



Global eSports Culture & Digital Game Sphere

Speaker: Professor Dal Yong Jin



Dal Yong Jin is a Distinguished SFU Professor. Professor Jin's major research and teaching interests are on digital platforms and digital games, globalization and media, transnational cultural studies, and the political economy of media and culture, and his books include *Korea's Online Gaming Empire* (2010), *Digital Platforms, Imperialism and Political Culture* (2015), *New Korean Wave* (2016), *Artificial Intelligence in Cultural Production* (2021), and *Global Esports: Transformation of Cultural Perceptions of Competitive Gaming* (2021).

Abstract

In the early 21st century, competitive player-versus-player digital game play has been a heavily promoted feature of overall gamer culture. The vast majority of global youth, ranging from mid-teens to mid-twenties, have participated in esports as either professional players or fans in the age of digital media. For them, esports (consisting of games, media, and sport) is one of the most significant youth cultures, while many information and communication technology (ICT) corporations (including game firms and advertisers) have utilized esports as one of the most lucrative businesses. This talk will discuss the recent surge of esports in the global scene and will compare people's understanding of esports, and examine why esports has developed from a small youth culture in Korea to become a global phenomenon.

Professor Jin's talk will be introduced by Dr. Paul Martin, Associate Professor in Digital Media & Communications at UNNC.

Date: Tuesday, 7 December, 2021

Time: 17:00-19:00

Venue: IEB 122