

# PERSUASION

CART 416

RILLA KHALED

# PROCEDURAL RHETORIC

# PROCESSES & RHETORIC

# PROCESSES

- Process: how a thing works - recipes, algorithms, techniques, logics
- Structures of behaviour, constraints that limit behaviour

Line two baking sheets with parchment paper and set aside.

Place half the butter (8 tablespoons) in a medium skillet. Melt the butter over medium heat, swirling it in the pan occasionally. It'll foam and froth as it cooks, and start to crackle and pop.

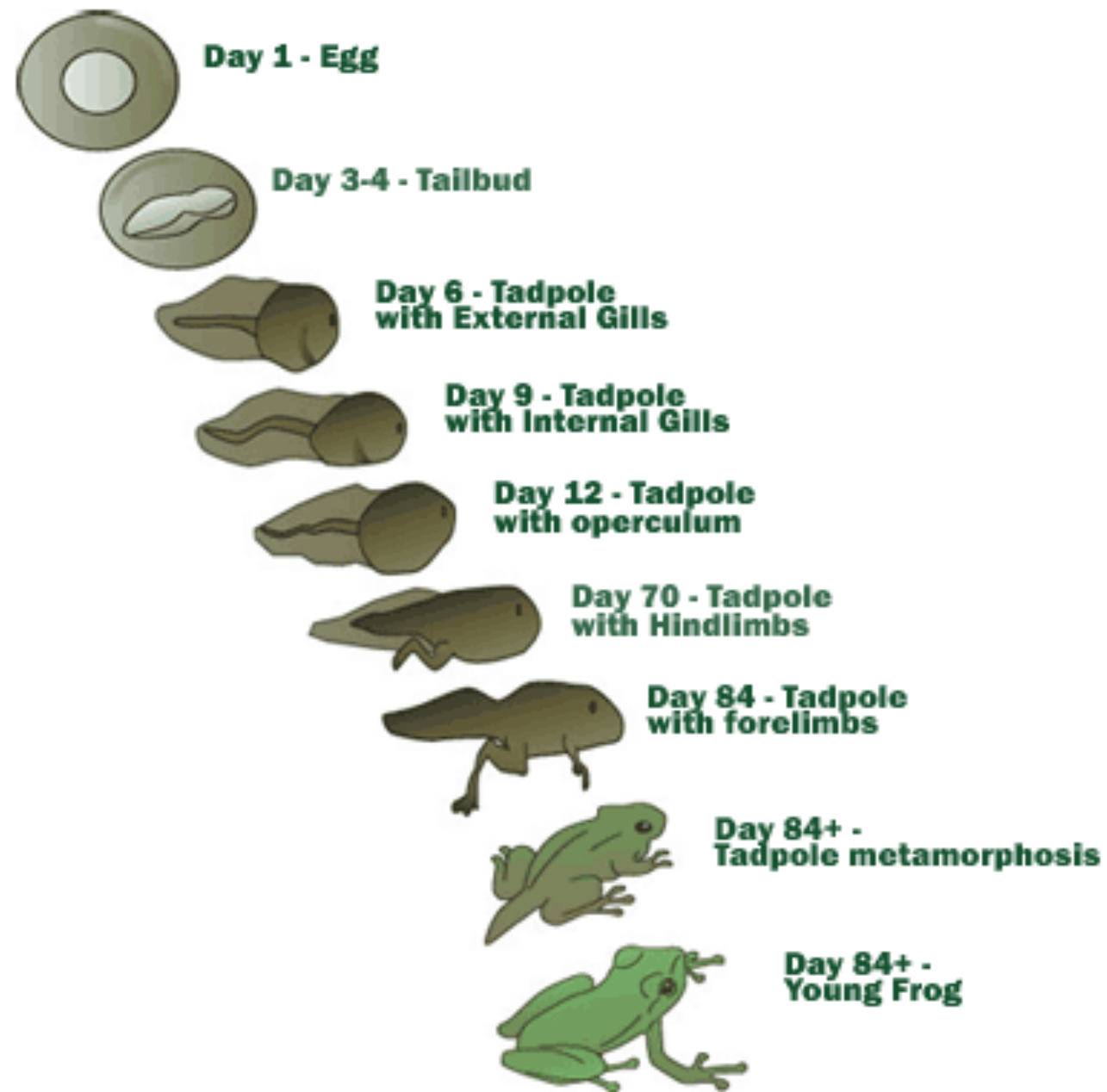
Once the crackling stops, keep a close eye on the melted butter, continuing to swirl the pan often.

