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Media Studies

Learning Checklist

Assassin’s Creed

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| 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. |  |  |  |