

# The Hispanic and Latin American Video Gaming Experience: Imagery, Industry & Audience

Thomas Jay Harris Institute for Hispanic & International Communication  
 College of Media & Communication  
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**UPDATE: Due to inclement weather cancelling inbound flights to Lubbock, all sessions will be held via Zoom, with the exception of Anna Huerta (EA/Maxis)'s Friday noon lunch and talk. Huerta's in-person talk will be live-streamed via Zoom (see schedule)**

## Live-streaming instructions

To attend all sessions remotely, please use the following Zoom link and credentials:

<https://texastech.zoom.us/j/94347632234?pwd=RmRSbStnSTZ0bFlvc096a3BGdVN4UT09>

Meeting ID: 943 4763 2234

Passcode: 3572

## FRIDAY, FEBRUARY 25 (NOTE: All times are listed in Central Standard Time, GMT -6)

9:00 – 10:00 am	Brief Welcome & Morning Keynote Address with Q&A Dr. Phillip Penix-Tadsen, University of Delaware “Pirating Platform Studies: Latin American Clone Consoles, 1973-1998”
10:00 – 10:15 am	BREAK
10:15 – 11:45 am	Panel 1: Games and Community (Dr. Megan Condis, Moderator)  Critical cultural exploration of video game stores within Tejanx communities Anthony Ramirez, Texas A&M University Joey Lopez, Texas A&M University  eSports on the US/Mexico border Arthur D. Soto-Vásquez, West Texas A&M University, USA  Playing Race, Nation, and Archival Silence: Convergences between Afro-Latin America and Videogames Jalin Jackson, Northwestern University, USA
11:45 am – Noon	BREAK
Noon – 1:30 pm In-person Event! (also live-streamed via Zoom)	Lunch, Afternoon Keynote Address, and Q&A (MCOM 154): Anna Huerta, EA/MAXIS “Authenticity: Overcoming Personal Struggles and Becoming a Leader” BOX LUNCH PROVIDED to those attending in-person

<b>1:30 – 1:45 pm</b>	<b>BREAK</b>
<b>1:45 -3:00 pm</b>	<p>Panel 2: Gaming Industry I (Dr. Kent Wilkinson, Moderator)</p> <p>Chains of relations for building new game history narratives: a case study of the operations of Taito Corp. in Brazil Letícia Perani, Federal University of Juiz de Fora, Brazil Melanie Swalwell, Swinburne University of Technology, Australia</p> <p>Apropriações tipicamente latinoamericanas de videogames e o sucesso da SEGA no Brasil [Typical Latin American appropriations of video games and the success of SEGA in Brazil] Mariana Amaro, Federal University of Rio Grande do Sul (UFRGS), Brasil Suely Fragoso, Federal University of Rio Grande do Sul (UFRGS), Brasil</p> <p>Still doing what “Nintendon’t”: The saga of the SEGA Master System in Brazil Philippe de Villemor Chauveau, Texas Tech University, USA Nick Bowman, Texas Tech University, USA</p>
<b>3:15 – 3:30 pm</b>	<b>BREAK</b>
<b>3:30 – 4:45 pm</b>	<p>Panel 3: Gaming Industry II (Dr. Bobby Schweizer, Moderator)</p> <p>Relações de trabalho na produção de videogames no Brasil [Labor relations in video game production in Brazil] Aline Conceição Job da Silva, Universidade de Caxias do Sul, Brasil Beatriz Blanco, Universidade do Vale do Rio dos Sino, Brasil</p> <p>Gaming technology and the migratory phenomenon: The case of "Dusa Codes" Manuel Matos, Dominicanos USA, USA Eduardo Hernandez Inchaustegui, Dominicanos USA, USA Dr. Hector Cordero-Guzman, Baruch College of the City University of New York, USA</p> <p>Hispanic and Latin experiences in the eSports industry Roberto Velasco, Texas Scholastic Esports Federation (TEXSEF)</p>

**SATURDAY, FEBRUARY 26**

<b>9:00 – 10:00 am</b>	<b>Morning Keynote Address and Q&amp;A</b> <b>Dr. Jose Zagal, University of Utah</b> <b>“Chilean Videogames: 1970s-1980s”</b>
<b>10:00 – 10:15 am</b>	<b>BREAK</b>
<b>10:15 – 11:30 am</b>	Panel 4: Games as Texts (Dr. Nick, Moderator)  Otherhood and Mestizo Futurism in Insomniac’s Marvel’s Spider-Man: Miles Morales Regina Mills, Texas A&M University, USA  ¿Traducción imposible? Representación cultural latinoamericana en el mundo del videojuego [Impossible translation? Latin American cultural representation in the world of the video game] Pablo Martín Domínguez Ruth García Martín Begoña Cadiñanos Martínez  It’s like looking at the world from the other side. Far away but real”: analyzing “Dragon Age: Origins” & “Dragon Age II” through the prism of Queer Temporality Maria de sa Frizzera Scardua, North Carolina State University
<b>11:30 – 11:45 am</b>	<b>BREAK</b>
<b>11:45 – 1:00 pm</b>	Panel 5: Games as Art and Play (Philippe de Villemor Chauveau, Moderator)  Blasphemous: Videojuego, Historia del Arte e identidad cultural [Blasphemous: Video games, art history, and cultural identity] Javier Castiñeiras López, Universidad de León, España <i>Note: Session prerecorded in Spanish</i>  Gaming at the museum: A brief history of Brazilian artists work with(in) video games Rodrigo Dorta Marques, São Paulo State University, Brazil  Innovation in play culture Dr. Anne Marie Schleiner, University of California-Davis, USA
<b>1:00 – 2:00 pm</b>	<b>Afternoon Special Guest and Q&amp;A</b> <b>Dr. Adrienne Shaw, Temple University</b> <b>“The ‘Project’ Never Ends: Lessons Learned from Creating the LGBTQ Game Archive and Rainbow Arcade”</b>

