

# Alex Hicks

## PhD Doctor of Philosophy

### Title.

Pay to Win, Play to Lose: A Study of the Synergies between the film and the video game industries

### Thesis Outline.

Research into the synergies and collaboration between the video game and film industries over the past couple of decades. Researching aspects such as narrative, marketing/PR, audience reaction and adaptation.

### Biography.

I am both a BA (Bachelor of Arts) and an MA (Master of Arts) graduate from the University of Sunderland in Film, Media and Cultural studies. I am passionate about Animated film, video games and modern technology (VR, Computers, Consoles etc.)

### Research Activities.

Video Games Studies (Adaptation, Marketing/PR, Narrative, Audience) Animated & Disney Film (Pixar & Western Animation) Modern Media (VR Video Games)

### Citations And Presentations.

Emotionality In Pixar: Inside Out (2015): [https://www.academia.edu/32197980/Emotionality\\_In\\_Pixar\\_Inside\\_Out\\_2015\\_Wall E: Use of the Musical Film and Mise en Scene](https://www.academia.edu/32197980/Emotionality_In_Pixar_Inside_Out_2015_Wall_E:_Use_of_the_Musical_Film_and_Mise_en_Scene):

[https://www.academia.edu/40465998/Wall\\_E\\_Use\\_of\\_the\\_Musical\\_Film\\_and\\_Mise\\_en\\_Scene](https://www.academia.edu/40465998/Wall_E_Use_of_the_Musical_Film_and_Mise_en_Scene) Political Identity in Zootropolis (Zootopia: USA):

[https://www.academia.edu/40466036/Political\\_Identities\\_in\\_Animated\\_Film\\_Representations\\_of\\_Gender\\_Ethnicity\\_and\\_Religion\\_in\\_Zootropolis\\_Zootopia\\_USA\\_](https://www.academia.edu/40466036/Political_Identities_in_Animated_Film_Representations_of_Gender_Ethnicity_and_Religion_in_Zootropolis_Zootopia_USA_)

