

Media language and representation coursework:video games.

There are many types of video games consoles to choose from. Video games are very popular to all ages because they all give a certain purpose to a certain person; it gives the person pleasure or satisfaction. A video game can fill many people's/audience needs, everyone has their own way of enjoying video games. This is called Uses of Gratification. One way of a person enjoying video games is to be informed and educated about the world, meaning that in some video games they can be told what is going on around the world or what a big issue that is happening. Identifying with the character in a game can also make it more enjoyable for the person playing because they can maybe understand the same as the character depending on what the game is about and what you have to do in the game. Another way for a person to enjoy a video game, and this is the most common, is that people feel it escapism, this means that they seek distraction from the outside world and be themselves. Also a way of a need is being social, meaning using the video game to become a social interaction a way of people talking about it. The last way is that in today's society more most of the people are now increasingly getting conscious about their health, so more people are buying a game console like Nintendo Wii because as you play a game which is entertainment but also your doing exercise to keep you fit and healthy. Some people think that video games are controversial because it brain washes children in many different ways. Such as violent and crime games can get into children's mind and that child could think that this is normal because they have played that quite often. For example in 2005 an article said that a child told his father to steal a car just like the he did in game. And the game was called 'Grand Theft Auto'. Another example could be that playing violent game maybe more involved for aggressive. Dr Guy Cumberbatch, head of the independent communication research group in the UK says: the findings in this study were the same as when people responded to imaginary situations, why it is any different to seeing violence in films or at the theatre. Some parents might argue that kids play games for hours and hours and then can't develop social skills and become obese. And also some games may show children things that they shouldn't know such as bad language, sexual themes, gory scenes, criminal behaviour and other provocative materials. Video games have also been studied for links to addiction and aggression. Video games can also be positive to, researchers have proposed potential positive effect of video games on aspect of social, cognitive development and psychological well being. The action games players have better skills such as their sensitivity of information in the peripheral vision and their ability to count briefly presented objects, than non-players. Video games can help you with school subjects such as physical education, it will help you as it increases hand-eye-co-ordination and another subject is maths which you have to think quick. Some games have different genres and one of those genres is a platform game. An example of platform game is Mario Kart because it is all on one level and there is stuff you have to collect such as coins and lives. Another game is Call of Duty this game is about a man in a certain place in the world and shooting the terrorist and this means that you can see the character you are playing because you can just see the gun and it feels like empathy for them, means that you are in the middle of the action.

The first game we are going to analyse is 'Mario Kart'. It is in the genre of racing and platform. We can tell this game fits into the particular genre which is racing and platform game, because the game follows genre convention. The first convention, includes time limit where Mario has to obtain items by driving through items boxes or coins, and win on time limited for him. The second convention that follows this game is the collecting points, coins, jumping over dangerous obstacles and the problems or crisis that we have to overcome. Finally the last convention includes gaining bonus and at the end each player is rated according to the position that they are. Other games which contain similar genre are 'Sonic'. The conflict in this game is to complete the mission on time limit provided for the player/s. There are many messages that this game gives us. One message that this game gives us is that competition is fun against the time and someone else but this could happen in real life where you have to do certain jobs on time or the time limit provided. Competition against someone else could happen in real life as well. For example car racing or competition in school etc. Another message that this game sends us is that collecting points and gaining something is really achieving something even in real life. However action and violence game players wouldn't agree with these messages because they have played action and violence games constantly so they really enjoy it and they might find it boring and a waste of time or also they could say that this game is for little children even though it's a universal game. This could be because for them a game like Mario Kart looks really a small thing compared to a game like Call of Duty or other action and violence games. Because this game is universal so the kind of audiences who would like this game are mainly who are really interested and don't want to play violence games. They would enjoy it because it offers you a range of uses and gratification for example improves reaction time etc.

The second game we are going to analyse is 'Modern Warfare 2'. This is a 1st person shooter. We can tell this because the game follows genre convention. The first convention, range of weapons and shields and planes. The second convention that follows this game is. Finally the last convention includes other games which contain similar genre are 'Halo'. There are many messages sent in this game about conflict and resolution. One message that this game gives us is that challenging other people is exciting and enjoyable. The second message that this game sends us is that killing and shooting someone with your own weapons can be fun but can make you aggressive. With these messages I think only the action video game player would agree with this because people who don't like to or don't want to play it they might find it rude, they may say that you get addicted to it and some people get influenced easily. The audience who would like this game are everyone but the popularity is men and boys. The messages are different because first of all the genre is of both games are completely different and secondly Call of Duty messages are all about violence and Mario is about positive competition and about really learning something.

It usually depends on what type of genre game you are playing, which results in having different messages from each genre. For example 'Call of Duty' is 1st person shooter which sends us violence messages, and 'Mario Kart' is racing and platform. People might copy criminal, violent behaviour. Report from an article that a 17-year-old went on a killing spree because of video games. Other factors could also have affected him i.e. exam stress, family matters. Lots of people play violent games. They all don't all go out for a killing spree, and these who are violent usually have other motivations, not just to copy video games. Young children get brainwashed. A child told his dad to steal a car (2005). However children are easily influenced by everything, most games positively influence young children to cook, learn etc. Kids play games for hours and then can't develop social skills and become obese. A personal knowledge of video game players who can't communicate with others. Multiplayer games encourage teamwork, offer online playmates. Some levels need teamwork to complete. (social skills.)