



Media Franchise

B1 – B2

Module 6

Here's What We
Will Be Learning
in this
Presentation:



Summary

- What is Media Franchise?
- Franchise in Films, Literature and Video Games (Examples).
- Exercise.

Vocabulary

- **Derivative:** imitative of the work of another artist, writer, etc., and usually disapproved of for that reason.
- **Sequel:** a published, broadcast, or recorded work that continues the story or develops the theme of an earlier one.
- **Illustrate:** serve as an example of.
- **Implication:** the conclusion that can be drawn from something although it is not explicitly stated.
- **Gross:** produce or earn (an amount of money) as gross profit or income.
- **Spin-off:** a by-product or incidental result of a larger project.

What is Media Franchise?

- A media franchise is a collection of related media in which several derivative works have been produced from an original creative work, such as a **film, a work of literature, a television program or a video game.**
- The best example of media franchise could be that of a series of a particular movie.



- The most profitable film franchises include **Ice Age, X men, Transformers, etc.**
- The idea behind the original work can be sold to other parties for developing further derivative works for commercial purposes.
- For instance, movie adaptation of literature books. Examples include: **Sherlock Holmes, etc.**



Franchise in Films (Example)

Despicable Me (2010):

Despicable Me is a 2010 American 3D computer-animated comedy film from Universal Pictures and Illumination Entertainment that was released on July 9, 2010 in the United States.



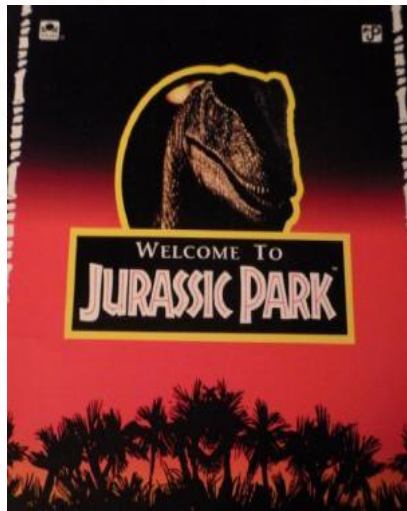
Despicable Me 2 (2013):

Despicable Me 2 premiered on June 5, 2013, in Australia.

It is the sequel to the 2010 animated film Despicable Me.

It is the fourth animated film to have grossed over \$600 million.

Franchise in Literature (Example)

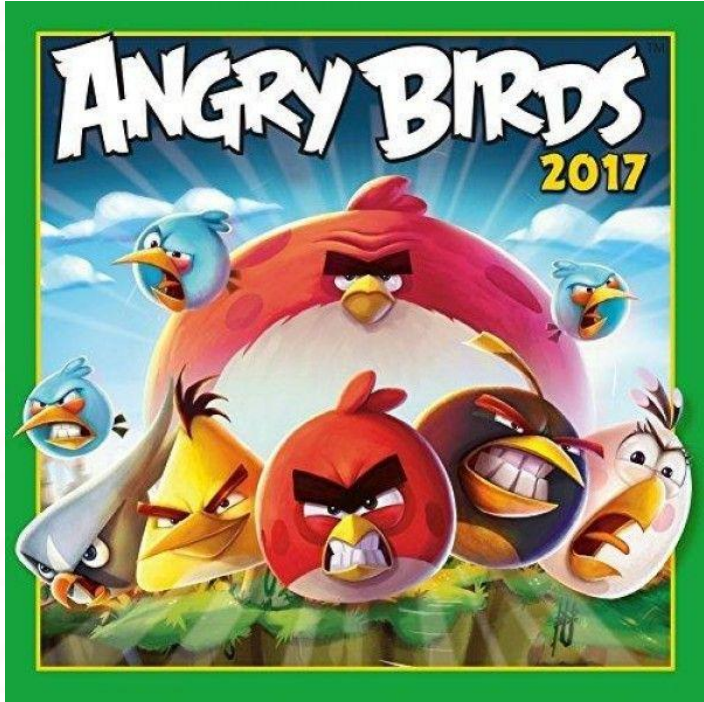


Jurassic Park (1990): Jurassic Park is a 1990 science fiction novel written by Michael Crichton, divided into seven parts. It presents the collapse of an amusement park showcasing recreated dinosaurs to illustrate its real world implications.

Lost World (1995): A sequel titled 'The Lost World', also written by Crichton, was published in 1995. In 1997, both novels were republished as a single book titled Michael Crichton's Jurassic World.

Both the books were transported into movies.

Franchise in Video Games (Example)



Angry Birds:

- There are several sequels and spin-offs available of this game.
- The first game of the series released in 2009.
- The second game in the series, featured holiday-themed levels. It was also originally released as *Angry Birds Halloween*.
- The third game in the series, was called *Angry Birds Rio*.
- The fourth game of the series features weekly tournaments.

Exercise

Answer the following questions:

1. Explain media franchise in your own words.
2. Give some examples of media franchises (other than the ones mentioned in this presentation).
3. Which is your favourite movie adaptation of a book?
4. Have you read any literature work with many series?
5. Name some video game franchises.