

Manual for the use of Videogames and Apps in education

Videogames for teachers: From research to action

Chapter 1 - Videogames: a way to change communication languages.

Abstract:

In the last decade, videogames have gone from being considered a means of entertainment to being cataloged, in addition, as an effective means of communication.

This chapter attempts to analyze the reasons why videogames communicate with young people, becoming catchy and attractive.

From the academic point of view, videogames are interactive means of communication influenced by elements susceptible to analysis from the perspective of various scientific disciplines.

However, the potential for bonding with young people lies in understanding it as a cultural product born in a specific context and society and with specific purposes.

In the same way, the technologies implicit in video game typologies feed a cultural industry that not only entertains the user, but also transmits a series of cultural values-and ideologies-to young people.

In this sense, the videogame is considered a massive medium that "transmits", expresses ideas, wills and builds a world in which the player and his environment (virtual and physical) communicate.

Showing the communicative potential of videogames also requires analyzing them as advertising communication tools (or consumption of interests), describing the phenomenon of advergaming as a field of study of the relationships between advertising (subject) and the videogame (environment).