****

Media Studies

Learning Checklist

Assassin’s Creed

|  |
| --- |
| Media Industries |
| The processes of production, distribution, and circulation in the game industry.  |  |  |  |
| The differences between mainstream and independent gaming and its impact on production, distribution, and circulation.  |  |  |  |
| How various patterns of ownership and other economic factors may impact game production, distribution, and circulation.  |  |  |  |
| The impact of digital technology and convergent media on game production, distribution, and circulation.  |  |  |  |
| How the gaming industry maintains audiences through marketing.  |  |  |  |
| The regulation of the gaming industry and various issues and debates surrounding regulation.  |  |  |  |
| Media Audiences |
| How the gaming industry groups and categorises audiences.  |  |  |  |
| How Assassin’s Creed targets, attracts, reaches, addresses, and potentially constructs its audience.  |  |  |  |
| The way audiences of Assassin’s Creed are positioned by the meaning in the text. |  |  |  |
| How different audiences interpret Assassin’s Creed in different ways and why. |  |  |  |
| How the context of Assassin’s Creed will impact the audiences’ interpretation of the text. |  |  |  |
| How gaming organisations target mass and specialised audiences including fan audiences.  |  |  |  |