

Melyndee Butterfield

Mrs. Dewey

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### Inspiring Excitement

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In his speech “How Games Make Kids Smarter” Gabe Zichermann utilizes personal anecdotes and allusions to specific video games and consoles throughout history in order to shape an excited tone and persuade his audience to think differently about video games. As Zichermann opens his speech, he begins with a brief story, in which he explains his own experience using video games in an educational-yet-fun setting. He “remember[s] going to school, . . . playing a game called ‘Where in the World is Carmen San Diego,’ . . . which was the first time [he] played a game . . . in the school context” (0:16). Given that this game came out in 1991, Zichermann, born in 1974, likely played “Where in the World is Carmen San Diego” as a 17-year-old, or a junior or senior in high school. One’s junior or senior year is often spent in a whirlwind of activities, and as a 41-year-old, Zichermann’s high school memories might be spotty at best. Even so, his memory of playing the game is incredibly lucid and fond, exemplifying his excitement toward gaming as an innovation in educational curriculum. Zichermann goes on to explain that teachers, students, and parents alike were excited about this game in education and its huge benefits in inspiring curriculum and student learning, including his own personal educational and eventual career path in gaming and incorporating gaming into all facets of life. His incorporation of a personal anecdote right from the start, then, allows listeners to delight and be drawn in by the excitement Zichermann exemplifies here and throughout the rest of his speech. Not only does Zichermann use personal anecdotes to liven his tone, but he also mentions different video game consoles and video games by name within his speech to display his enthusiasm toward the subject. In the beginning of his speech, he mentions the “Atari 2600,” the stone-age computer “Apple II” and “Nintendo DS” as a way to exemplify his knowledge and experience with different gaming consoles (0:01-0:16, 7:41). He also alludes to specific games like “Where in the World is Carmen San Diego,” “Civilization,” and “World of

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Warcraft” (0:16, 1:35, 4:02). The consoles to play video games span a creation existence of 27 years, Atari and Apple II (the computer) created in 1977, and the Nintendo DS created in 2004. Additionally, the specifics games mentioned span over 13 years of existence, the earliest, “Where in the World is Carmen San Diego” created in 1991, and the most recent, “World of Warcraft” created in 2004. Clearly, Zichermann is an expert in his knowledge about video games and consoles, given his passing reference of them, and how many he know to have existed throughout history, and he mentions them almost as if he assumes everyone knows about them already. When someone is excited about a specific topic, they often do not spend a significant **chunk** of time spelling out all the details of their topic. Numerous passing references, as seen here with Zichermann’s allusions to video games and consoles, are often spilled out like splattering rain from the sky when one is excited about what he or she is discussing. Therefore, Zichermann’s fast-paced mentionings of numerous consoles and games further displays his utter excitement toward the topic of video games and how they can be incorporated into the educational classroom setting. Ultimately, Zichermann’s use of both allusions to video games and consoles as well as his personal stories shared with positive video game experiences helps shape Zichermann’s excited tone, and aids the audience to believe that videogames can be beneficial, and really, *essential*, in the classroom setting.

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