This document aims to describe and analyze motivational structure of MMORPG World of Warcraft. Thesis results from a number of empirical sources: author's subjective experience with the game (observation, writing reflective journal) and objective sources (analysis of video recordings, game data, web pages, discussion with players). Virtual environment is discussed from the viewpoint of Gibson's affordance theory, whereas virtual space is counted as a participation prompting. The work narrowly specifies offer structure of World of Warcraft by segmenting it into two categories – environment and player's avatar. It is also devoted to dynamic motivation factors like rewards and sanctions. The image of interaction between player and a game (gameplay process) is provided in the form of player's rituals, whereas imaginative form of implemented flow mechanisms is accented. The important part of the work includes analyzing mythology of virtual world on the basis of analytical psychology. Jungian perspective with an overlap into cultural anthropology illuminates much of the archetypal infliction of the game and the essence of virtual reality. Construction of fictive myths in MMORPG leads into questions about what psyche needs to interpret reality. Although one of the conclusions of this work implies that many players are not capable of this form of reflection, there is a major potential for future research of gameplay experience in relation to the representation of reality.