

Bridging Work - Media Studies
Week 6 - Video Games

In A Level Media Studies, we study Video Games with a focus on Industry and Audience: how the video game industry has changed massively over the past few years and how people interact with games and each other through them.

The one thing that students really struggle with is to realise how much technology and specifically the internet has changed in recent times.

When I was 11, this was the most amazing piece of technology you could get:



The games looked like this:



There weren't online shops, or really the internet that most people could use... you had to read about games being released in magazines and go and buy them from actual shops like this:



Oh... and only really rich people had mobile phones and they were only used to make phone calls.

So, before you start the Media course, it would be great if you had some realisation of how much consumer technology - and specifically video game technology - has advanced.

If you are REALLY interested in this... or have a fair bit of time to spare, please watch this feature length documentary:

<https://www.youtube.com/watch?v=8Ryn7qm3CvI>

If you're not that interested in this topic, please watch this much shorter video that focuses on the evolution of the Playstation consoles:

<https://www.youtube.com/watch?v=j-eVnP-Om3s&t=4s>

We also study video games to explore how audience are targeted by producers, especially through their advertising.

Have a look at these two trailers and pick out moments that show you who the target audience is:

Candy Crush: <https://www.youtube.com/watch?v=gJjCGmMkAlw>

Game of War: <https://www.youtube.com/watch?v=uHskC7JRL9M>

It's obvious, right? Watch them again and think about:

- colour scheme
- choice of actors
- voiceover
- male and female roles in the adverts

Finally, pick a game that you play. This could be on a console, PC, or on your phone.

Search up some adverts for this game and think about how the producers have targeted you!