

Identity And Game C As

[#gaming identity](#) [#player identity](#) [#self expression in games](#) [#character creation gaming](#) [#online persona games](#)

Explore the profound connection between personal identity and the gaming world. This content delves into how players forge unique personas, express themselves through avatars and gameplay, and how virtual experiences shape real-world self-perception, offering insights into character development and community building within digital realms.

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Gaming Sexism

Interviews with female gamers about structural sexism across the gaming landscape When the Nintendo Wii was released in 2006, it ushered forward a new era of casual gaming in which video games appealed to not just the stereotypical hardcore male gamer, but also to a much broader, more diverse audience. However, the GamerGate controversy six years later, and other similar public incidents since, laid bare the internalized misogyny and gender stereotypes in the gaming community. Today, even as women make up nearly half of all gamers, sexist assumptions about the what and how of women's gaming are more actively enforced. In *Gaming Sexism*, Amanda C. Cote explores the video game industry and its players to explain this contradiction, how it affects female gamers, and what it means in terms of power and gender equality. Across in-depth interviews with women-identified gamers, Cote delves into the conflict between diversification and resistance to understand their impact on gaming, both casual and "core" alike. From video game magazines to male reactions to female opponents, she explores the shifting expectations about who gamers are, perceived changes in gaming spaces, and the experiences of female gamers amidst this gendered turmoil. While Cote reveals extensive, persistent problems in gaming spaces, she also emphasizes the power of this motivated, marginalized audience, and draws on their experiences to explore how structural inequalities in gaming spaces can be overcome. *Gaming Sexism* is a well-timed investigation of equality, power, and control over the future of technology.

Ready Player Two

Cultural stereotypes to the contrary, approximately half of all video game players are now women. A subculture once dominated by men, video games have become a form of entertainment composed of gender binaries. Supported by games such as *Diner Dash*, *Mystery Case Files*, *Wii Fit*, and *Kim Kardashian: Hollywood*—which are all specifically marketed toward women—the gamer industry is now a major part of imagining what femininity should look like. In *Ready Player Two*, media critic Shira Chess uses the concept of "Player Two"—the industry idealization of the female gamer—to examine the assumptions implicit in video games designed for women and how they have impacted gaming culture and the larger society. With *Player Two*, the video game industry has designed specifically

for the feminine ideal: she is white, middle class, heterosexual, cis-gendered, and abled. Drawing on categories from time management and caregiving to social networking, consumption, and bodies, Chess examines how games have been engineered to shape normative ideas about women and leisure. Ready Player Two presents important arguments about how gamers and game developers must change their thinking about both women and games to produce better games, better audiences, and better industry practices. Ultimately, this book offers vital prescriptions for how one of our most powerful entertainment industries must evolve its ideas of women.

Video Games as Culture

Video games are becoming culturally dominant. But what does their popularity say about our contemporary society? This book explores video game culture, but in doing so, utilizes video games as a lens through which to understand contemporary social life. Video games are becoming an increasingly central part of our cultural lives, impacting on various aspects of everyday life such as our consumption, communities, and identity formation. Drawing on new and original empirical data – including interviews with gamers, as well as key representatives from the video game industry, media, education, and cultural sector – Video Games as Culture not only considers contemporary video game culture, but also explores how video games provide important insights into the modern nature of digital and participatory culture, patterns of consumption and identity formation, late modernity, and contemporary political rationalities. This book will appeal to undergraduate and postgraduate students, as well as postdoctoral researchers, interested in fields such Video Games, Sociology, and Media and Cultural Studies. It will also be useful for those interested in the wider role of culture, technology, and consumption in the transformation of society, identities, and communities.

Gaming as Culture

Since tabletop fantasy role-playing games emerged in the 1970s, fantasy gaming has made a unique contribution to popular culture and perceptions of social realities in America and around the world. This contribution is increasingly apparent as the gaming industry has diversified with the addition of collectible strategy games and other innovative products, as well as the recent advancements in videogame technology. This book presents the most current research in fantasy games and examines the cultural and constructionist dimensions of fantasy gaming as a leisure activity. Each chapter investigates some social or behavioral aspect of fantasy gaming and provides insight into the cultural, linguistic, sociological, and psychological impact of games on both the individual and society. Section I discusses the intersection of fantasy and real-world scenarios and how the construction of a fantasy world is dialectically related to the construction of a gamer's social reality. Because the basic premise of fantasy gaming is the assumption of virtual identities, Section II looks at the relationship between gaming and various aspects of identity. The third and final section examines what the personal experiences of gamers can tell us about how humans experience reality. Instructors considering this book for use in a course may request an examination copy here.

