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THE VIDEO GAMER'S DILEMMA: ENTERTAINMENT VERSUS MORALITY

Dr. Sony Jalarajan Raj,

St. Thomas University, Florida, USA.

Dr. Jongsung Kim,

St. Thomas University, Florida, USA.

Nithin Kalorth,

School of Social Sciences,
Mahatma Gandhi University, India.

ABSTRACT

Video games today are not just an electronic extension of playing favourite games. Now it is emerged as one of mainstream mass medium and an industry worth billions. Video games and its popularity grew around the sphere regardless demographic and geographic taxonomy. Began in late 1940s, with platform of cathode ray tube television sets and specially equipped platforms are now available on mobile phones and other portable gadget with easy mobility and more live three dimensional views. The video games use user interaction and visual feedback which exercise much mental and physical attention of player. This in fact leads to develop application in day to day life of players. Video games have become a widely popular and highly profitable medium of entertainment. Animated characters with motion and multidimensionality are not only affecting the cognitive of a human but also to the tender feelings and emotions..

Keywords: Video games, Morality, Violence, Ethics, Sexual morality, Entertainment

INTRODUCTION:

ENTERTAINMENT VERSUS MORALITY:

Morality in video games continues to be one of the most controversial and worrying issues that concerns the public today. Irrespective of the demography and geography video games attained a universality and homogenisation in developing a broad audience base globally. Additionally, moral values in video games have been under academic scrutiny through psychoanalytic approach, moral management, moral disengagement, and social cognitive theory. Video games can rationally scrutinize as two streams with bearing of moral values. As playing role of entertainer, video games adapted features of other mass medium such as sex, violence, brutality from films, amines, comics and television. The games which keep away from these elements find no positive waves from both users and market. Subsequently to stick with market force and user demands producers of video games purposefully append a narrative form in video games with all such elements. As mentioned above, when gamers adapt their virtual life to real life, they bring out experience from video game atmosphere. The recent research developments in media and humanities are concerned about sexual morality of video games and it become more appropriate point of study when it interrogates with children.

RATED M FOR MATURE: NOT FOR KID:

Game genres are based on many factors such as method of game play, types of goals, art style, and interactivity. For the reason that genres are dependent on content for definition, genres have changed and evolved as newer styles of video games have come into existence. As film and media censorship, video games are also rated under age restriction classification. Most of the video games are freely available on internet with limited features for which a parent or system cannot control over a child. Even if we assume, an adult control himself or herself but the child uses experience from the virtual game world to scrutinize the real world events. The games with mere violence like *'Death Race'*, *'Grand Theft Auto'* and *'Fallout'* are much influenced by children and continue playing habits turns to be an addiction.

The use of women as players and non – players, creating war scene, shoot out games are usual violence and sexual scene of video games. The video game like *'RapeLay'* and *'Battle Rapper'* even go extend able to rape women to win the game. With the proposed chapter title for „M“ rated collection, we aim to look on the effects on children and the effective conducts to impart a balancing model of entertainment and moral values. Commoditising of the female as mere objects of sexuality and visual pleasures are seen in all the above sample video games suggested for the study. The concept of other sex is consciously created in the above samples and portrays them as inferior and mere objects of pleasure. A perceived believability or even a superficial „credibility“ is attained on these portrayals in the minor minds. Theories of gender, sexuality and discourse analysis will be used to support the arguments raised in the chapter.

This propose chapter is meant to investigate the ways of effective controlling of video games content which maximum furnish balance to both market and moral values. The proposed study would like to interrogate video game content - user relationship theoretical framework such as uses and gratification and other media effects theory.

GAMER IDENTITY:

The word „gamer“ is frequently used to define persons who play video games. According to a research, performers, comprising players of marginalized assemblages, are likewise labelled as gamers through feature of their actions (Shaw, 2012). This methodology tends to as in address whether the label of video game players would be additional comprehensive, not on whether personalities identify as gamers. Labelling everybody who enjoys video games as a gamer, however, it is erroneous.

How persons recognize as video gamers? This is a dissimilar query from who counts as a gamer. According to Hall (1966), identification permits us to analyse how one may be outwardly located into a sort from how one truly defines individual's own identity. Identification lets for the self-definition of the personal rather than on stationary meanings of individuality applied from the external. Based on an identification perspective, this allows academics to distinguish that a person might recognize with a diversity of social groups. Additionally, Identification distinguishes that individual's effort inside backgrounds in which specific identities are expressed, and that inhabiting definite identity classes can move gamer's association with another class. This sort of identity concept suggestions a way of forwarding the connection between identity, playing video games, and illustration in video games, which does not depend labelling gamers based on their activities.

NEGATIVE OUTCOMES FOR YOUTH:

A huge quantity of developing and social psychological study in the video game research has concentrated on the relative between fierce genre video games and damaging effects among kids, youths, and adults, such as violence, resentment, reduced sympathy, and video game addiction (Adachi & Willoughby, 2012). In numerous researches, the negative impacts of video games have been studied in a number of empirical studies. A study examines over a hundred-fifty researches that have observed the outcome of video games on damaging results such as violence, aggression, and decreased sympathy, and subsequently, over fifty researches have been printed that have dedicated on these consequences. Additionally, video game addiction and pathological video gaming have been studied in over a hundred studies (Anderson et al., 2010). On the other hand, evolving and societal psychologists have studied the constructive impacts of video games, such as psychological and emotional well-being, in a smaller amount than thirty empirical studies. The huge inconsistency between video game researches investigative destructive and positive results possible stems from the upsurge in communal scrutiny of fierce games later the terrible shooting sprees by ferocious video gamer at Columbine High School in 1999 and Virginia Tech in 2007, as well as the “Beltway” sniper shootings in 2002. But, indication for a relative among fierce video games and violence has been assorted. Even though ferocious video games, which are actual widespread among youths (Lenhart et al., 2008), have been exposed to raise violence, other scholars have failed to discovery a relative between ferocious video game play and violence. The violent content in games may not weaken the elevation of inventiveness. In terms of the inconsistency between video game researches concentrating on negative and positive effects in youth research precisely.

POSITIVE OUTCOMES FOR YOUTH:

Developmental and social psychological research about the effects of youth video game play on constructive effects has been limited (Adachi & Willoughby, 2012). A research showed a qualitative research to examine why U.S youth play ferocious video games and if they observe nonaggressive games to be enjoyable. Additionally, youth were questioned how they regarded the character of violent games in their community interactions, as well as how youth supposed ferocious video games may affect their feelings, emotional state and performances, and that of younger boys. Study found that youth play video games to signify their imaginations of glory and authority, and because youth are fascinated to abilities of the central characters, such as perseverance and power. The youth also designated that they were conscious that performance in ferocious video games has considerable dissimilar and more thoughtful values in actual life. Additionally, they thought that nonaggressive games such as athletic or car racing games might also be enjoyable. Regarding communal aspects of video games, the youth supposed that video games are a typical communal action among their groups, and even an automobile to collaborate and network with persons from dissimilar metropolises or countries through online gaming. Lastly, the youth did not trust that they had been damagingly prejudiced by video games, however presented some anxiety for younger children in terms of copying performance from ferocious games (Olson et al., 2008).

Other study showed a study with Japanese elementary school students and emphasize that repetitiveness of video game play was linked to a feature termed “prefer to friends,” which contained of items evaluating youth’s favorite of playing video games over expenditure period with groups and friends. But, students that counted high on “prefer to friends” item did not vary in the quantity of decent groups and friends they had associated to those who counted low on this item. This study determined that favoring video game play over hanging out with friends may not be connected to social separation or having fewer friends. However, might be an expressive supernumerary for actual friendship that is used when youths are unaccompanied (Colwell & Kato, 2003).

Durkin and Barber (2002) mentioned to video game play as an unpaid relaxation activity that is both stimulating and inspiring. They showed a research with youth Americans to scrutinize the relationship between video game and a diversity of positive effects. They state that likened to youths who non-video game players, video gamers, described advanced levels of family familiarity, activity participation, and positive psychological well-being. Video gamers also had fewer dangerous friendship linkages and a more promising self-concept associated to non-video game players. Even though the results in the preceding researches recommend that video games might have constructive effects within various cultures, more study investigative the relative between video game play and psychological development is desired.

VIDEO GAME AND COLLEGE STUDENTS:

College students have a limited expanse of period to division among educational accountabilities, imaginable

employment responsibilities, relational connections, and leisure events. An upsurge in the time speculation in a leisure event, such as video gaming, might consequence in difficult significances in other spaces. If college males use more period than college females do in enjoying video games, their educational performance as well as their interactive associations can be harmfully affected for the reason that the time given to these chases may be expatriate by video game playing.

Even though previous scholars have measured the link between educational performance and gaming in youth and high school students, Ogletree and Drake (2007) found that a greater amount of females than males protested about the expanse of time their important other played video games. College students valued female video game characters as meaningfully more abandoned and sexually stimulating than male characters and as less possible to be robust and violent. Gender differences in contribution and character representations possibly influence the lives of youth in a diversity of ways.

MALE AND FEMALE CHARACTERS ON VIDEO GAMES:

Video game characters have the latent to figure gamers' insights of gender parts. Through societal contrast procedures, gamers acquire social prospects of appearances, behaviors and characters. According to Miller and Summers (2007), forty-nine articles were implicit from U.S. gaming magazines, ensuing in 115 coded characters. Their content analysis of video game magazine articles examined how characters are portrayed, focusing on gender differences. Men were more expected to be heroes and central characters, use more weapons, have more capabilities, and were more brawny and commanding. Women were more frequently additional characters, more good-looking, stimulating, and sexy, and also wore more skimpy clothing. Considerate these video game messages is a significant major stage in accepting the effects games and magazines might have on behavior and approaches.

Male gamers might feel inferior later associating themselves to idealistically brawny and powerful macho characters. This might consequence in a more adverse self-esteem physique image, which may well inspire the custom the steroids or other exciting measures envisioned to assistance improve a muscular body. Additional possible concern is that the mainstream of characters had at least one unique capability such as super speed and aggressive skills. Consequently, gamers who associate themselves to these characters might realize themselves as less gifted, which might probably be detrimental to self-esteem (Barlett et al. 2005).

Miller and Summers (2007) also have consequences for the improvement of gender parts and approaches. For example, men exposed to this stereotypic depiction of women as abandoned sexual substances may accept damaging attitudes toward females. Likewise may this affect woman's perceptions of how they would react. For example, women might get the imprint that females are destitute and need to be saved by males. Furthermore, this might be disheartening to women that there are insufficient woman characters in games and less still woman heroes. Individually man and woman characters may take this to mean that females are unimportant or unable of being a hero. This suggests that females will have to romanticize man heroes or recommend the more stereotypic woman portrayals.

A study assumed that men would be depicted more frequently. However those women would be depicted in a more hyper-sexualized style. According to this research, 225 console video game covers attained from internet markets were inspected for portrayals of males and females. Man characters were nearly four times more commonly described than woman characters and were assumed meaningfully gamer pertinent act. But, in spite of their less recurrent arrival, woman characters were more likely to be portrayed with overstated, and frequently actualized, sexiness (Burgess et al., 2007). Additionally, fierceness and sexiness was balancing more often for woman characters than ferocity and muscular bodies for the man characters. The probable effect these destructive depictions might have on gamers is deliberated. Further, scholar might contend that the comparative lack of demonstrated act on the part of the woman characters is truly a positive depiction given that abundant of the action man characters describe is fierce. Inappropriately, as video games presently are existent, violence implies authority. No characters, man or woman, are depicted as dominant to a game by discontinuing ferocity, or offering nonviolent resolutions. By without females from the act characters, they are demoted to fan position. Even though Dietz (1998) positively demonstrated that females were frequently depicted negatively in video games, it is sensible to examine whether these destructive depictions actually matter. This question has not been scrutinized in video game study however the reply to this demand, in regards to numerous former media such as magazines and television. Deleterious portrayals of persons may affect their attitudes and behavior. Much of the study examining the impact of numerous mass media portrayals of females has attentive the depiction of sexuality. Zillmann and Bryant (1982, 1984) emphasized that long time period disclosure to typical pornography resulted in a number of things. First, this exposure was related to peoples' increased acceptance

and attention in unusual pornography such as a sadist movie. Secondly, persons with long-term exposure also developed less sympathetic towards rape victims and females in common.

GENDER STEREOTYPING ON VIDEO GAMES:

Behm-Morawitz and Mastro (2009) utilized an experimental design to examine the short term impacts of exposure to sexualized woman video game characters on gender stereotyping and woman self-concept in emerging adults. In this result, Woman self-efficacy was damagingly affected by game play with the sexualized woman character. Consequences carefully recommend that playing a sexualized video game heroine unfavourably prejudiced people's views about females in the real world. Additionally, scholars experimentally scrutinized the effects of experience to stereotypical media portrayals of gender and initiate those youths who observed depictions of females as sex substances were more likely to report more devotions to gender stereotypes and to overlook stereotype-consistent behaviour of females (Ward & Friedman, 2006). Consequently, the media's tendency to highlight females' sexuality and to treat females as sex substances might have real world significances when it comes to persons' decisions about females. This recommends that exposure to the sexualized phantasmagorias of females in video games might consequence in gender stereotyping of females by both males and females.

To endorse video games industry, game companies produce official online homepage for their games that are intended to entice customers' attention and impulse them to purchase. A study scrutinizes the messages that these homepages send to the community concerning ferocity, sexual content, and sex symbols. Their consequences demonstration that man characters outnumber woman characters, that woman characters are exposed in a further stereotypical and sexualized style, and that Hispanic characters are exceptionally understated (Robinson et al., 2008). Given the fierce portrayals, stereotyping, and sexualized depictions on their homepages, parents would be as watchful in monitoring their kids' exposure to the homepages as they are to the video games.

In scrutinizing the impact on adults of stereotypes on the media, scholars have found statistically substantial negative effects on both females and males. For females, exposure to thin body types was positively correlated with displeasure with one's figure, adopting the thin ideal, and eating attitudes and performs (Grabe et al., 2008). Moreover, after contact to metaphors of the thin body ideal, women experienced augmented stages of annoyance, nervousness, body displeasure and unhappiness, which stages were positively related with needs to be thin and indications of eating complaints (Cahill & Mussap, 2007) While the issue of below representation is disturbing, maybe the issue of better apprehension is the occurrence of gender stereotyping in video games. Most studies recognize that female stereotypes thrive in video games. Woman characters are depicted as further sexualized and good-looking than man characters, and they are meaningfully more likely to be involved in sexual behaviors or exposed incompletely naked.

FEMALE BODY IMAGERY IN VIDEO GAMES:

Body image discontent among youthful teenagers and females is considered so ordinary that some scholars state this is a normative constituent of life in Western society (Grogan, 2007). Without a doubt, indication designates that 40% to 60% of teenage girls and females are disgruntled with some feature of their look (Thompson, 2004). According to a research, The 150 top-selling video games vended in the U.S. crossways nine stages were content analyzed to research depictions of woman figures. All human females in the games were taken through screenshot and body parts measured. These capacities were then associated to real anthropometric data drawn from an illustrative example of 3,000 U.S. females. The consequences display that woman video game characters at low levels of photorealism are systematically bigger than the regular U.S. female whereas woman characters at the maximum level of photorealism are systematically thinner. Their research also found that games valued for kids contained women that are thinner than characters in games regarded for adults (Martins et al., 2009).

RACE REPRESENTATION IN VIDEO GAMES:

Related to the study on gender stereotyping, even less researches have inspected racial stereotyping in video games. One motive may be the aware evasion of precise ethnic group depictions by the game manufacturers. Oftentimes characters are produced with unclear or vague racial appearances. This is tough to express the particular ethnic group of the characters. However, the limited study sheds certain light on the under illustration and stereotypical depiction of alternative categorizes. Regarding minority racial groups, such as Black and

Hispanic, appear fewer often in video games (Mou & Peng, 2008).

A latest inclusive research on the subject of games (Brand, Knight, & Majewski, 2003) examined 130 computer and video games from console personal computer. Upon the examination on the physical and object-oriented world, principal characters, style, and narrative, it was resolved that several stereotypes in traditional conventional media were still used to depict game characters: most characters were either white or too unclear to express and 71% of the principal characters were man. Additionally, a research found similar consequences. Across the top 20 games, the characters were mainly white man. Only 10% of the leading characters might be acknowledged as woman (Dill, Gentile, Richter, & Dill, 2005). Downs and Smith (2005) found a slight higher rate of existence of marginal characters. According to their research, 21% were Black, 7% were Asian, and 3% were Hispanic.

VIOLENT VIDEO GAME AND HOSTILE EXPECTATIONS:

Scholars considered hostile expectations (Hassan et al., 2012). According to their study, participants read vague story stalks about probable interactive encounters, and recorded what they believed the leading characters would do or state, consider, and impression as the story sustained. As anticipated, violent behavior and hostile expectations augmented over days for ferocious video gamers, but not for nonviolent video gamers, and the upsurge in aggressive behavior was incompletely due to hostile expectations. This investigation clearly showed a increasing influence of violent video games on hostile expectations and aggressive behaviors because they used the experimental method. Scholars might conclude that playing violent video games caused both hostile expectations and aggressive behaviors. Additionally, hostile expectations arbitrated the link between experience to violent video games and anger. Violent video games increased hostile expectations. Hostile expectations, in turn, were positive related to aggression.

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IMPORTANCE OF APPLICATION OF HAZARD ANALYSIS AND CRITICAL CONTROL POINT (HACCP) IN MONTENEGRO TOURISM

Vesna Vujacic ,

University of Montenegro,
Faculty of Tourism and Hotel Management Kotor
Montenegro.

ABSTRACT

Tourism in Montenegro is the leading economic sector, a culinary product - food is an important element of tourist offers. With the development of tourism in Montenegro there is a need to provide quality as well as safe healthy food according to international standards. This paper presents the concept of HACCP and importance of its application in the tourism and hospitality industry. HACCP is a food safety management system through the analysis and control of biological, chemical and physical hazards in the entire process, from raw material production, procurement, handling, to manufacturing, distribution and consumption of the finished product. HACCP is designed to act preventively with its principles and presents the most effective solution in providing healthy safe food. The aim of this paper is to present the importance of the application of HACCP concept in tourism of Montenegro as a recognizable and accepted international standard.

Keywords: tourism, food safety importance.