

Fortnite Learning Journey



What you need to know:

Product Context – historical, social/cultural, political

Media Industries:

- The impact of technologies and convergence
- The importance of different funding models
- The regulation of video games
- The video game industry and Epic games
- Advertising, marketing/promotion, synergy

Audiences:

- The way in which Epic games targets their audience
- Uses and gratifications theory – Bulmer and Katz
- Preferred/negotiated/oppositional reading
- Passive vs. active audiences
- Primary and secondary audiences