# PROCESSES

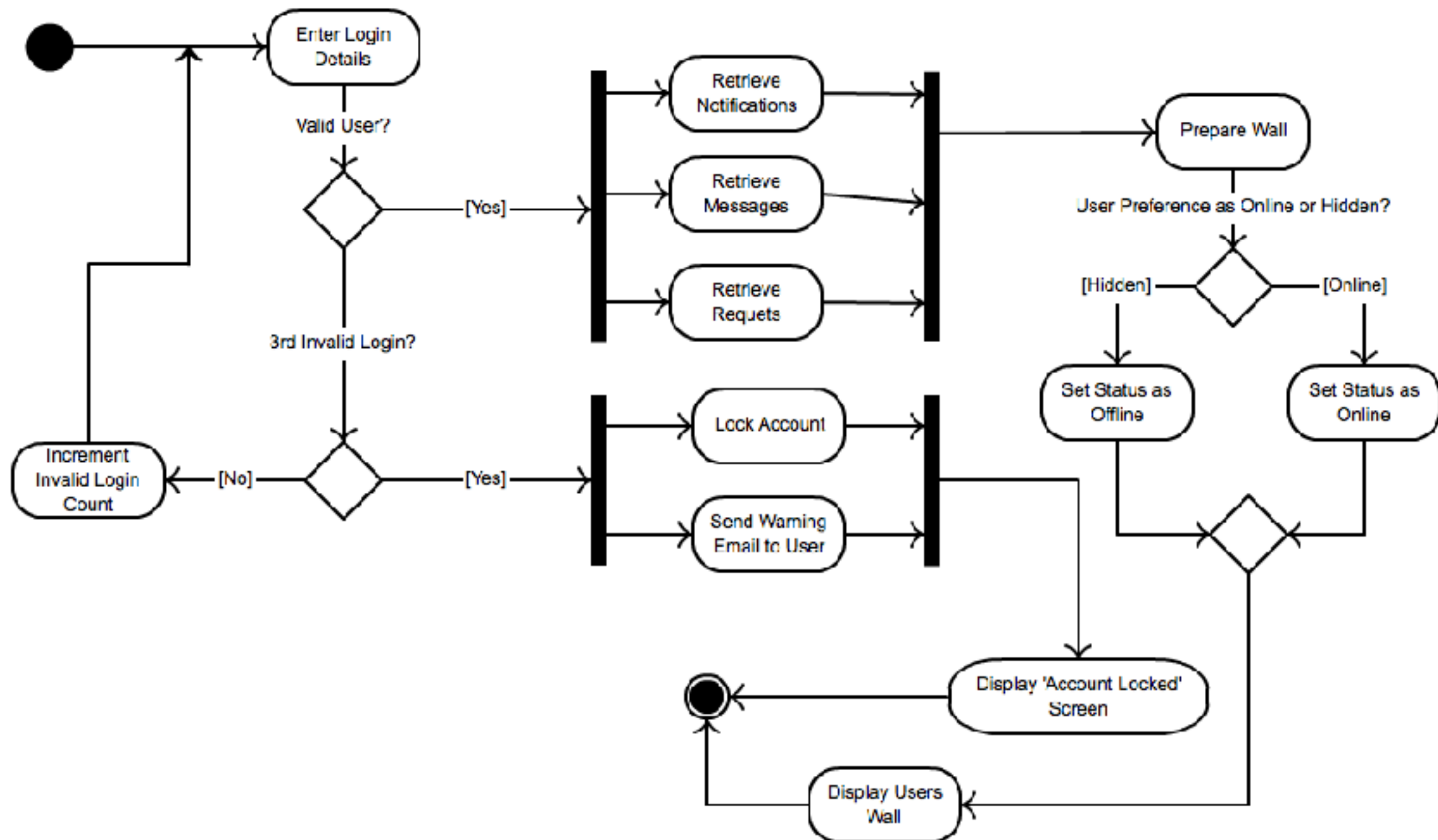
- Process: how a thing works - recipes, algorithms, techniques, logics
- Structures of behaviour, constraints that limit behaviour
- Often we become aware of a process when we challenge it