10th European Conference on Games Based Learning

"What if your public key was not some random-looking bit string, but simply your name or email address? This idea, put forward by Adi Shamir back in 1984, still keeps cryptographers busy today. Some cryptographic primitives, like signatures, were easily adapted to this new "identity-based" setting, but for others, including encryption, it was not until recently that the first practical solutions were found. The advent of pairings to cryptography caused a boom in the current state-of-the-art is this active subfield from the mathematical background of pairing and the main cryptographic constructions to software and hardware implementation issues. This volume bundles fourteen contributed chapters written by experts in the field, and is suitable for a wide audience of scientists, grad students, and implementors alike." --Book Jacket.

Identity-based Cryptography

Recent shifts in new literacy studies have expanded definitions of text, reading/viewing, and literacy itself. The inclusion of non-traditional media forms is essential, as texts beyond written words, images, or movement across a screen are becoming ever more prominent in media studies. Included in such non-print texts are interactive media forms like computer or video games that can be understood in similar, though distinct, terms as texts that are read by their users. This book examines how people are socially, culturally, and personally changing as a result of their reading of, or interaction with, these texts.

This work explores the concept of ergodic ontogeny: the mental development resulting from interactive digital media play experiences causing change in personal identity.

Identity and Play in Interactive Digital Media

This work is meant to describe what constitutes the videogame identity according to game studies: aesthetics, fictions, meaning-making, performance, transformation, etc. and thus the difficulty facing game studies as an open market of ideas and an academic "un-discipline". This inquiry leads the writer to the gamer's identity; the aficionado and the connoisseur of fictional worlds.

Game studies all over the place

The creation and expression of identity (or of multiple identities) in immersive computer-mediated environments (CMEs) is rapidly transforming consumer behavior. The various social networking and gaming sites have millions of registered users worldwide, and major corporations are beginning to attempt to reach and entice the growing flood of consumers occupying these virtual worlds. Despite this huge potential, however, experts know very little about the best way to talk to consumers in these online environments. How will well-established research findings from the offline world transfer to CMEs? That's where "Virtual Social Identity and Consumer Behavior" comes in. Written by two of the leading experts in the field, it presents cutting-edge academic research on virtual social identity, explores consumer behavior in virtual worlds, and offers important implications for marketers interested in working in these environments. The book provides special insight into the largest and fastest growing group of users - kids and teens. There is no better source for understanding the impact of virtual social identities on consumers, consumer behavior, and electronic commerce.

Virtual Social Identity and Consumer Behavior

Play helps define who we are as human beings. However, many of the leisurely/ludic activities people participate in are created and governed by corporate entities with social, political, and business agendas. As such, it is critical that scholars understand and explicate the ideological underpinnings of played-through experiences and how they affect the player/performers who engage in them. This book explores how people play and why their play matters, with a particular interest in how ludic experiences are often constructed and controlled by the interests of institutions, including corporations, non-profit organizations, government agencies, religious organizations, and non-governmental organizations (NGOs). Each chapter explores diverse sites of play. From theme parks to comic conventions to massively-multiplayer online games, they probe what roles the designers of these experiences construct for players, and how such play might affect participants' identities and ideologies. Scholars of performance studies, leisure studies, media studies and sociology will find this book an essential reference when studying facets of play.

Play, Performance, and Identity

Recent work on education, identity and community has expanded the intellectual boundaries of learning research. From home-based studies examining youth experiences with technology, to forms of entrepreneurial learning in informal settings, to communities of participation in the workplace, family, community, trade union and school, research has attempted to describe and theorize the meaning and nature of learning. Identity, Community, and Learning Lives in the Digital Age offers a systematic reflection on these studies, exploring how learning can be characterized across a range of 'whole-life' experiences. The volume brings together hitherto discrete and competing scholarly traditions: socio-cultural analyses of learning, ethnographic literacy research, geo-spatial location studies, discourse analysis, comparative anthropological studies of education research and actor network theory. The contributions are united through a focus on the ways in which learning shapes lives in a digital age.

Identity, Community, and Learning Lives in the Digital Age

Contributors include Julian Ammirante (Laurentian University at Georgian), Jason Blake (University of Ljubljana, Slovenia), Robert Dennis (Queen's University), Jamie Dopp (University of Victoria), Russell Field (University of Manitoba), Greg Gillespie (Brock University), Richard Harrison (Mount Royal College), Craig Hyatt (Brock University), Brian Kennedy (Pasadena City College), Karen E.H. Skinazi (University of Alberta), and Julie Stevens (Brock University).

Canada's Game

Raymond MacDonald is Professor of Music Psychology and Improvisation and Head of The School of Music at University of Edinburgh. He runs music workshops and lectures internationally and has published over 70 peer reviewed papers and book chapters. He has co-edited four texts, *Musical Identities* (2002), *Musical Communication* (2005), *Musical Imaginations* (2012) and *Music Health et Wellbeing* (2012) and was editor of the journal *Psychology of Music* between 2006 and 2012. His on-going research focuses on issues relating to improvisation, musical communication, music health and wellbeing, music education and musical identities. As a saxophonist and composer he is a founding member of The Glasgow Improvisers Orchestra and has released over 60 CDs. Collaborating with musicians such as David Byrne, George Lewis, Evan Parker, Jim O'Rourke and Marilyn Crispell he has toured and broadcast worldwide and has written music for film, television, theatre, radio and art installations.

Handbook of Musical Identities

With videogames now one of the world's most popular diversions, the virtual world has increasing psychological influence on real-world players. This book examines the relationships between virtual and non-virtual identity in visual role-playing games. Utilizing James Gee's theoretical constructs of real-world identity, virtual-world identity, and projective identity, this research shows dynamic, varying and complex relationships between the virtual avatar and the player's sense of self and makes recommendations of terminology for future identity researchers.

My Avatar, My Self

Communication issues involving sports media permeate myriad levels of society. These issues are important sources for learning and reinforcing social beliefs; they are salient contexts for investigating issues of identity, including ethnicity, gender, class, sexual orientation, ability/disability, and more. Consequently, sport and media inscribe numerous implicit and explicit ideologies that saturate our culture. Using a wide variety of theoretical and methodological constructs (for example: surveys, content analyses, ethnographic research, field work, rhetorical approaches, other appropriate quantitative or qualitative approaches), *Examining Identity in Mediated Sports* examines various media - including television, film, advertising, print, Web sites, and nontraditional media - to expose how the intersection of sport and media construct, reinforce, and/or perpetuate perceptions of human identities. This book: - investigates the numerous ways print, electronic, and digital media present issues of identity in sports coverage - each chapter addresses media portrayals and/or cultural representations of one or more form of identity - ethnicity, gender, class, sexual orientation, ability/disability, etc - as it relates to sport - contributors, both seasoned and up-and-coming scholars of sport, represent a fine and diverse balance of intellectual ideologies

Examining Identity in Sports Media

This book examines the different conceptions of the individual that have emerged in recent new approaches in economics, including behavioral economics, experimental economics, social preferences approaches, game theory, neuroeconomics, evolutionary and complexity economics, and the capability approach. These conceptions are classified according to whether they seek to revise the traditional atomist individual conception, put new emphasis on interaction and relations between individuals, account for individuals as evolving and self-organizing, and explain individuals in terms of capabilities. The method of analysis uses two identity criteria for distinguishing and re-identifying individuals to determine whether these different individual conceptions successfully identify individuals. Successful individual conceptions account for sub-personal and supra-personal bounds on single individual explanations. The former concerns the fragmentation of individuals into multiple selves; the latter concerns the dissolution of individuals into the social. The book develops an understanding of bounded individuality, seen as central to the defense of human rights.

Individuals and Identity in Economics

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Videogames, Identity and Digital Subjectivity

Identity Based Encryption (IBE) is a type of public key encryption and has been intensely researched in the past decade. Identity-Based Encryption summarizes the available research for IBE and the main ideas that would enable users to pursue further work in this area. This book will also cover a brief background on Elliptic Curves and Pairings, security against chosen Cipher text Attacks, standards and more. Advanced-level students in computer science and mathematics who specialize in cryptology, and the general community of researchers in the area of cryptology and data security will find Identity-Based Encryption a useful book. Practitioners and engineers who work with real-world IBE schemes and need a proper understanding of the basic IBE techniques, will also find this book a valuable asset.

Identity-Based Encryption

The presence and ubiquity of the internet continues to transform the way in which we identify ourselves and others both online and offline. The development of virtual communities permits users to create an online identity to interact with and influence one another in ways that vary greatly from face-to-face interaction. Identity and Leadership in Virtual Communities: Establishing Credibility and Influence explores the notion of establishing an identity online, managing it like a brand, and using it with particular members of a community. Bringing together a range of voices exemplifying how participants in online communities influence one another, this book serves as an essential reference for academicians, researchers, students, and professionals, including bloggers, software designers, and entrepreneurs seeking to build and manage their engagement online.

Identity and Leadership in Virtual Communities: Establishing Credibility and Influence

On 6 July 2005, the International Olympic Committee awarded the 2012 summer Olympic Games to the city of London, opening a new chapter in Great Britain's rich Olympic history. Despite the prospect of hosting the summer Games for the third time since Pierre de Coubertin's 1894 revival of the Olympic movement, the historical roots of British Olympism have received limited scholarly attention. With the conclusion of the 2008 Beijing Olympics and the passing of the baton to London, Rule Britannia remedies that oversight. This book uncovers Britain's early Olympic involvement, revealing how the British public, media, and leading governmental officials were strongly opposed to international Olympic competition. It explores how the British Olympic Association focused on three main factors in the midst of widespread national opposition: it embraced early Olympian spectacles as a platform for maintaining a sporting union with Ireland, it fostered a greater sense of imperial identity with Britain's white dominions, and it undertook an ambitious policy of athletic specialization designed to reverse the nation's waning fortunes in international sport. This book was previously published as a special issue of International Journal of the History of Sport.

Rule Britannia: Nationalism, Identity and the Modern Olympic Games

While many books and articles are emerging on the new area of game studies and the application of computer games to learning, therapeutic, military, and entertainment environments, few have attempted to contextualize the importance of virtual play within a broader social, cultural, and political environment that raises the question of the significance of work, play, power, and inequalities in the modern world. Studies tend to concentrate on the content of virtual games, but few have questioned how power is produced or reproduced by publishers, gamers, or even social media; how social exclusion (based on race, class, or gender) in the virtual environment is reproduced from the real world; and how actors are able to use new media to transcend their fears, anxieties, prejudices, and assumptions. The articles presented by the contributors in this volume represent cutting-edge research in the area of critical game play with the hope of drawing attention to the need for more studies that are both sociological and critical.

Social Exclusion, Power, and Video Game Play

This practical yet cutting-edge Handbook includes both established and innovative methods for studying identity in management, organisations, and cognate fields. Incorporating a breadth of narrative, visual, ethnographic and embodied methods, as well as ways for analysing naturally occurring data,

this Handbook offers exciting new interdisciplinary perspectives on the study of identity in and around organisations.

Handbook of Research Methods for Studying Identity In and Around Organizations

This volume was first published by Inter-Disciplinary Press in 2013. In the contemporary era, the subject of interculturalism is common in academic discussion however these questions of diversity and integration remain vague and in many cases the terminology is unconsolidated as its linguistic root – culture – remains equally ambiguous. As part of the Diversity and Recognition hub, the Inter-Disciplinary.Net project leading to this volume, brought together researchers from different disciplines to explore how these issues affect meaning and identity. Researchers from Australia, Turkey, Canada, Finland, Russia, United States of America, Belgium, South-Africa, China, United Kingdom, Ukraine, Romania, Scotland, Barbados, Ireland, Germany, Slovenia, Poland, and Spain presented arguments and maintained discourse on a wide array of topics emerging from interculturalism and the development of new meanings and identities.

