

HOLLYWOODISATION OF VIDEO GAMES: Blurring the lines of interactive media

SHAMS RASHID TONMOY

Despite the very first video games stemming from the 1950s, it wasn't until the popularity of arcades and home consoles in the 1980s that video games truly entered worldwide pop culture. Today, video games have transcended their previous hardware limitation of being confined in a box to being completely digital, adding an element of mobile experience that embraces all the amenities of the modern world.

With the ever-increasing demand for high-quality video games from older and newer fans alike, comes the need to present these interactive media as larger than life – breaking boundaries between fiction and reality and providing the audience with cinematic experiences no lesser than big-budget Hollywood films.

For quite a while now, video games have become Hollywoodised – conforming to a standard of quality expected from international blockbusters, while retaining the interactive and engaging element that sets them apart from feature-length motion films. Let's take a look at the



original scores and clips showcasing the protagonist Link in the franchise's first fully open-world adventure. Narrative-based trailers such as these, which feature the playable character's journey, offer a pre-emptive look into what the players will experience. The engaging narrative also helps make the fictional protagonist feel relatable, making it easier to immerse oneself in the fictional world – a level of immersion motion pictures may struggle to replicate.

HOLLYWOOD ACTORS IN VIDEO GAMES

Just like major Hollywood blockbusters, video games, especially AAA ones, are produced using a big budget. For example, "Cyberpunk 2077" (2020) was one of the most expensive games of all time, costing about USD 315 million in development and marketing combined. "Pirates of the Caribbean: At World's End" (2007), a movie filled with memorable CGI scenes, cost less in production, at about USD 300 million.

While some may argue that unlike Hollywood films, video games don't have to use big-budget stars, a lot of modern games rely on motion capture and voice acting from big Hollywood names to make the fiction come to life. An early prominent example of motion capture can be found in "Beyond: Two Souls" (2013), which stars Elliot Page and Willem Defoe as the two central characters. Renowned Japanese game maker Hideo Kojima's "Death Stranding" (2019) is well known for featuring Norman Reedus as the motion captured protagonist of the game. This game also has cameos from other big Hollywood names, including Mads Mikkelsen, Edgar Wright and Conan O'Brien.

myriad of ways video games have evolved into becoming Hollywoodised pieces of media in their own right, thus entering a new realm of entertainment for modern fans to embrace and enjoy.

TRAILERS AS NARRATIVE TOOLS

Everyone wants a good story, whether you are chatting with friends, watching a new show or catching the latest blockbuster film. Audience engagement of any kind is dependent on providing a narrative from which viewers can derive enjoyment. As has been the norm for decades, film companies churn

out trailers to raise interest in their upcoming movie. The same applies to video games.

Modern players have come to expect a certain standard of plot driven by compelling storytelling elements, so the story is often what makes or breaks the success of a new video game. However, before actually releasing the game to the public, developers need potential customers to be hooked on what the game has to offer – giving the need for story-driven, narrative tools we know as modern video game trailers.

As such, video game trailers these

days are no lesser than full-blown cinematic experiences. A recent example is the upcoming "Assassin's Creed Mirage", which was first teased with a cinematic look into 9th century Baghdad. "Cyberpunk 2077" raised a lot of hype with its narrative-driven E3 2019 trailer, showcasing the personal struggles of the playable character V, in a gripping story set in the futuristic Night City.

The E3 2016 trailer of "Legend of Zelda: Breath of the Wild" is still a memorable experience for Nintendo fans – a trailer filled with mesmerising

CONTINUED ON PAGE 34



Ready for future
with countrywide
**Best Internet
Experience**








Scan to get all
exciting offers

A New Experience in life

robi.com.bd

an axiata company

Adcomm 2023