# PROCESSES AND TRANSFORMATION



# PROCESSES AND TRANSFORMATION



# COMPUTERS AND PROCEDURALITY

“the principal value of the computer, which creates meaning through the interaction of algorithms”

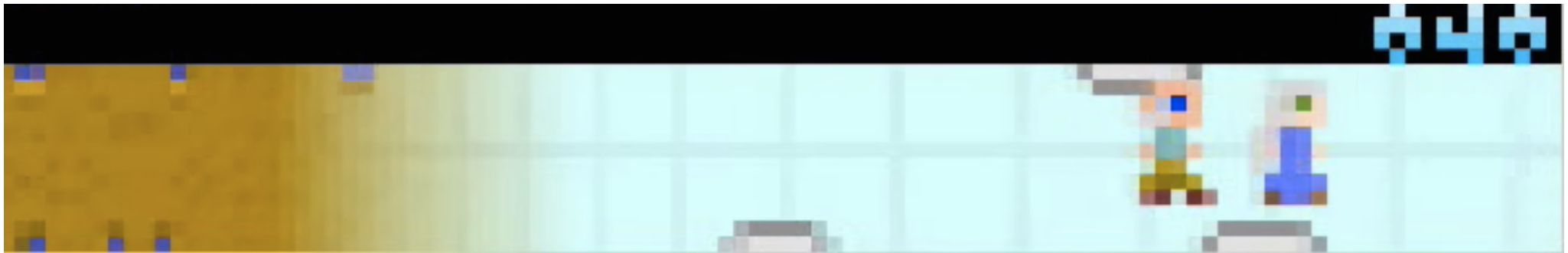
“The computer magnifies the ability to create representations of processes”

“only procedural systems like computer software actually represent process with process. This is where the particular power of procedural authorship lies, in its native ability to depict processes”



# PLAYABLE METAPHOR

“two bodies are harder to navigate through the world than one”

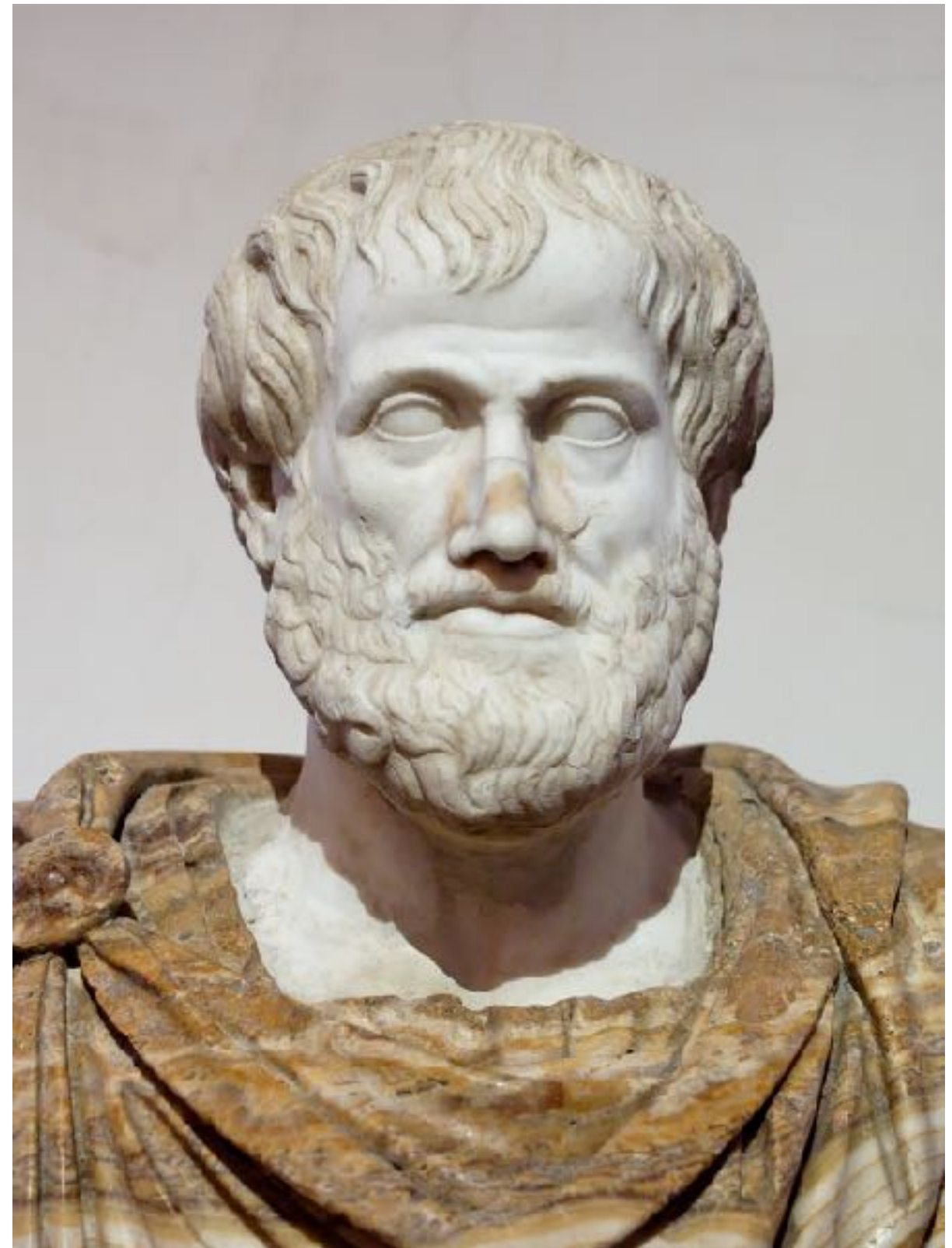


## PASSAGE

Jason Rohrer

# ARISTOTELIAN RHETORIC

- **logos**: appealing through solid reasoning, argumentation, and evidence
- **pathos**: appealing to the emotions/imaginings of the persuadee
- **ethos**: appealing based on the credibility of the persuader