Inculturalism: Meaning and Identity

This book constitutes the refereed proceedings of the 6th International Conference on Information and Communications Security, ICICS 2004, held in Malaga, Spain in October 2004. The 42 revised full papers presented were carefully reviewed and selected from 245 submissions. The papers address a broad range of topics in information and communication security including digital signatures, group signature schemes, e-commerce, digital payment systems, cryptographic attacks, mobile networking, authentication, channel analysis, power-analysis attacks, mobile agent security, broadcast encryption, AES, security analysis, XTR, access control, and intrusion detection.

Information and Communications Security

In this edited volume, eighteen scholars examine the increasing role of digital media technologies in identity construction through play. Going beyond computer games, this interdisciplinary collection argues that present-day play and games are not only appropriate metaphors for capturing postmodern human identities, but are in fact the means by which people create their identity. From discussions of World of Warcraft and Foursquare to digital cartographies, the combined essays form a groundbreaking volume that features the most recent insights in play and game studies, media research, and identity studies.

Playful identities

Interrogating the concepts of allegiance and identity in a globalised world involves renewing our understanding of membership and participation within and beyond the nation-state. Allegiance can be used to define a singular national identity and common connection to a nation-state. In a global context, however, we need more dynamic conceptions to understand the importance of maintaining diversity and building allegiance with others outside borders. Understanding how allegiance and identity are being reconfigured today provides valuable insights into important contemporary debates around citizenship. This book reveals how public and international law understand allegiance and identity. Each involves viewing the nation-state as fundamental to concepts of allegiance and identity, but they also see the world slightly differently. With contributions from philosophers, political scientists and social psychologists, the result is a thorough appraisal of allegiance and identity in a range of socio-legal contexts.

Allegiance and Identity in a Globalised World

This book constitutes the thoroughly refereed conference proceedings of the 4th International Conference on E-Voting and Identity, Vote ID 2013, held in Guildford, UK, during July 17-19, 2013. The 12 revised full papers presented were carefully selected from 26 submissions. The papers include a range of works on end-to-end verifiable election systems, verifiably correct complex tallying algorithms, human perceptions of verifiability, formal models of verifiability and, of course, attacks on systems formerly advertised as verifiable.

E-Voting and Identity

How the early Dungeons & Dragons community grappled with the nature of role-playing games, theorizing a new game genre. When Dungeon & Dragons made its debut in the mid-1970s, followed shortly thereafter by other, similar tabletop games, it sparked a renaissance in game design and critical thinking about games. D&D is now popularly considered to be the first role-playing game. But in the original rules, the term "role-playing" is nowhere to be found; D&D was marketed as a war game. In *The Elusive Shift*, Jon Peterson describes how players and scholars in the D&D community began to apply the term to D&D and similar games--and by doing so, established a new genre of games.

The Elusive Shift

A philosophical work that addresses the validity of the question: What is it for the human being to be an animal, and for this animal to be a spirit? Braine argues that the perspectives of materialism and dualism are different casts of the same flawed mold and offers a holistic alternative. Braine further argues that perception is inseparable from behavior and that the human propensity to produce language separates us from other animals. Culminating in a discussion of the meaning of death, this is rich and passionate philosophical argument for the human being as animal and soul.

The Human Person

This book contains selected papers presented at the 14th IFIP WG 9.2, 9.6/11.7, 11.6/SIG 9.2.2 International Summer School on Privacy and Identity Management, held in Windisch, Switzerland, in August 2019. The 22 full papers included in this volume were carefully reviewed and selected from 31 submissions. Also included are reviewed papers summarizing the results of workshops and tutorials that were held at the Summer School as well as papers contributed by several of the invited speakers. The papers combine interdisciplinary approaches to bring together a host of perspectives, which are reflected in the topical sections: language and privacy; law, ethics and AI; biometrics and privacy; tools supporting data protection compliance; privacy classification and security assessment; privacy enhancing technologies in specific contexts. The chapters "What Does Your Gaze Reveal About You? On the Privacy Implications of Eye Tracking" and "Privacy Implications of Voice and Speech Analysis - Information Disclosure by Inference" are open access under a CC BY 4.0 license at link.springer.com.

