

## How will you live your ISLAND LIFE? ¿Cómo disfrutarás de tu VIDA ISLEÑA?

Nook Inc. presents the Deserted Island Getaway Package, the ultimate island escape. Nook Inc. presenta el Paquete de escapada a islas desiertas, una aventura única.

### ✔ Craft and customize your world | Crea y personaliza tu mundo

Build tools and furniture from island resources.

Construye herramientas y muebles con los materiales que encuentres en la isla.



Customize your home and island. Personaliza tu hogar y la isla.

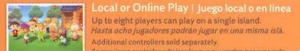
Show your style! ¡Luce tu estilo!

### ✔ Celebrate the seasons | Celebra las estaciones



Seasons unfold in real time and reveal new events and activities. Las estaciones van transcurriendo en tiempo real y traen consigo nuevos eventos y actividades.

### ✔ Gather friends for island adventures | Reúnete con tus amigos para disfrutar de las aventuras de la isla.



Local or Online Play | Juego local o en línea. Up to eight players can play on a single island. Hasta ocho jugadores podrán jugar en una misma isla. Additional controllers sold separately. Partida en grupo. Cuatro residentes de la isla podrán jugar juntos.

Only one island (save data) will be created on a single system that is shared by multiple users, even if they use multiple games. An additional system will be needed if you want to live on an additional island. A system's island (save data) cannot be transferred or copied to another system. Find out more: [www.nintendo.com/animalcrossingnewhorizons](http://www.nintendo.com/animalcrossingnewhorizons). Solamente una isla (los datos de guardado) será creada en una consola que es compartido por diferentes usuarios o en los usuarios utilizan múltiples juegos. Se requiere una consola adicional si deseas vivir en una isla adicional. La isla de una consola (los datos de guardado) no puede ser transferido o copiado a otra consola. Obtén más información en: [www.nintendo.com/animalcrossingnewhorizons](http://www.nintendo.com/animalcrossingnewhorizons).

PLAY MODE / MODO DE JUEGO	TV	CEX	CEU
NUMBER OF PLAYERS / NÚMERO DE JUGADORES	1-4	1-4	1

One controller per player is required. Up to eight residents (players) can live on the same island together. Se requiere un control por jugador. Hasta ocho residentes (jugadores) podrán vivir en la misma isla juntos.

**ONLINE** This game includes online features that require a Nintendo Switch Online membership (sold separately) and a Nintendo Account. Not available in all countries. Internet access required for online features. This game does not support Save Data Cloud. Este juego incluye funciones en línea que requieren de una suscripción a Nintendo Switch Online (se vende por separado) y una cuenta Nintendo. No está disponible en todos los países. Se requiere una conexión a Internet para acceder a los servicios en línea. Este juego no es compatible con la función de guardado de datos en la nube. Más cosas | Action Network: [nintendo.com/switch-online](http://nintendo.com/switch-online)

**WARNING:** IF YOU HAVE EPILEPSY OR HAVE HAD SEIZURES OR OTHER UNUSUAL REACTIONS TO FLASHING LIGHTS OR PATTERNS, CONSULT A DOCTOR BEFORE PLAYING VIDEO GAMES. **ADVERTENCIA:** SI TIENES EPILEPSIA O HAS TENIDO CONVULSIONES O UTRAS REACCIONES EXTRAORDINARIAS A DESTELLOS O PATRONES DE LUZ, CONSULTA CON UN MÉDICO ANTES DE JUGAR VIDEOJUEGOS.

**EVERYONE TODOS**  
**E**  
 Comic Mischief  
 Travesuras cómicas  
 In-Game Purchases / Users Interact  
 Compras dentro del juego / Interacción de usuarios



Nintendo Switch Pro Controller compatible. Compatible con el control Pro de Nintendo Switch.

Amiibo™ compatible. Compatible con Amiibo.

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**IMPORTANT!** Read the Nintendo Switch Health & Safety Information before setup or use of your system. The operation instructions are located in the system settings. The use of an unauthorized device or software that enables technical modification may render this software or your Nintendo Switch system permanently unplayable. A game or system update (or both) may be required to play.

**¡IMPORTANTE!** Lee las instrucciones de salud y seguridad de Nintendo Switch antes de configurar o utilizar la consola. Para ver las instrucciones de uso accede a la configuración de la consola. Usar un dispositivo o programa no autorizado que permita modificaciones técnicas, podría hacer que la consola Nintendo Switch o el programa dejen de funcionar permanentemente. Es posible que debas instalar una actualización de la consola, del juego o de ambos para poder jugar.

