



Question: Choose two video games and explain how audiences are targeted through content and appeal.

Contextualise

Start by demonstrating that you understand the industry in question.

Show understanding of the bond between audience and text and the interactive nature of the media.

You may wish to incorporate a critic or theorist's quote here to support your ideas.

Key Texts

Bring in your key texts. You should introduce the games by stating the title, the year it was published and who developed the game.

Then explain the type of game that each is, and what general pleasures these genres offer (ie, Call of Duty allows participants to engage in marksmanship and compete/co-operate with other players online)

Marketing

By beginning your analysis with an evaluation of each games marketing campaigns you should be able to establish preferred readings and a sense of what pleasures the industry is promising with their marketing of each game.

Discuss the covers, trailers or other aspects of the campaign. How is genre evoked? How are audiences positioned?

Media Language

How is media language used by the game? Focus on extracts which you have studied in class. How does camera, sound and mise-en-scène involve the player? How typical is each game of their genre? Does the gameplay intertextually draw on the audience's cultural competence (i.e. other games, or films?).

Compare the different pleasures offered.

Participation

How does each game's ludic qualities differ?

What type of agency is offered? What intrinsic motivation or satisfactions are inherent to each game?



Representations

How do the representations in each game position audiences and create involvement?

Are the representations aspirational/escapist/typical?

Readings

Is there space for alternative readings? Does either text allow for fan engagement that would develop or create alternate ownership of the content?