



Persuasion in video games: The construction of identities [

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Analítica

Video games have become one of the most thriving cultural industries in existence today, making them a prime medium for all sorts of discourses. Their messages have also gained in maturity and depth, turning video games into a space used for persuasion and identity building that becomes deeply integrated into the private domains of millions of players. In this text, we examine the capacity of video games to create identities and how this feature is ubiquitous across the whole video game genre beyond the so-called persuasive games

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