

Year 9 Media Studies Revision List

1. Use the brief to complete your planning for:
 - Game
 - Audience
 - Promotion and marketing campaigns of video games

2. Promotion and marketing can include any of the following. How are they used to promote video games? Research examples of the following methods are used and use this to plan your own.
 - print advertisements
 - large posters/billboards
 - trailers
 - television advertisements
 - websites
 - use of social networking
 - merchandise
 - press releases
 - previews/reviews
 - public appearances/premiers
 - celebrity endorsement

3. Further ideas:
 - Read *Video Games* magazines
 - Play video games of the dance or detective genre
 - Research popular games and the marketing campaigns

All of the above will increase your familiarity with the media form and you will be able to draw on this knowledge in the exam.

4. Visit Keys for further planning resources to support you.

