

up" in the pages of *Cablevision*. One of them ponied up \$25,000 as seed money for the nascent National Cable Satellite Corporation, and within two weeks, Lamb had raised \$400,000 from another twenty-two operators, with in-kind donations from more.

The rest, as they say, is history. Lamb was well on the way to building yet another bridge, between Congress and "the people." We learn about the "rickety bridge" of the shaky first months of C-SPAN's operation, the innovative "two-way" bridge of rudimentary interactivity of the popular call-in shows, and the bridge that hit a dead-end when attempts to get cameras in the Supreme Court were rebuffed, despite Lamb's close friendship with Associate Justice Antonin Scalia.

We learn, over and over again (because the book is so repetitious that it appears to have been written with that "C student" in mind), that Lamb is a perfectionist, modest to a fault, and lives unpretentiously, dining in food courts and eschewing the social scene. We also learn that Lamb is a bit of a control-freak and a bully, and doesn't suffer fools gladly.

Which brings us back to the question: Why did he choose Frantzich to write this book? The author has worked as a consultant for C-SPAN, and his justifiable admiration for the visionary Lamb seems limitless, bordering on sycophantic. But if ever a manuscript needed a good editor, this one did. It's hard to imagine that a book so clumsily written, badly indexed, and riddled with errors of fact and tortured syntax (just to name two, Frantzich refers to the author of *Bonfire of the Vanities* as Tom Wolff, and writes that C-SPAN "stood moot" while the rest of cable TV was overdosing on the death of Anna Nicole Smith) would ever have found a spot on *Booknotes*.

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■ *Gaming as Culture: Essays on Reality, Identity and Experience in Fantasy Games*. J. Patrick Williams, Sean Q. Hendricks, and W. Keith Winkler, eds. Jefferson, NC: McFarland & Company, Inc., 2006. 224 pp. \$35 pbk.

While this work has been superseded in some respects by more recent titles (Bogost's *Unit Operations: An Approach to Videogame Criticism* or Castronova's *Synthetic Worlds: The Business and Culture of Games*), the editors of this volume on *Gaming as Culture* rightly lament that researchers in the field of game studies have mostly limited their perspective to videogames.

This collection thus provides "insights into a wider range of studies on contemporary games and gaming culture" through ten essays on various social constructionist perspectives, and divided into three parts: Social Reality, Identity, and Experience. Some of the essays represent research building on the germinal work done by Fine (*Shared Fantasy*, 1983) and Mackay (*The Fantasy Role-Playing Game*, 2001), while others provide perspectives from gender studies, business, and even psychoanalysis. The major drawback is that none of the essays advances a truly new "theory of gaming"; rather, each offers an application of existing social theories to games.

The editors' introductory essay provides the framework for the rest of the book. After describing the genres (role-playing games, collectible strategy games, and online video/computer games), the editors trace the trajectory of fantasy gaming from moral panic to pedagogy. Readers seeking an overview of this area of scholarship will find this essay and the accompanying bibliography enlightening.

The editors and most of the contributors hail from academic disciplines such as computer science, linguistics, sociology, or anthropology, although two represent

communication studies. A unifying characteristic is that all are both gamers themselves and scholars of gaming. This is both a strength and a weakness. As gamers, each contributor brings a depth of insight into the gamer culture that represents, in some cases, decades of immersion.

But this also means that some of the entries are extremely limited in scope and/or application to a broader understanding of gaming as culture. Co-editor Sean Hendricks of the University of Georgia, for example, describes the discourse strategies employed during a one-day, twelve-hour gaming session of long-acquainted players in a tabletop role-playing fantasy game (think *Dungeons & Dragons*). He concludes, unsurprisingly, that the players "incorporate themselves into the fantastic world of the game through the use of language." Another contributor reports on the semiotic systems at work in a one-hour videotaped session of the collectible card game "*Magic: The Gathering*," struggling mightily to place her analysis in a broader framework.

On the other hand, several contributors provide valuable insights into aspects of gaming that might not be apparent to a casual observer. Co-editor J. Patrick Williams, an assistant sociology professor at Arkansas State University, draws on hundreds of hours of participant observation and in-depth interviewing strategies to illuminate the construction of a subculture among gamers who play collectible card and miniatures games. He describes important differences between the organizational and expressive dimensions of gaming subculture. He concludes that "gamers' identities can be understood in terms of authenticity, a concept that looks beyond conspicuous consumption" because these identities are embedded in a complex web of ideas, objects, and practices he thoroughly describes in the chapter.