**⚠WARNING:** Cancer and reproductive harm - p65warnings.ca.gov

CUSTOMER SERVICE / SERVICIO AL CLIENTE DE NINTENDO: [SUPPORT.NINTENDO.COM](http://SUPPORT.NINTENDO.COM)

MADE IN JAPAN HAC P ACBAA USA 110877A



ANIMAL CROSSING™: NEW HORIZONS



Welcome to  
**Animal Crossing**  
 New Horizons

**EVERYONE TODOS**  
**E**  
 In-Game Purchases / Users Interact  
 Compras dentro del juego / Interacción de usuarios





New  
Horizons

al  
ng



# TASK



1. Pick a video game you have actually played (this can be on a consol, a PC or a mobile game). (Not Animal Crossing)
2. Find out the following things about it (rainbow questions on slides)
3. Present your findings in an interesting way: Powerpoint, infographic, mindmap, audio recording.

# THINGS TO INVESTIGATE:



- Who wrote/designed the game?
- What is the point of the game?
- Who is its target audience?
- How is it played? (How do you access it? Hardware, software, streaming?)
- Would you consider it an independent or mainstream game? (Like mainstream and independent cinema.)
- Are there spin-off games? Is the game a spin-off from another media form?
- Are there other spin-offs? (Physical games, soft toys, cartoons)
- Is the game successful? How much money has it made? What have the designers gone on to do?
- Does it follow the traditional 'production, circulation and distribution' pattern?

## The Video Game Industry

### Early Beginnings

Arcade Boom

Rise of Personal Computers

Console Wars

Online Gaming

**Task: Produce a timeline of important events in video game history. Use images to support your points.**



[Click on the image to play a video](#)

## Platforms

### Consoles

PC

Mobile Devices

Handheld devices

Cloud Gaming

VR

**Task: Produce a timeline of important platforms in video game history. Use images to support your points.**



[Click on the image to play a video](#)

Developers

Game Design  
Art and Animation  
Sound Design  
Quality Assurance

Production and Project Management

Task: identify the logos of the video companies listed above.



[Click on the image to play a video](#)

Publishers

Distribution  
Marketing and Promotion  
Support and Updates  
Intellectual Property Management

Task: Who are the 10 biggest publishers?  
What successful games do they produce?



WARNER BROS.  
GAMES



KONAMI

Sony  
Interactive  
Entertainment



SONY



IMAGESOFT



STUDIOS



INTERACTIVE

ACTIVISION



DREAMWORKS  
INTERACTIVE

VALVE



## Video Game Genres

Action  
Adventure  
Role-Playing  
Strategy  
Simulation  
Sports  
Racing  
Fighting  
Shooter  
Puzzle  
Stealth  
Horror  
Open World / Sandbox  
Massively Multiplayer Online  
(MMO)



RACING



CASTLE DEFENSE



PINBALL



MUSIC GAMES



CASINO



FIGHT, FPS



SPORTS



PUZZLE AND MAZE



MULTIPLAYER



EDUCATIONAL

Task: What are 5 of the most successful games for each genre?

Click on the image to play a video

David Hesmondhalgh  
#Vertical Horizontal  
#Formatting / Risk  
#Different industries

## Horizontal and Vertical Integration

Microsoft  
Sony  
Nintendo

**Task: Apply Horizontal and Vertical Integration to the three companies above?**

**What companies did they buy? How much did they pay for them?**

**Use images to support your points.**

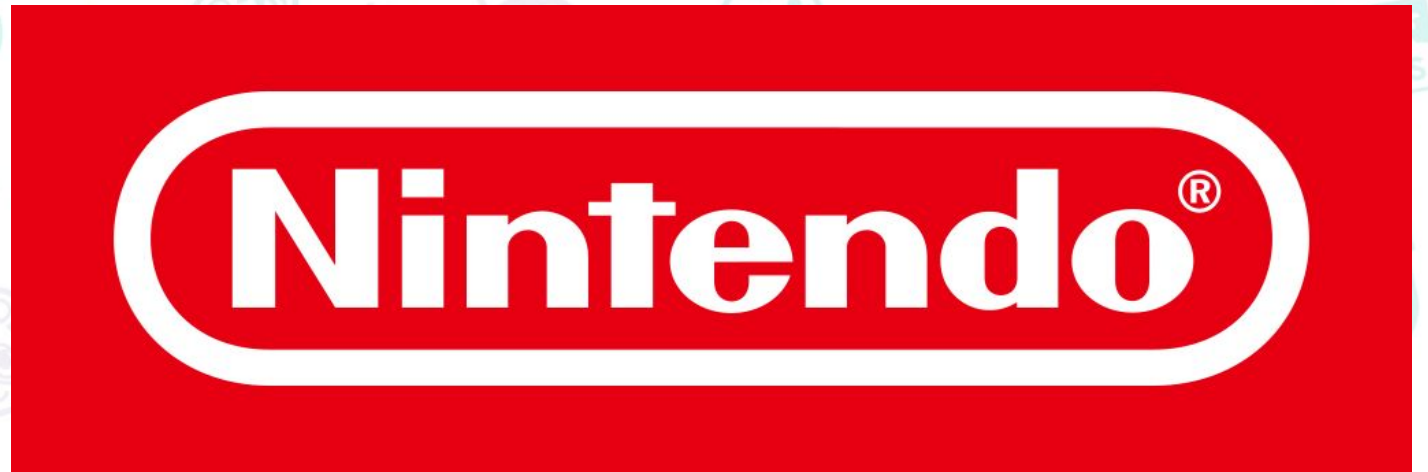


**David Hesmondhalgh**  
#Vertical Horizontal  
#Formatting / Risk  
#Different industries

Nintendo

Microsoft  
Sony  
Nintendo

Task: Task: Produce a timeline of Nintendo.  
Use images to support your points.





## Animal Crossing Unique Concept

Open-ended and Non-competitive  
Gameplay  
Player Creativity and Customization  
Relaxing and Escapist Atmosphere  
Continuous Updates and Events

Task: What makes Animal Crossing a unique concept? Use images to support your points.



## Marketing

### Social Media Campaigns

Cross-promotion and Collaborations

Special Events and Limited-Time Content

Word-of-Mouth and Player Community

Merchandising and Tie-ins

**Task: List the different methods used to market the game. Use images to support your points.**



## User Interaction Maintain

Regular Updates and Events  
Timeless Gameplay and Endless Possibilities  
Community and Social Interaction  
Seasonal Changes and Real-Time Events  
Collectibles and Achievements  
Customization and Self-Expression  
Player Creativity and Sharing

**Task: How does Animal Crossing maintain user interaction? Use images to support your points.**



[Click on the image to play a video](#)





## Merchandise

Find examples of merchandise for Animal Crossing and share your findings with the group.

Task: Produce a list of merchandise you can buy for Animal Crossing. Use images to support your points.



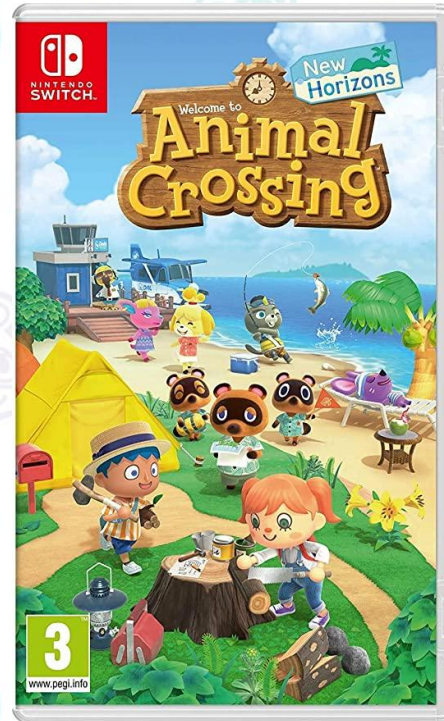
## Reception Theory

Active Audiences  
Preferred Reading  
Negotiated Reading  
Oppositional Reading

Task: Apply Stuart Hall's theory to Animal Crossing.

### Reception Theory

#Preferred  
#Negotiated  
#Oppositional



1932

2014

## Stuart Hall

*Reception Theory*

Audience



TEXT + READER = MEANING



- > The idea that communication is a process involving encoding by producers and decoding by audiences.
- > The idea that there are three hypothetical positions from which messages and meanings may be decoded: the preferred reading, the negotiated reading or the oppositional reading.
- > The preferred reading is the producer's intended message, the negotiated is when the audience understand the message but adapt it to suit their own values and the oppositional is where the audience disagrees with the preferred meaning.

In a nutshell: - Producers want audiences to respond in a particular way to a text. Some audiences do (preferred reading), some audiences don't (oppositional reading) and some are in the middle (negotiated reading).

Covid / Lockdown

Escapism and Relaxation

Social Interaction and Connection

Sense of Routine and Normalcy

Creative Outlet and Self-Expression

Positive and Uplifting Atmosphere

Longevity and Replayability

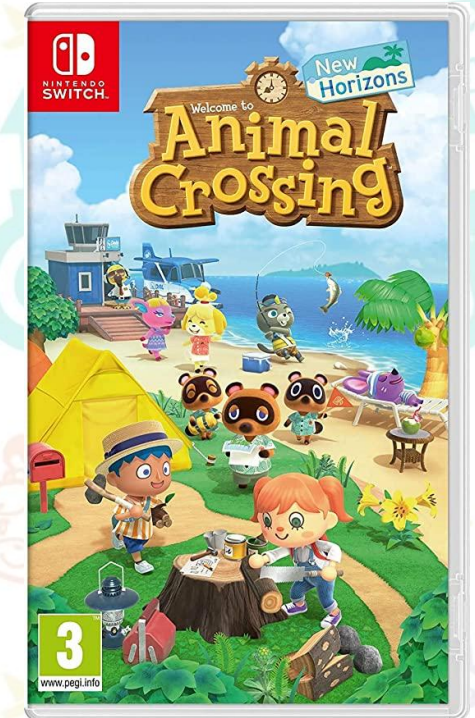
Task: Why was Animal Crossing successful during lockdown?

## 62% of UK adults played video games during the pandemic, says Ofcom

Research finds that lockdown gave people time to indulge in games such as Animal Crossing



📺 A person playing Animal Crossing at home during lockdown. Photograph: William West/AFP via Getty Images



Covid / Lockdown

Personalized Reflection  
Emotional Connection to Villagers  
Seasonal Changes and Time Passing  
Community Support  
Escape and Distraction

Task: How does Animal Crossing help to players deal with difficult subjects? Use images to support your points.

## Exploring Grief in Animal Crossing: New Horizons

Under the pandemic many people are unable to hold funerals and grieve together. In result, people are creating their own rituals, and spaces - from memorials to funerals - in the Nintendo game, *Animal Crossing: New Horizons*.

May 13, 2020

SHARE ▾

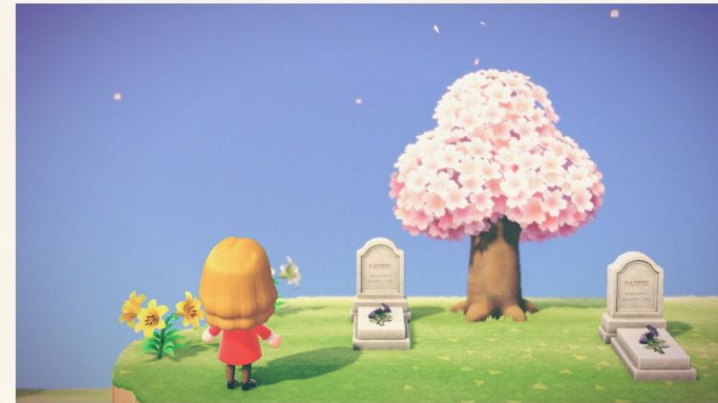


Image via @gabbydarienzo





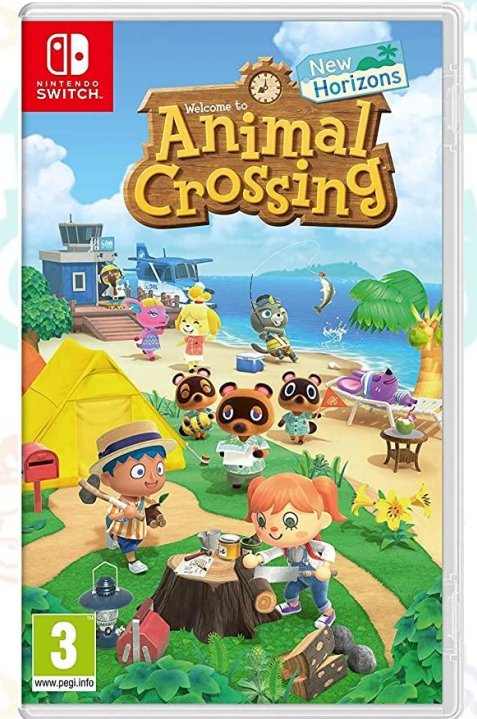
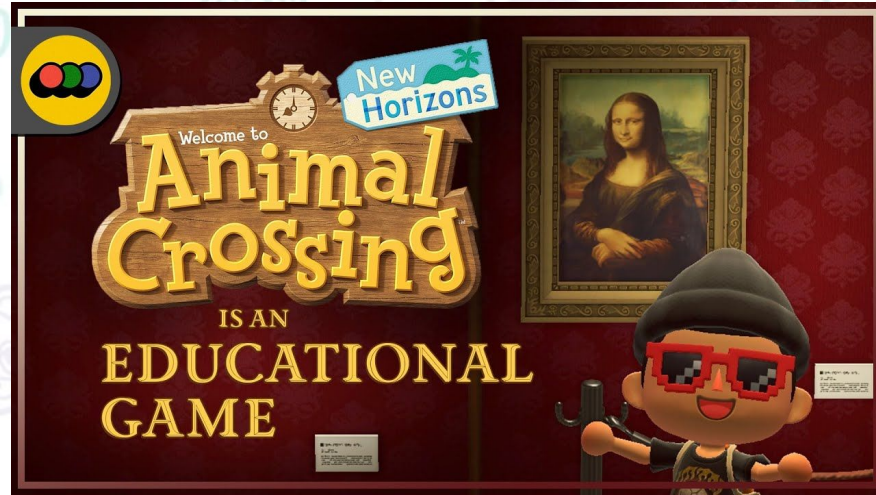
Something to listen to...

