## CONTENTS

Lis	st of figures	ix
1	Introduction	1
2	Conversations: Language, worlds, and games	6
3	Avatars and affordances	15
4	The things we can be	25
5	Syntax and semantics	36
6	Situated meaning	48
7	An interim summary	57
8	A unified theory of discourse analysis	63
9	Chibi-Robo	77
10	Metal Gear Solid	85
11	Projective identity	94

12 Avatars and big "D" Discourses	102
13 Reading: Non-responsive media	109
14 Alignment and development	119
References	128
Index	131