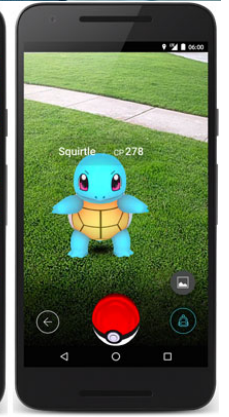
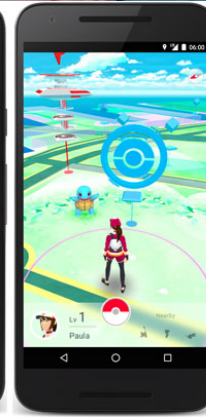
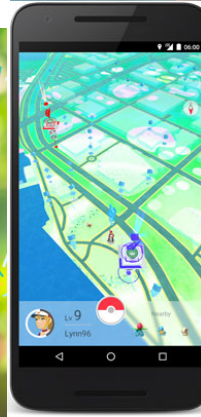


# GCSE Media Studies – Set Product Fact Sheet

## Component 1: Exploring the Media

Focus areas:

- Media Contexts
- Media Industries
- Audiences



## Video Games

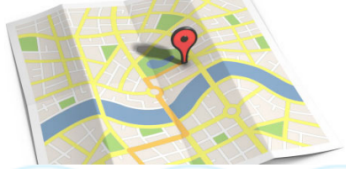
- Pokémon Go 2016



# Vocabulary - Video Games



## GPS



**GPS**, which stands for Global Positioning System, is a navigation system that allows land, sea, and airborne users to determine their exact location, speed, and time 24 hours a day, in all weather conditions, anywhere in the world.



## Convergence

The coming together of different media industries and/or platform. One device (eg a phone) or platform (eg PS box) contains a range of different features. On a phone you can download/ listen to music, view videos, tweet, search the internet.



## Franchise



An entire series of, for examples a film including the original film and all those that follow. In video games this can refer to the first version of the game and all subsequent games that use the same characters and concepts



## Virtual Reality

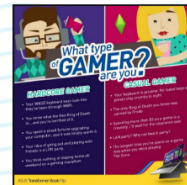
Virtual Reality (VR) is the use of computer technology to create a simulated environment. VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds



## Augmented Reality



Augmented reality is the integration of digital information with the user's environment in real time. Unlike virtual reality, which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it.



## Gamers

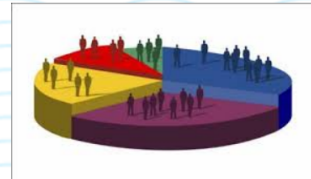
A person who plays video games or participates in role-playing games. Generally speaking, a casual gamer is a *player* who just wants to use a game like any other medium for fun. The games that play are short and don't need a lot of skill. A Hardcore gamer plays more often and the games are more complex.



## Revenue



In accounting, revenue is the income that a business has from its normal business activities, usually from the sale of goods and services to customers. Revenue is also referred to as sales or turnover. Some companies receive revenue from interest, royalties, or other fees.



## Demographics

Characteristics of a population that can be measured statistically, such as age, sex, education level, income level, marital status, occupation, religion, average size of a family, average age at marriage. Media producers use these to help design their products so they appeal to the target audience.



## Use and Gratification

A theory that tries to explain why people use the media. It is made up of four parts - **Surveillance** (gives us information about what is going on around us and what we are interested in.) - **Entertainment/Escapism/Diversion** (provides the opportunity for enjoyment, relaxation and distraction.) - **Personal Identity** (lets us learn about ourselves and how we are similar to others.) - **Personal Relationships/ Social Interaction** (people use the media to form relationships with others (people in the media esp celebrities but also so we can also talk to others who use/watch/read the same media product)

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## Pokémon Go (2016)