<https://shows.acast.com/comfort-blanket/episodes/animal-crossing-with-ellie-gibson?fbclid=IwAR1JUyqS7tAt6gbyeJJ9ev9dkWuXoHeRX8BIVWj3ON29VTywsPWh0LC78eM>

## Education

Virtual Classrooms  
Cultural Exploration  
Financial Literacy  
Ecology and Nature Studies  
Design and Creativity

Task: How does Animal Crossing help to educate young players? Use images to support your points.



## Economic Context

Game Sales  
Downloadable Content (DLC)  
Amiibo Figures and Cards  
Merchandise and Licensing  
Collaborations and Partnerships

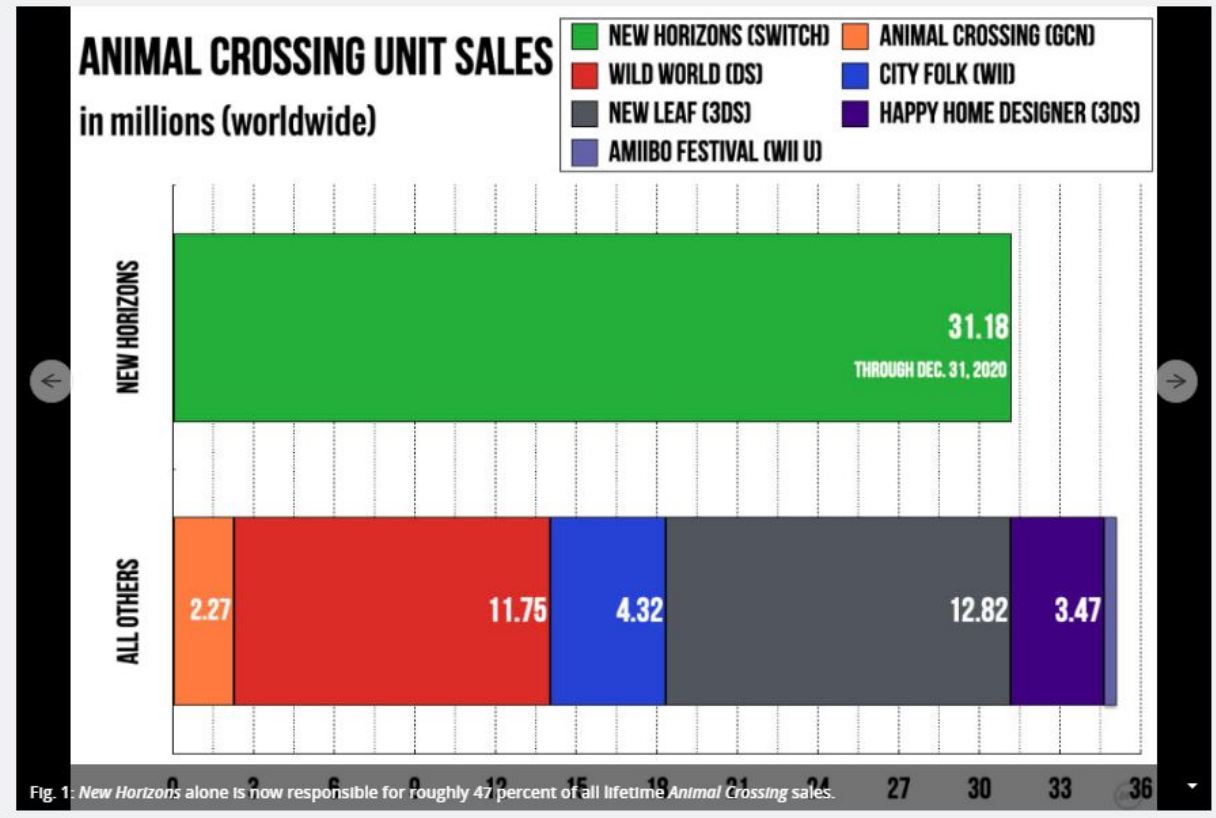
Task: How do we measure success for the video games? Apply this Animal Crossing. Use images to support your points.

THAT'S A LOT OF BELLS. —

## Why *Animal Crossing: New Horizons*' 31 million sales are so incredible

In 9.5 months, *New Horizons* makes up almost half of all *Animal Crossing* sales.

