

Technological Periods and Medial Paradigms of Computer Games

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Abstract: *In our work we analyze the phenomenon of video games, their impact on art, media and society. At the beginning of our studies we sadly realized that most articles dealing with “new media” phenomenon starts with the hypothesis that video games are a new form of media (new media), which has not yet found a place on the multicolored palette of interactive multimedia and that is why they are misunderstood and unsupported by academic forums. Video games are a media phenomenon still “unsettled”, which still has not found its place in global culture, but it has been over commercialized and therefore it is created a huge amount of video games that cannot be counted in real-time inventory – so it is understandable that relevant scientific analysis are in delay and that these new media „species” are viewed with disfavour by fans of art, literature and traditional media. We assume that in short time there will be a new generation of interactive programs that can interact intelligently with people around them, and not just using predetermined algorithms or variables generated by chance - as they have done before.*

Keywords: *computer games; postmodernism; new media; virtual worlds; immersion.*

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