



The fully unified, completed, secure, and coherent identity is a fantasy. Instead, as the systems of meaning and cultural representation multiply, we are confronted by a bewildering, fleeting multiplicity of possible identities, any one of which we could identify with at least temporarily. - Stuart Hall

Indeed, playing a game alone is often seen as a rehearsal mode, getting ready for more social forms of play, much like a kid bouncing a ball against a house and catching it, because there aren't people around to play ball with. -Henry Jenkins

No matter how sophisticated our strategies of critique and intervention, [we] are usually seduced, at least for a time, by the images we see on the screen. They have power over us, and we have no power over them. - Bell Hooks

We have seen various ways in which popular ideas about the self in society have changed, so that identity is today seen as more fluid and transformable than ever before...Today, it seems more appropriate to emphasise that, within limits, the mass media is a force for change...Although gender categories have not been shattered, alternative ideas and images have at least created space for a greater diversity of identities. - David Gauntlett

Critical Perspectives

Consider the following critical standpoints.

- define the central argument of each perspective
- what key media concepts could the quotes relate to? (representation, audience, genre)
- how does each point of view compare to your experience of videogames?
- how far could you apply them to your case studies?
- how far could you apply these perspectives to your case studies? In what ways could they support your understanding?

[There is] a depressing stability in the articulation of women's politics and communication . . . The underlying frame of reference is that women belong to the family and domestic life and men to the social world of politics and work; that femininity is about care, nurturance and compassion, and that masculinity is about efficiency, rationality and individuality. - Van Zoonen

In society, children are surrounded by many influential models, such as parents within the family, characters on children's TV, friends within their peer group and teachers at school. These models provide examples of behaviour to observe and imitate, e.g. masculine and feminine, pro and anti-social etc. Children pay attention to some of these people (models) and encode their behaviour. At a later time, they may imitate (i.e. copy) the behaviour they have observed. - summary of Bandura's behavioural model

Bell Hooks defines the concept of "white cool" as a "hard-core cynical vision that would have everyone see racism, sexism and homophobia but behave as though none of it really matters."

Modern media has little time or respect for tradition. The whole idea of traditions comes to seem quite strange. Why would we want to do the same as previous generations? What's so great about the past? Popular media fosters the desire to create new modes of life –within the context of capitalism. - David Gauntlett

Acts of creativity usually involve a social dimension and connect us with other people. Making is connecting because through making things and sharing them in the world, we increase our engagement and connection with our social and physical environments. - David Gauntlett