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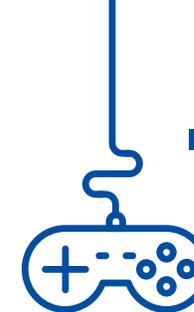
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Journal Orientation



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.

Acta Ludologica

Vol. 1, No. 2, December 2018

Publisher

Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava
Námestie Jozefa Herdu 2
917 01 Trnava
SLOVAK REPUBLIC

IČO: 360 789 13

Price: 1,99 €

Published twice a year.

ISSN 2585-8599

e-ISSN 2585-9218

EV 5620/18

Editorial

Slovakia on the Game Studies' Map

Slovakia has never been very affable to everything about digital games. The reason lies in rooted prejudices which regard games at the level of children's toys, as non-productive leisure time, the consequences of which remain even today. The historical background played a significant role in this deepening abyss separating the development of the digital-gaming sector in the world and in Slovakia. As a socialistic country, we involuntarily stayed behind. The first 'western' gaming devices, including some computers brands like Apple, could only officially enter Slovakia (then Czechoslovakia) after 1989 and the period thereafter was in the spirit of various fake consoles, which flooded our market, copying and substituting (for us) the expensive originals. Eight years later, Slovakia made its first game export – Spellcross.

However, the last few years indicate a change. The abyss considerably decreases, new game development studios are appearing, and the digital-game sector is slowly acquiring seriousness and value as generally perceived by the rest of the world. This is also related to the gradual establishment of gaming studies at the academic level, which have already found their place in the surrounding countries (e.g. the Czech Republic, Poland), and now even in Slovakia, culminating at the start of 2018 by the establishment of the scientific journal *Acta Ludologica*, focusing on both games and digital games discourses.

Not only for the abovementioned reasons, the content of *Acta Ludologica*'s presented issue is particularly dedicated to the studies of scholars and researchers of the Faculty of Mass Media Communication at the University of Ss. Cyril and Methodius in Trnava, a residence of the only study program focusing on game discourse (Theory of digital games) so far in Slovakia, in order to demonstrate the potential within the general development of game studies on academic

grounds, originating from our region. The acquisition is represented by a wide range of topics applied to various contexts.

The marketing point of view is investigated by Jana Radošinská with her analysis of portraying historical landmarks and events through the famous digital games' series *Assassin's Creed*, and my own attempt to apply the concept of timelessness to advergaming released within the history of the digital-gaming industry. The following theoretical study by Tomáš Farkaš determines the importance of binaural and ambisonic sound for the future of digital games, and an overview study by Ivan Rokošný brings the summary of the most important milestones in digital games' history up to present. A deeper insight into the state of the gaming sector in Slovakia, from the digital games' museology point of view, is subsequently provided by an interview with Maroš Brojo.

Besides following critical reviews of the latest publications and a summary of interesting news from games discourse, for the first time, the issue is concluded by a new section – Add-ons – consisting of short-ranged scientific, philosophical and artistic reflections on phenomena of the comprehensive game world.

As the new *Acta Ludologica*'s editor-in-chief, it is now my long-term quest, along with dealing with journal content relevancy, to mediate another platform and opportunity for game researchers and scholars, without limitation to our region, to publish studies which could represent benefits for the future development of games studies in general.

Zdenko Mago

Acta Ludologica's Editor-in-Chief

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