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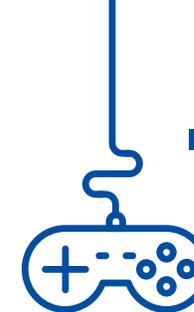
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# Journal Orientation



Acta Ludologica is a scientific journal in the field of digital games. The journal contains professional scientific reflections on digital games; it also offers academic discourses on games, especially media and digital competencies, creation, design, marketing, research, development, psychology, sociology, history and the future of digital games and game studies.

Acta Ludologica is a double-blind peer reviewed journal published twice a year. It focuses on theoretical studies, theoretical and empirical studies, research results and their implementation into practice, as well as professional publication reviews.

The members of the journal's editorial board are members of the Faculty of Mass Media Communication of the University of Ss. Cyril and Methodius in Trnava, the only faculty in Central Europe which has registered three scientific journals in Clarivate Analytics (formerly Thomson Reuters) Web of Science.

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## Play Tools and Technology

I happened to experience working on development projects of video game consoles. I never expected that the video game console we developed would create a new video game culture around the world. Thinking back, I believe there were two factors related deeply to the creation of this new culture. The first one is the fact that the TV set was already used for video games consoles at the time. I believe that using TV sets that had only been used for receiving TV broadcasts to play video games just by connecting the video game consoles to TV created a significant change in this industry. In Japan, those video game consoles were named "TV game consoles" as they can be played with a TV. I think that by connecting the play tool that were not considered very valuable in life to TV sets, TV games acquired new status as play tools.

The second one is the development of mass production technology for digital semiconductors.

Video game consoles are developed using the technology that displays the calculation result of the digital computer as a base. The fact that they succeeded in developing display technology that allows users to control displays without being stressed is very important. When the video game console was developed, the digital computer industry was expanding fast, and calculation results were required to be displayed as numbers or static images. As a result, image display technology was able to function with comparatively simple circuitry. However, it was very difficult to develop a compact, affordable video game console with image display technology that requires complex electrical circuits. What solved this issue was the mass production of digital semiconductors. By adopting LSI, the latest semiconductor technology existing at the time that was created following the popularity of digital application products such as calculators and PCs, they succeeded in lowering the price of video game consoles to an acceptable level.

As a result, it allowed video game culture to

develop and to become one of the most important factors of its success in world business.

Looking back at the history of play tools, you can find many histories similar to that of the video game console as explained above. For example, the mass production of tin plate that came about during the industrial revolution created many play tools with tin plate around Germany. Until that time, play tools such as dolls and vehicles were mainly wooden hand-made products so they were not something everyone could purchase. However when the mass production of tin plate began, it became possible to process tin plates in various shapes just by pressing tin plate to a mold, so the price of the play tools was lowered to the level where many people could purchase them. Furthermore, the mass production of the special metal part - the "spring" - made it possible to create play tools that could move by themselves.

Play tools are not essential in our lives. Also, play tools are mainly purchased by children. So play tools are always expected to have new features whilst maintaining a price level that is affordable for adults to purchase for their children. Stones and seeds that can be found in the park can also be used to play. However in order to mass-produce play tools that are more enjoyable than stones and seeds, play tools always had to adopt the latest technology at the time.

Looking at it more deeply, there may be more important factors that create new play tools regardless of the times. Namely, the unchanged passion humans have for pursuing fun and interesting things. I think this passion is the same sort as those that supported the development of science and technology in various fields.

**Masayuki Uemura**  
Professor at Kinugasa Research  
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## GAME STUDIES

Games and Utopia, *Michał Kłosiński*  
.....  
4  
Towards a (Ludic) Resonant and Sensory Environment: Space, Music and Locative Gaming, *Luiz Adolfo Andrade – Marcello Medeiros* .....  
16  
The Infectious Aesthetic of Zombies: An Exploration of Zombie Narratives and Unit Operations of Zombies in Videogames, *David Melhart – Haryo Pambuko Jiwandono* .....  
28  
Pathological Gambling and Co-dependence, *Silvia Slezáková* .....  
40

## INTERVIEW

The "Father" of the Nintendo Entertainment System in Slovakia for the First Time. Interview with Masayuki Uemura, *Zdenko Mago* .....  
52

## REVIEWS

Shadow of the Colossus, *Juraj Malíček*  
.....  
56  
Global Games : Production, Circulation and Policy in the Networked Era, *Róbert Halenár* .....  
57  
Becoming a Video Game Artist: From Portfolio Design to Landing the Job, *Anna Hurajová* .....  
60

## NEWS

Butterfly Effect, the New Education Program.....  
62  
Central and Eastern European Game Studies Conference Digital Games Life & Afterlife .....  
62  
UniCon .....  
63