KYLE ORLAND - 2/1/2021, 9:28 PM



www.pegi.info

## Demographics

Casual Gamers  
Female Gamers  
Social Gamers  
Creative and Artistic Individuals  
Nintendo Fans

**Task: Produce a demographic profile for Animal Crossing.**

# Ep. 6: Why Demographics Matter for Animal Crossing Switch



[Click on the image to play a video](#)



David Gauntlett

Identity Construction (Customisation)  
Creative Expression  
Social Interaction and Communities  
Everyday Creativity  
Playful Exploration

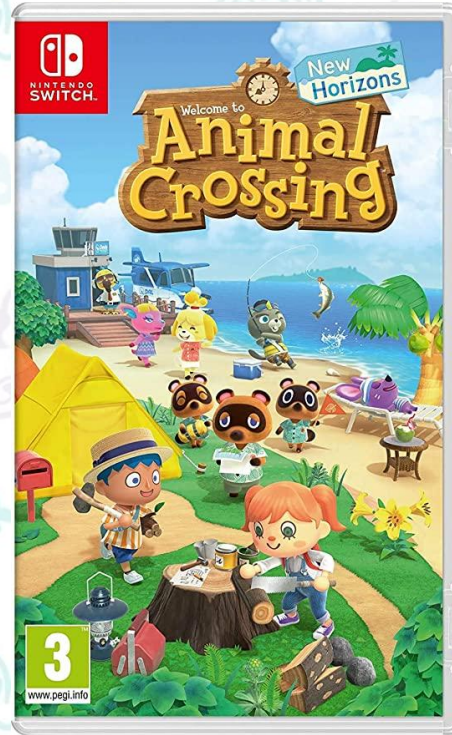
Task: Apply David Gauntlett to Animal Crossing. Use images to support your points.

David Gauntlett

#Straightforward past

#Pick'n'Mix

#Diversity Present



1971

David Gauntlett

*Theories of Identity*

Representation



>The idea that the media provide us with 'tools' or resources that we use to construct our identities.  
>The idea that whilst in the past the media tended to convey singular, straightforward messages about ideal types of male and female identities, the media today offer us a more diverse range of stars, icons and characters from whom we may pick and mix different ideas.

In a nutshell: - We use the Internet and other media texts to help us to create our identity. We now have more of a variety of representations to identify with.

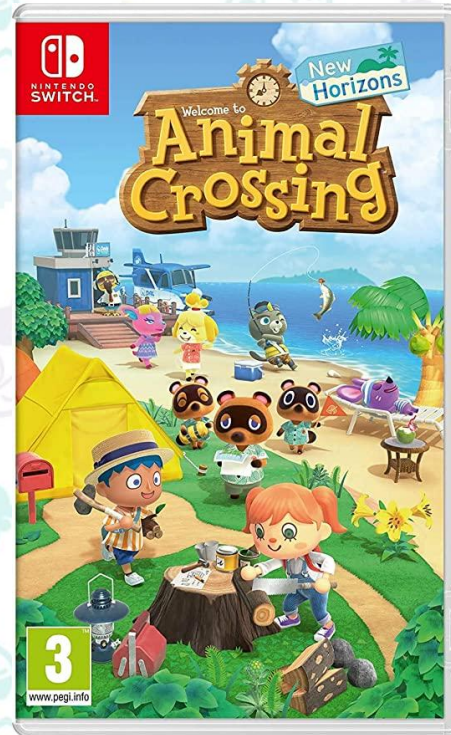
## Fandom

Participatory Culture  
Fan Labour  
Fan Communities  
Transmedia Storytelling  
Emotional Investment

**Task: Apply Henry Jenkins to Animal Crossing. Use images to support your points.**

### Henry Jenkins

#Active  
#Textual Poaching  
#Borrowing



1958

## Henry Jenkins

*Participatory Culture*

Audience



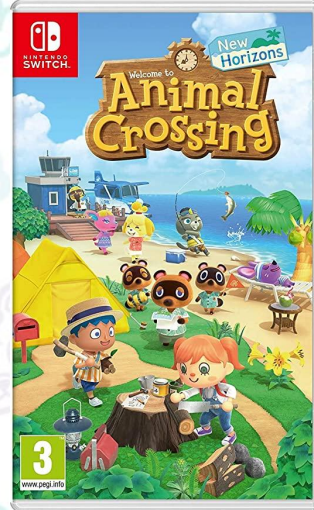
> The idea that fans are active participants in the construction and circulation of textual meanings. The idea that fans appropriate texts and read them in ways that are not fully authorised by the media producers ('textual poaching'). The idea that fans construct their social and cultural identities through borrowing and inflecting mass culture images, and are part of a participatory culture that has a vital social dimension.

In a nutshell: - The Internet has allowed fans to gather and create their own texts and easily share their work. Instead of just consuming the texts, audiences are creating them.

Clay Shirky

User-Generated Content

Task: Apply Clay Shirky to Animal Crossing.  
Use images to support your points.