Likewise, co-editor Keith Winkler's essay on the business and culture of gam-

ing draws on his background in the game marketing world, his M.B.A, and his graduate work in linguistics. His analysis shows that the business of gaming is a niche market, that the culture of gaming is marked by a shared sense of solidarity regardless of one's place in the industry, and that the depth of knowledge that gamer/company owners bring to their understanding of their customer base cannot be replicated by any focus group or marketing survey.

One of the communications scholars, Kevin Schut of Trinity Western University, provides another strong piece in the collection, examining how fantasy role-playing games (FRPGs) offer sites for the negotiation of American manhood. He places his analysis in the context of the literature that describes three ideals of manhood that are particularly useful for application to FRPGs: respectable manliness, rough masculinity, and the eternal boy. In a textual analysis of several single-player campaigns of FRPGs played over more than a year, and analysis of the publications surrounding the games, Schut concludes that these games feature all three of these ideals. The bibliography for this essay is another gem for anyone interested in a gender-studies approach to gaming.

Perhaps the strongest theoretically grounded essay examines online gaming communities as no less "real" than those in the real world. The authors, one of whom is a communications scholar, draw on Alfred Schutz's early work on theories of interaction and community that are useful for theorizing mediated experience. Describing one coauthor's two-year participant-observer experience with the multi-player online game *EverQuest* and formal interviews with players outside the context of the game, the essay shows that, phenomenologically, there is no strong case to be made that a sharp dichotomous separation exists between the two types of communities. Considering the explosive growth of such online communities since

the publication of this book (*Second Life, Entropia Universe*), the authors' insights are particularly useful.

Missing from this volume is any acknowledgment of the broader community of game creators who are carrying on a lively discussion among themselves about the creation, "theory," and production of games of all sorts. Online sites such as "The Forge," RPG.net, and countless gaming blogs provide forums, articles, reviews, resource libraries, and surprisingly sophisticated views on the "theory" of gaming. Readers interested in this growing area of scholarship should consider examining both "traditional" works such as those in this volume, and the larger world of game culture discourse.

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- ***Global Journalism Research: Theories, Methods, Findings, Future.*** Martin Löffelholz and David Weaver, eds. Hoboken, NJ: John Wiley & Sons, 2008. 320 pp. \$86 hbk. \$49.95 pbk.

Editors Martin Löffelholz and David Weaver both have impressive records in the field of journalism. Löffelholz, a media studies professor at Ilmenau University of Technology, is one of the leading media and journalism scholars in Germany, having written and edited books on a wide range of topics, including war reporting, journalism theory, online journalism, and journalism education. Weaver, the Roy W. Howard Research Professor in the School of Journalism at Indiana University, has likewise published on a range of topics—agenda setting, journalism and politics, newspaper readership, foreign reporting, etc.—but is perhaps most well-known for his benchmark survey studies of U.S. journalists, co-authored with G. Cleveland Wilhoit.

In this volume, Löffelholz and Weaver aim at no less than "to give a com-

prehensive overview on journalism research and its different approaches, methods and paradigms across the world," and, overall, this book lives up to that promise. These two scholars are well placed to edit a collection on global journalism research, and they have recruited a cadre of established top scholars as contributors, including Wolfgang Donsbach, John Hartley, Stephen D. Reese, Jane B. Singer, and Barbie Zelizer, as well as prominent younger scholars: Thomas Hanitzsch, Thorsten Quandt, Karin Wahl-Jørgensen and Mark Deuze.

The book's twenty-two chapters are organized into four sections, based on the subtitle, i.e., one section on theory, one on methods, one on findings, and one on "futures"—the latter referring primarily to the future(s) of the field of journalism studies rather than future of journalism itself.

The Theories section contains some of the best chapters of the book: Löffelholz's critical, historical overview of theories in journalism studies stands out for its lucidity, as does John Hartley's provocative chapter on journalism as a human right, highlighting how journalism is now escaping its traditional confines in many ways. In contrast, Manfred Rühl's chapter on journalism in a globalizing world society seems somewhat out of place, laying out a grand theory of journalism as a social system within the context of globalization, but without any in-depth discussion of what 'globalization' actually is (though my reading suffered from language difficulties—this chapter could have benefited from closer editing to remove "Germanicisms").

In the Methods section, several of the chapters invite rethinking of now-standard methodologies in journalism studies. Thorsten Quandt offers several interesting points on observational research, suggesting that observational methodologies in journalism studies can and should be taken beyond the ethnographically influ-