# RHETORIC TODAY





# RHETORIC TODAY



# VIVIDNESS AND PERSUASION

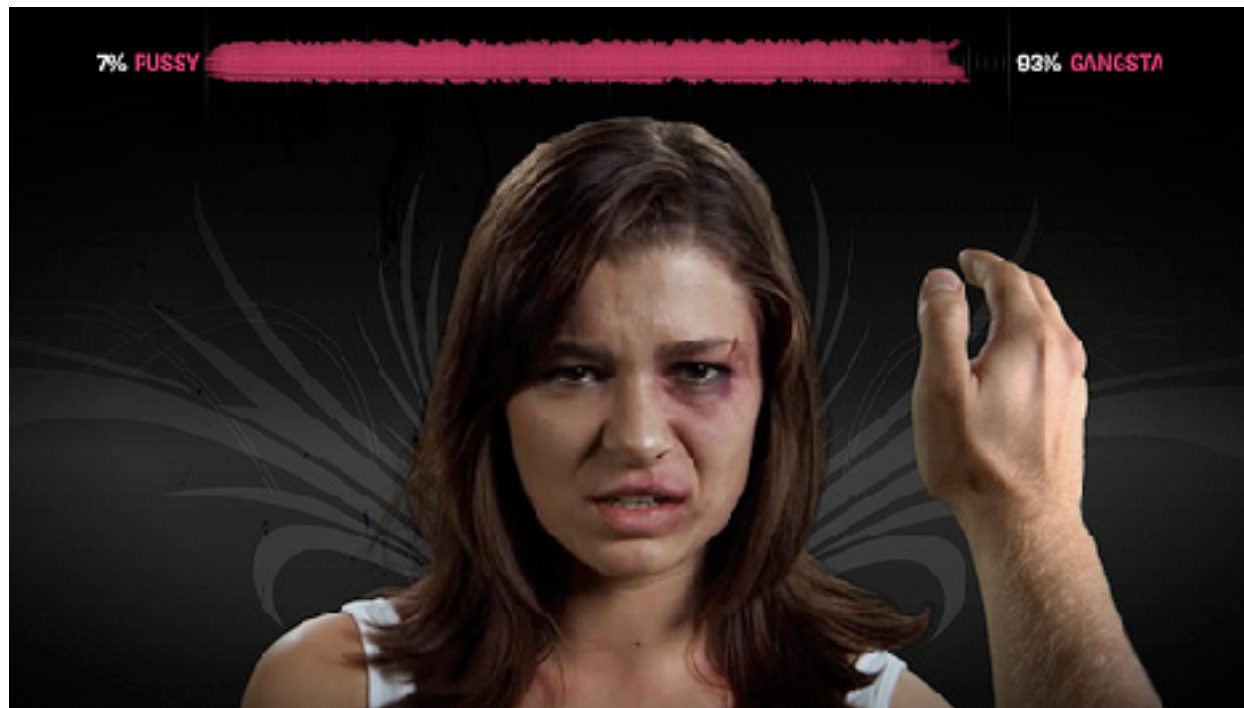
## WHERE ARE GAMES?

- Hill and visual rhetoric:
- images are more vivid than text
- the more vivid, the more persuasive

<b>most vivid</b>	actual experience moving images with sound static photograph realistic painting line drawing narrative, descriptive account descriptive account abstract, impersonal analysis
<b>least vivid</b>	statistics

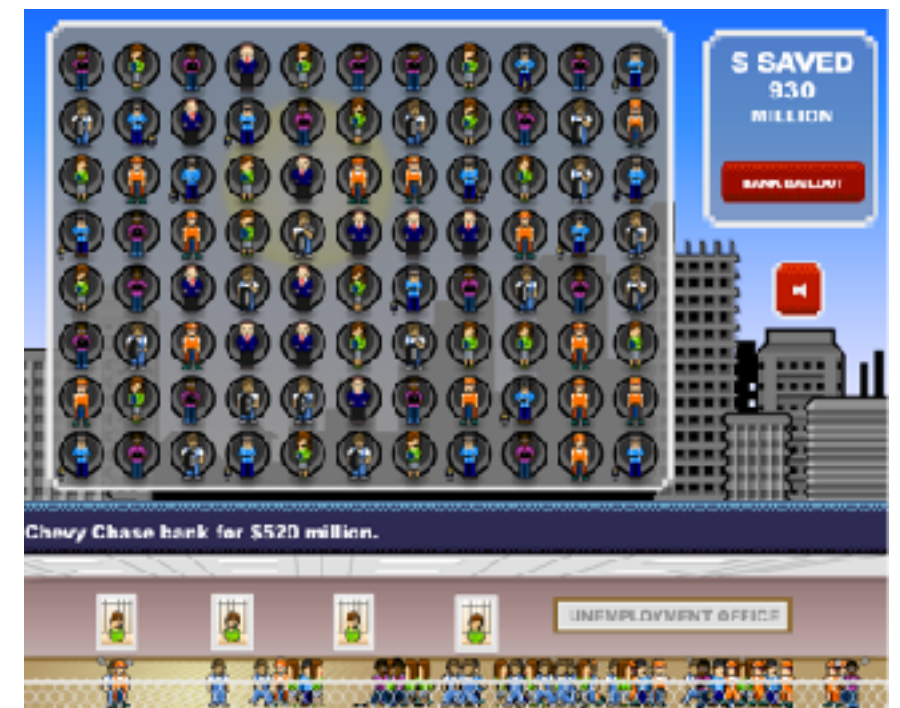
from Charles Hill, "A comprehensive continuum of vividness"

# VIVIDNESS BETWEEN GAMES?



**HIT THE BITCH**  
CHILDREN EXPOSED TO  
VIOLENCE AT HOME

VS.