Privacy and Identity Management. Data for Better Living: AI and Privacy

This book constitutes the thoroughly refereed post-conference proceedings of the 4th International Conference on Information Security and Cryptology, Inscrypt 2008, held in Beijing, China, in December 2008. The 28 revised full papers presented together with 3 invited talks were carefully reviewed and selected from 183 submissions. The papers are organized in topical sections on digital signature and signcryption schemes, privacy and anonymity, message authentication code and hash function, secure protocols, symmetric cryptography, certificateless cryptography, hardware implementation and side channel attack, wireless network security, public key and identity based cryptography, access control and network security, as well as trusted computing and applications.

Information Security and Cryptology

"This book provides insights to better enhance the understanding of technology's widespread inter-twinement with human identity within an advancing technological society"--Provided by publisher.

Handbook of Research on Technoself: Identity in a Technological Society

Drawing on cutting-edge research, this book shows how tools from formal semantics can be used to formalize theories from sociolinguistics.

Meaning, Identity, and Interaction

The Routledge Handbook of Language and Identity provides a clear and comprehensive survey of the field of language and identity from an applied linguistics perspective. Forty-one chapters are organised into five sections covering: theoretical perspectives informing language and identity studies key issues for researchers doing language and identity studies categories and dimensions of identity identity in language learning contexts and among language learners future directions for language and identity studies in applied linguistics Written by specialists from around the world, each chapter will introduce a topic in language and identity studies, provide a concise and critical survey, in which the importance and relevance to applied linguists is explained and include further reading. The Routledge Handbook

of Language and Identity is an essential purchase for advanced undergraduate and postgraduate students of Linguistics, Applied Linguistics and TESOL. Advisory board: David Block (Institució Catalana de Recerca i Estudis Avançats/ Universitat de Lleida, Spain); John Joseph (University of Edinburgh); Bonny Norton (University of British Columbia, Canada).

The Routledge Handbook of Language and Identity

When viewed through the context of an interactive play, a video game player fulfills the roles of both actor and spectator, watching and influencing a game's story in real time. This book presents video gaming as a virtual medium for performance, scrutinizing the ways in which a player's interaction with the narrative informs personal, historical, social and cultural understanding. Centering the author's own experiences as both video game player and performance scholar, the book thoroughly applies concepts from theatre and performance studies. Chapters argue that the posthuman player position now challenges what can be contextualized as a lived experience, and how video games can change players' relationships with historical events and contemporary concerns, ultimately impacting how they develop a sense of self. Using the author's own gaming experiences as a framework, the book focuses on the intersection between player and narrative, exploring what engagement with a storyline reveals about identity and society.

The Performance of Video Games

This book constitutes the refereed proceedings of the 6th International Conference on Provable Security, ProvSec 2012, held in Chengdu, China, in September 2012. The 16 full papers and 4 short papers presented were carefully reviewed and selected from 66 submissions. The papers are grouped in topical sections on signature schemes, foundations, leakage resilience and key escrow, encryption schemes, and information theoretical security.

Provable Security

The Hodgepocalypse takes North America and the d20 system and makes it a diverse world filled with magical rites, modern technology and bizarre cultures.

Dark Revelation - The Role Playing Game - Player's Guide

This book examines the notion of identity through a multitude of interdisciplinary approaches. It collects current thinking from international scholars spanning philosophy, history, science, cultural studies, media, translation, performance, and marketing, each with an outlook informed by their own subject and a mission to reflect on a theme that is greater than the sum of its parts. This project was born out of a dynamic international and interdisciplinary pedagogical experience. While by no means a teaching guide or textbook, the authors' experience of sharing the module with their students reinforced the fluidity and elusiveness of identity and its persistent facility to escape disciplinary classification. Identity as a subject for analysis and discussion, and as a lived reality for all of us, has never been more complex and multi-faceted. Each chapter of this singular collection provides a lens through which the concept of identity can be viewed and as the book progresses it moves from ideas based in disciplinary contexts – biology, psychiatry, philosophy, to those developed in multi and inter disciplinary contexts such as area studies, feminism and queer studies.

Reconstructing Identity

This edited volume addresses key debates around African football, identity construction, fan cultures, and both African and global media narratives. Using the 2010 FIFA World Cup in South Africa as a lens, it explores how football in Africa is intimately bound up with deeper social, cultural and political currents.

African Football, Identity Politics and Global Media Narratives

The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as

consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications