

CONTENTS

Table of Illustrations

8

1 Introduction

11

1.1 Remilitarization – Coming to Terms with the
Notion of War in Contemporary Western Societies

11

1.2 Programmable Applications within
Media Deployment Policies

17

1.3 The State of Research and the Politics of Documentation

23

1.4 Programmable Media as Socio-Cultural Filters

29

1.5 Digital Games as a Subset of Programmable Media

44

1.6 Towards an Integrative Model of Programmable
Media Analysis

49

1.7 Technical Preliminaries

52

2 Building Blocks for a Model of Programmable Media Analysis

53

2.1 Critical Considerations on the Current State of Game Studies

53

2.2 Towards Programmable Media Analysis

63

2.3 Reading (Digital) Games as Code

89

2.4 Socio-Cultural Implications of Analyzing
Programmable Media

95

2.5 From Technology Semiotics to
Programmable Media Analysis

106

2.6 Program Code Rhetoric in Academic Literature

123

2.7 The 'Next Generation'

129

3 Epistemological Effects of Programmable Media in Perspective

131

3.1 Towards an Epistemology of Program Code

131

3.2 The Compatibility/Standardization Paradigm

135

3.3 The Computability Paradigm

142

3.4 A Program Code Model of Authenticity Effects

159

3.5 Nature in the Age of Algorithmic Representability

182

3.6 History as Simulation

196

3.7 Simulation/Emulation

199

4 Programmable Media at the Civilian/Military Margin

203

4.1 Before 'Information Warfare' (IW)

206

4.2 The Doctrine of Information Warfare

210

4.3 War and (Media) Literacy

215

4.4 New Rules of Play – Algorithms as Role Models of
Military Self-Description and Organization

226

4.5 A Concluding Look Back

257

**5 From the War in the Gulf
to the Global War on Terror – A History in Games**

259

5.1 The Methodological Problem of the 'Gulf Wars'

259

5.2 The Global War on Terrorism in Digital Games	263
5.3 Delimiting Wars by their Media Representations	291
5.4 Encyclopedicity	306
5.5 Applied Forum Analysis – An Ethnographic Perspective on Programmable Media	308

6 Peripheralization and Universalization. Macro Effects of Programmable Media in Military-Civilian Contexts

	325
6.1 Historiographical Effects of Digital War Games	325
6.2 A Comparative Look at COTS Games in Military Applications	328
6.3 Grids as a Ubiquitous Dimension of (Digital) Warfare	335
6.4 Politico-Military Rhetoric and Code(s) in Non-War Game Contexts	340
6.5 Inserting Military Iconography into Media Usage Ecologies	346
6.6 Psychophysical Coercion of the Interface	347
6.7 The Implied Economization of War and Programmable Media Systems	352
6.8 Composing Universal Aesthetics and Narratives of War	370
6.9 Virtual Wars – Real Battlefields	379

Bibliography

391