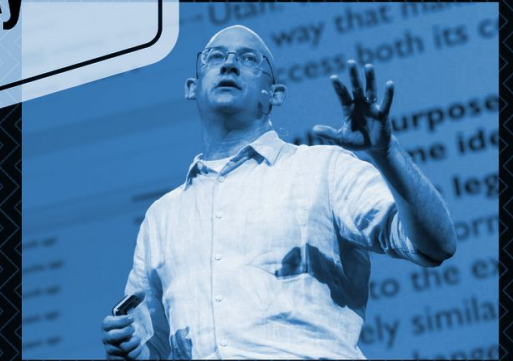


1964

Clay Shirky

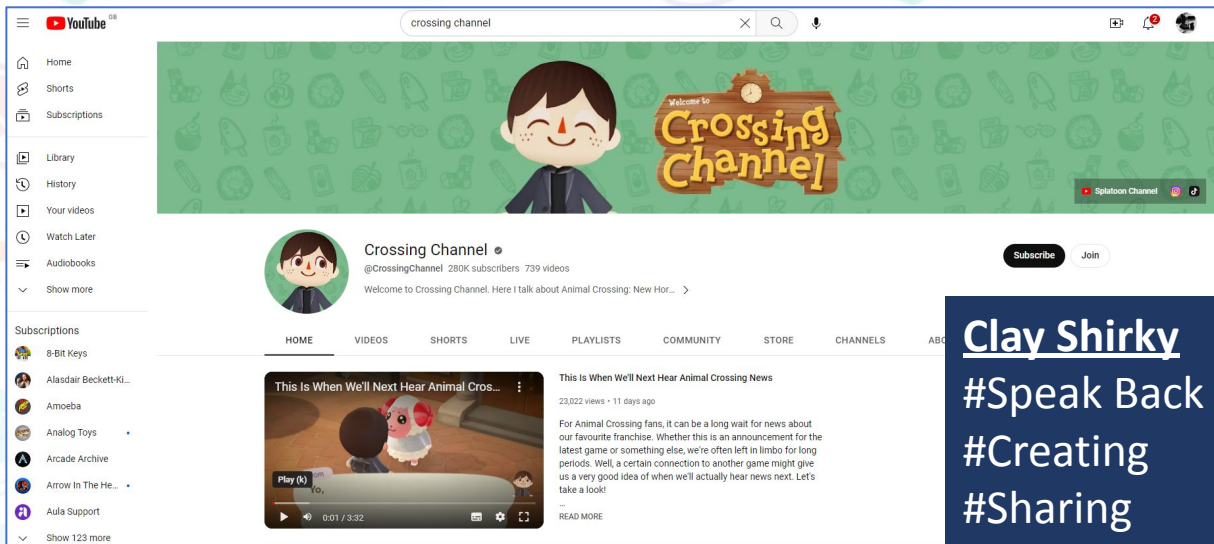
'End of Audience'

Audience



- > The idea that the Internet and digital technologies have had a profound effect on the relations between media and individuals.
- > The idea that the conceptualisation of audience members as passive consumers of mass media content is no longer tenable in the age of the Internet, as media consumers have now become producers who 'speak back to' the media in various ways, as well as creating and sharing content with one another.

In a nutshell: - We are now more likely to use the Internet and other technologies to respond to texts, including creating our own.



Clay Shirky  
#Speak Back  
#Creating  
#Sharing

## Social Context

Community and Social Interaction  
Self-Expression and Creativity  
Online Communities and Sharing  
Real-Life Events and Seasonality

**Task: Give examples of the points above in relation to Animal Crossing. Use images to support your points.**

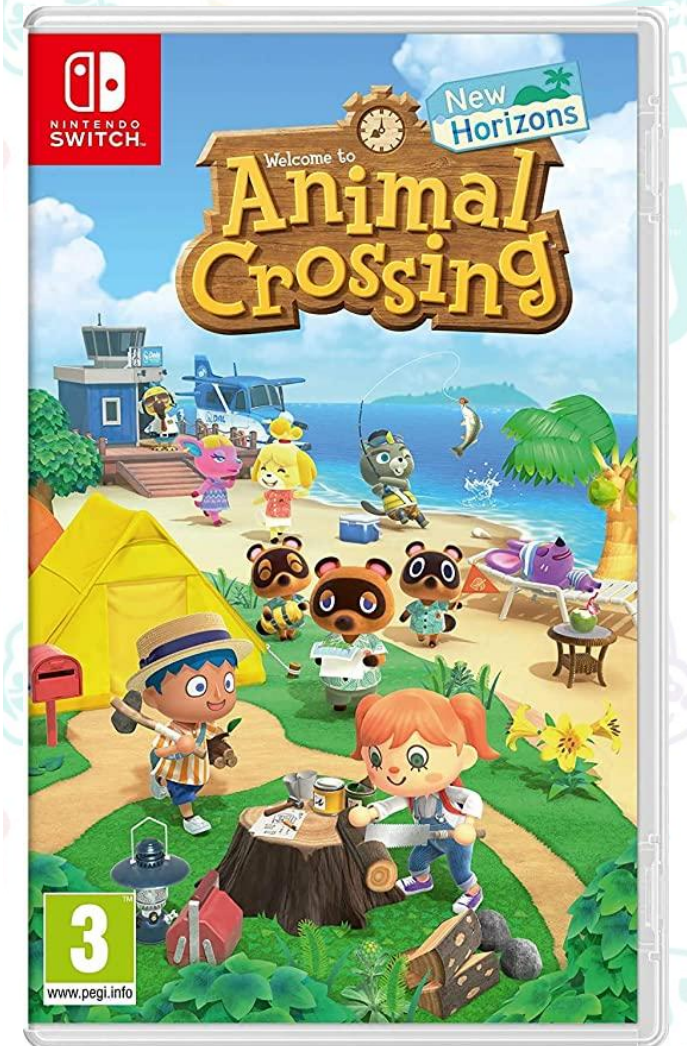
## Black Lives Matter meets Animal Crossing: how protesters take their activism into video games

In the Covid-19 age, protestors are finding novel ways to express themselves, from BLM rallies in The Sims to Hong Kong protests in Animal Crossing



A screenshot from a Black Lives Matter Animal Crossing rally. Photograph: Claudia McDonagh

**A**s street protests against anti-black racism erupted across the globe, Animal Crossing: New Horizons players were taking their own stand. Adelle, a software engineer from New York, decided to create a memorial on her in-game island, decorated with flowers and pixel art portraits of George Floyd, Breonna Taylor and other black victims of police brutality.



## Regulation

Age Ratings  
Content Restrictions  
Online Interactions  
Local Laws and Regulations

**Task: How is the video game industry regulated. Give examples to each of the different age ratings. Why were they given each rating? Use images to support your points.**



[Click on the image to play a video](#)

**Sonia Livingstone and Peter Lunt**  
#Protection  
#Consumers  
#Internet

PEGI

The Video Game Industry

Task: Why was Animal Crossing given a 3-age rating?

Sonia Livingstone and Peter Lunt

#Protection  
#Consumers  
#Internet



Click on the image to play a video



China

The Video Game Industry

Task: Why did China remove the game from stores?

Sonia Livingstone and Peter Lunt

#Protection  
#Consumers  
#Internet

# How Animal Crossing became a place of protest in China and Hong Kong

The politics of play in China and Hong Kong.



[Click on the image to play a video](#)

**Budget:** \$120 million  
**Marketing Costs:** \$120 million  
**Total Spend:** \$240 million  
**Total Box Office:** \$1+ Billion  
**Cinemas:** 40% \$400 million  
**Total Profit / Loss:** \$600+ million profit

David Hesmondhalgh stated that the largest companies operate across different industries.

The Nintendo logo is displayed in white text within a red rounded rectangle. The word "Nintendo" is in a bold, sans-serif font, with a registered trademark symbol (®) to its upper right.

Click on the image to play a video



# Assessment

- Explain how ongoing audience interaction influences the production of video games. Refer to Minecraft to support your answer.
- Explain how videogame producers target and address audiences. Refer to Minecraft to support your answer.
- Explain the significance of fans to the success of media products.
- Explain the impact of recent technological changes on the video games industry.

**Roland Barthes**

#Signs  
#Connotations  
#myths

**Tzvetan Todorov**

#Equilibrium  
#Disequilibrium  
#ideology

**Steve Neale**

#Repetition Difference  
#Borrowing  
#Industry

**Claude Lévi-Strauss**

#Binary Oppositions  
#ideology

**Jean Baudrillard**

#Reality Simulation  
#Simulacra  
#Hypereality

**Stuart Hall #1**

#stereotypes  
#Signs  
#Power

**David Gauntlett**

#Straightforward past  
#Pick'n'Mix  
#Diversity Present

**Lisbet Van Zoonen**

#Domestic Roles  
#Objectification  
#Spectacle (men)

**bell hooks**

#Struggle  
#Oppression  
#Race Class

**Judith Butler**

#Heteronormativity  
#Performance  
#Rituals

**Paul Gilroy**

#Colonialism  
#Racial Hierarchies  
#Binary Oppositions

**Curran and Seaton**

#Power and Profit  
#Limit Creativity  
#Social Diversity

**David Hesmondhalgh**

#Vertical Horizontal  
#Formatting / Risk  
#Different industries

**Sonia Livingstone and**

**Peter Lunt**

#Protection  
#Consumers  
#Internet

**Albert Bandura**

#implant  
#modelling  
#transgressive

**Cultivation Theory**

#Repeated Patterns  
#Mainstream Values

**Reception Theory**

#Preferred  
#Negotiated  
#Oppositional

**Henry Jenkins**

#Active  
#Textual Poaching  
#Borrowing

**Clay Shirky**

#Speak Back  
#Creating  
#Sharing

New Horizons

mailing

ing

ing

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ing