**LAYOFF**  
MARY FLANAGAN &  
ANGELA FERRAIOLO

# PROCEDURAL RHETORIC

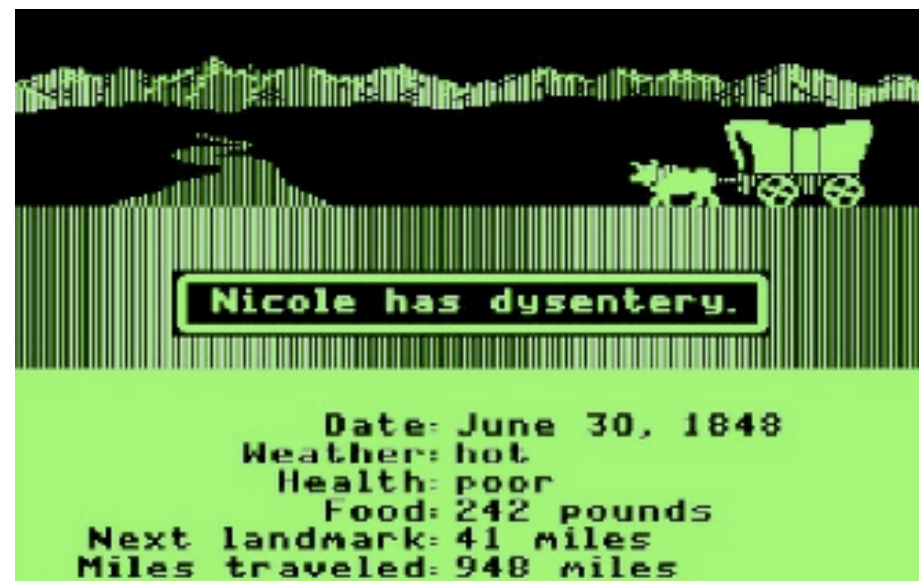
“a practice of using processes persuasively”

“the practice of persuading through processes in general and computational processes in particular”

“a technique for making arguments with computational systems and for unpacking computational arguments others have created”



# PERSUASIVE GAMES





# PERSUASIVE GAMES

“...videogames that mount procedural rhetorics effectively”

“...videogames that make arguments about the way systems work in the material world”

mechanics

player choices and limitations

metaphors

system dependencies

# PROCEDURAL RHETORICS IN GAMES

cause and effect

“if I do this, that happens...”

transformations in state

# HOW CLEAR IS THE INTERACTIVITY RELATIONSHIP?



**PERFECT WOMAN**  
LEA SCHONFELDER

# PROCEDURAL RHETORICS OF LAY OFF?





# PROCEDURAL RHETORICS OF THE REPUBLIA TIMES?

The image displays a game interface with a news feed and a newspaper layout. On the left, a clock shows 'Day 1' from 6 AM to 6 PM, with an 'End Day' button. Below the clock, a 'Readers' counter shows 200, and a 'Loyalty' meter shows 0. The 'News Feed' section contains a list of news items, each with a small icon and a checkmark. The items are:

- Republia National Team has won the global Football tournament
- The Honorable and Great Leader awarded Lifetime Glory medal
- Weather: Forecast expects heavy rains in the north and east
- Critical oil Fields in the north have been sabotaged
- National kayaking team has defected to Antesia
- The rebellion has been crushed. Peace returns to all sectors
- Antesia Navy sinks Republia battleship off eastern coast

To the right of the news feed is a 'Drag Articles to Paper' button. On the far right, a newspaper titled 'The Republia Times' is shown. The main headline reads 'Rebellion Crushed, Peace Restored!'. The newspaper layout includes a grid of columns and rows, with some cells containing horizontal lines representing text.

**DO ALL GAMES HAVE  
PROCEDURAL RHETORICS?**

**WHAT ARE LIMITATIONS OF  
PROCEDURAL RHETORIC  
AS A CONCEPT?**

**BREAK.**