

Ghost in the Machin...ima: Reflecting on Machinima's Ability of Going Mainstream

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Fanfiction is a term closely associated with today's emergent media culture. One of the most popular ways of fans creating their own content is engagement with the practice known as "Machinima". Machinima means the creation of videos by use of computer graphics borrowed from other fields, most often video games. Kate Fosc (2011) has claimed that the area of machinima use is evolving and abandoning its juvenile roots, becoming more mature thus enabling it to stand next to traditional media practices, such as filmmaking. On the other hand, Friedrich Kirschner (2011) argues that machinima is incapable of such extents, being limited by its production tools. This presentation, after tracing a brief history of the machinima practice, attempts to answer if machinima is just something appreciated among certain fan circles bound to the game culture, or something bigger appealing to a broader audience and capable of achieving more.

The method that I will follow is a comparison between the main arguments that support and those that challenge machinima's ability of going mainstream, and drawing by relevant literature and examples, I will attempt to reach to a conclusion on whether machinima is an art form ready for the mainstream world or not.

Reference

Fosc, K. (2011) 'Machinima Is Growing Up', *Journal of Visual Culture*, vol. 10, April, pp. 25-30.

Kirschner, F. (2011) 'Machinima's Promise', *Journal of Visual Culture*, vol. 10, April, pp. 19-24.