grammar) are analogous to rules of games: meaning something in language is analogous to meaning something in game
      Process of winning and losing: understanding, learning
Procedural rhetoric
      Form of persuasion based on possibilities of realistic rule-based systems
      Persuasion comes through doing, through carrying out an interactive procedure
      Volkswagen's Fun Theory: www.thefuntheory.com
      How has our life been "game-ified"?
            Homework as crossword puzzles
            Review sessions as Jeopardy game
            Military pilots flying unmanned planes (pilots are gamers)
      What is role of professional writing in process of "game-ification"?
Procedural Rhetoric through Games
      www.persuasivegames.com

www.playthenewsgame.com/portal/home.action

http://experimentalgameplay.com

Professional Writing and Gaming?

     Write manuals and official guides

     Write story line and dialogue

     Educational games: need someone who knows how to write and point people in the right direction to get educational values

     "Nudging" people in right direction: make it fun! Make it entertaining!

          PW people know how to "nudge" effectively

     Tie-in stories and games with comics, novels: expand story from game

Meeting adjourned: 7:00 pm

Respectfully submitted,
Courtney Elsten