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The relationships between video game players discourse community and video game designers discourse community

Over the last few years with the popularity of the video game, the video gamer community is gradually maturing. The emergence of the gamer community further satisfy the social needs of the players and also strengthen the relationship between gamers and video game company. However, the voice of the gamer community seems won't always make everything better to gamers and game company.

As we know, video gamer community is a community which is formed by gamers. However, the video gamer community is also satisfied the six character of discourse community which is defined by John. Swales – familiar goals, own methods to communicate, provide feedback and information by the own methods, one or more genres, own lexis, and threshold level of members. Gamers gather here to discuss the game which they played, want to play and also the games which are under development. They also have their own lexis, familiar goals, and methods to communicate. Maybe the goal of different gamer discourse communities are different, but goals of the gamer discourse community are similar, to have fun with the game. James Paul Gee who is the expert on discourse analysis states that there is a discourse community for the video gamers:

People have often turned to the idea of fun to explain the power of video games, but as the authors observe, the concept of fun seems pretty thin when

considering what players actually do and endure. Players will keep going despite much challenge and frustration that-in the moment, at least-are not fun. They will leave the game only to engage with other fans-in review, critique, and analysis of their games. For example, when players of the massive multiplayer game World of Warcraft start "theory crafting," they "are writing formulas, building spreadsheets, authoring fan fiction, and constantly sharing information". (Gee 510-511)

From Gee's statement, we could know that some video game players are not just playing games, they are involved in the game and play in the game beyond the way which given by game itself. However, to design a good game, good video game designers are necessary. There is not only do video gamers have their own discourse community but also video game designers have their own discourse community.

Blizzard Entertainment is a giant game company which has developed some cross-age concept masterpieces games and also represents the elite level of video game designers discourse community. In the video game designers discourse community, the familiar goal of video game designer discourse community is make interesting game. However, to make a good game, capital is necessary for games developer to achieve the goal. In this discourse community, most of people who develop games as a livelihood. As we know, people get starved If they have no food to eat. The game developer is also a job which have to earn money to feed themselves. That's why game developers insert in-app purchase into games has become a normal. Here is an example of the conflict between the video game players discourse community and video game designers discourse community. The sequel to the highly

anticipated Diablo series was released recently on November 2, 2018. The name of this project is “Diablo Immortal” and this game is developed for the mobile device. However, the release of this new game project provoked the anger of the video gamer discourse community—the other public relation crisis. As we know, the profit model of mobile platform games is based on the large amount of user payment behavior. There is a lexis in the video game design discourse community called “retention rate” and this lexis means the percentage of users who choose to keep on playing the game in a fixed period. This parameter will be directly linked to the game’s ability to earn money. This parameter is very important to the mobile game because the only purpose of mobile game is earning money. And this means that this "Diablo Immortal" game project is just a farce, it will not bring a good gaming experience for video game players, but it takes a lot of time and money. I interviewed a senior fan of Blizzard who is my classmate, Jingyu Zhou. He said that “Diablo Immortal is a market farce”, because “Diablo Immortal is a reskin of a free-to-play mobile game” (Zhou) and the needs of Blizzard core gamers group had been misjudged. And that’s the origin of the conflict in this event. Reskin is the lexis from the video gamer discourse community which means that make a game by only change the resource, game developer who reskin a game will seldom modify the game structure. And that shows the cost of producing reskin game is cheap, and the quality is low. Although the only thing which Blizzard core gamers wanted is an orthodox sequel of Diablo Series, Blizzard Entertainment made such a bad decision to make the Diablo series on the mobile platform and release this project as the finale of the BlizzCon. That’s made the video gamer discourse community start spontaneously boycotting “Diablo Immortal” by stepping the official teaser video on YouTube. The action which taken by Blizzard

Entertainment to against the boycotting action is deleting the teaser video and reuploading it, and that would reset the amount of the step of the teaser video. This stupid decision didn't turn this around and also provoked more members from video gamer discourse community. (Zhou) Although this game hasn't released yet, the boycotting action almost ruined this game. This game is famous for not only Blizzard gamer discourse community, but also other video gamer discourse communities, and no one will try this game anymore. This conflict which between video game designers discourse community and video game players discourse community is harmful to both two discourse communities. Blizzard lose the mouth of word and players lose their valuable time and money.

Joshua J. Zimmerman is a professor who is teaching in the Arizona university college of social & behavioral sciences English. He has stated that in the discourse community, going to one side or the other completely would actually represent a failure on the part of the community manager.(15) Which means that divide two discourse communities in an extreme way is not advisable. For another example, the forum" the "lodestone" is a "Final Fantasy XIV" fans discourse community, and users of this forum are all like this game. They can discuss and chat with each other about their game experience. As more and more players gather here, the forum becomes the most popular unofficial "Final Fantasy XIV" forum and gained some impact. I interviewed my roommate Mr. Cui who has been an Adminis/trator for an official game forum for further information about the relationship between the video gamer discourse community and the professional one. "The video game designers discourse community like game company of this game value this forum and listen to some advice from the players". "Gamers gained what they want that their advice would be

adopted by the game designers and the game designers also obtained some valuable feedback about their product”. (Cui) Everyone achieves their goals and it’s a win-win mode. We could know that the communication between the gamer community and game company could be a beneficial relationship with each other.

In conclusion, the relationship between video game players discourse community and video game designers discourse community are kind of symbiotic relationship. Because the field of video game player discourse community and the field of video game designers discourse community are the symbiotic industry. And mutual for both benefit and damage.

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