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Question 12:

(a) The popular culture of Nintendo began in Japan in the 1980's. It came about after the release of the world's first video game, and has ~~etc~~ sold more than 5000 games since its opening.

(b) Nintendo products have had a drastic ~~effect~~ ~~the~~ rise in consumption, due to its well known heroes. Characters such as Mario, Yoshi and Donkey Kong have now become household names in all societies around the world. In studies undertaken in the ~~USA~~ United States of America, it has been found that children are more than often remembering those famous characters ^{rather} than others such as Jesus or even the ~~President~~ President. This shows the impact characters from video games such as that of Nintendo have on its target audience and in the end parents and guardians are pressured into buying these games for their children.