## Component 1: Exploring the Media

### Focus areas:

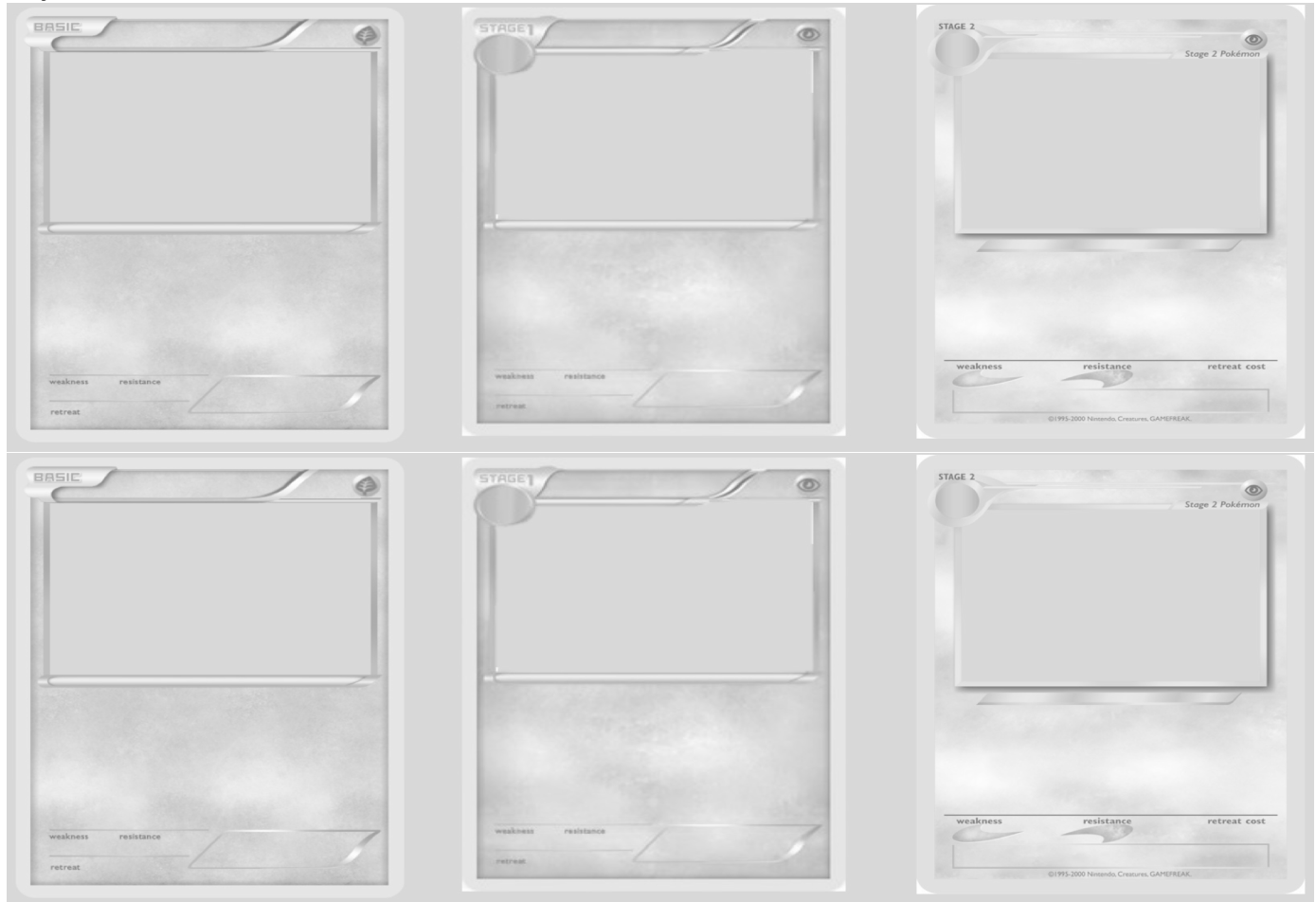
## Media Industries

## Audiences

## Media contexts

## Production Context

## Key information about Pokémon Go



## Cultural Context

The Pokémon World

## Pokémon Go (2016)

### The Video Game Industry

Technology & Convergence:

Franchise

Funding

Regulations:

Revenue

# Pokémon Go (2016)

## Audiences

Social and Cultural Issues:

Target audience:

Explain what demographics are in your own words

Who was the original target audience for Pokémon Go?

Who is now the target audience of Pokémon Go?

Why is it important that you know who your target audience is?

Use and Gratification Theory: