

Bringing the Audience into the Loop

Written by mlmoment

Friday, 08 July 2011 10:01 - Last Updated Friday, 31 March 2017 11:39

Causal loop diagrams, like those used by the Systems Thinking in Schools Project (see our main research article in July newsletter) can help students more readily grasp the dynamics of complex relationships, such as the relationships between audiences, producers, and media texts. In this MediaLit Moment, your students will work with a causal loop diagram to learn how the act of consuming advertising involves them in the system of media production.

Ask students to describe and analyze the relationships between video game producers, advertisers and themselves.

AHA!: My interest in video games sets everything else in motion!

Key Question #5: Why is this message being sent?

Core Concept #5: Most media messages are organized to gain profit and/or power

Grade Level: 5-8

Materials: Computer, data projector, projection screen, high speed internet connection (optional)

Bringing the Audience into the Loop

Written by mlmoment

Friday, 08 July 2011 10:01 - Last Updated Friday, 31 March 2017 11:39

Activity: Begin by asking students what they like about their favorite video games. Next, show them the box art or the game trailer for Outland, a sword and fantasy game released last year. Links are given below:

Outland box art <http://www.agreenmushroom.com/2011/06/outland-impressions.html>

Outland game trailer <http://www.gametrailers.com/video/rogue-launch-outland/713337>

Ask, does the box art or trailer make them want to buy the game? Why or why not? Next, draw a circle or a triangle on the board (or interactive white board, if you have one). Mark three points on the figure, and add the following labels: Advertisements produced, You, and Video Games sold.

Now ask students to come up with some educated guesses about the relationship between themselves (You) and Video games sold and Advertisements produced. You might want to ask them what they do when an advertisement begins to interest them in a game.

Complete the causal loop diagram with your students by adding arrows to connect the three points and explain that Video game producers create ambitious ad campaigns for new products. The advertisements catch the eye of new potential buyers like themselves. Their interest eventually leads to increased video game sales, increased sales of the product lead to more advertisements for the game, and the advertisements attempt to keep them “hooked” on the game and attract more potential buyers (especially their friends!) to the game. In finishing this activity, remind students how essential they are to all these relationships.

The Five Core Concepts and Five Key Questions of media literacy were developed as part of the Center for Media Literacy’s MediaLit Kit™ and Questions/TIPS (Q/TIPS)™ framework. Used with permission, © 2002-2011, Center for Media Literacy, <http://www.medialit.com>

Bringing the Audience into the Loop

Written by mlmoment

Friday, 08 July 2011 10:01 - Last Updated Friday, 31 March 2017 11:39
