This essay will be about why the remake of *The Legend Of Zelda: The Wind Waker* profits from nostalgia.

PLAN:

* Why is is so nostalgic?
  + Made stuff have same “wow” factor as they used to
    - Faux-Vintage Photos: makes new photos look like old photos did
      * Photos that are modified to look as if they were taken many years ago “caused a feeling of nostalgia and a sense of authenticity.”
    - Chipmusic: makes new music sound like old music did
      * “The sound of chipmusic will maintain an essential link to nostalgic feelings of childhood video gaming.” Why is that? Glomag (a chipmusic artist) argues that “anybody using 8-bit technology is gonna evoke those feelings,” meaning that simply because the new music *sounds like* older music due to the limits of the technology, it invokes feelings of nostalgia unto the listener.
    - They can’t keep it EXACTLY the same, so instead of keeping the same CONTENT they kept the same IMPRESSION
      * Goon Squad: “the deep thrill of these old songs lay … in the rapturous surges of sixteen-year-old-ness they induced.” – Rather than reproducing the look, it’s appropriate to reproduce the FEELING they created.
    - Graphics in the original had unique style and looked *BEAUTIFUL* for the time. In the rerelease, they kept the same style and the feeling of it being *BEAUTIFUL* for the time by improving the quality.
      * Draw distance is *never* mentioned in a review unless it’s really good (Skyrim) or really bad (Goldeneye 007 N64).
      * Old IGN: “The draw distance is unchallenged by any other game and as such it’s possible to look literally miles into the distance.”
      * Old GameSpot: “allows you to clearly see far-off objects and islands with ease.”
      * New IGN: “The increased draw distance really makes trips between islands feel isolated, but also intriguing.”
    - In the original, they took advantage of a new feature of the console that may or may not catch on (the GBA link cable) with the *Tingle Tuner*. In the rerelease, they kept a new feature … (the Wii U Tablet) with the ability to view maps, inventory, and other menus without interrupting the gameplay.
      * Old GameSpot: “The Wind Waker makes fantastic use of the GameCube’s ability to link up to the Game Boy Advance.”
      * New IGN: “On Wii U, Wind Waker benefits from clever use of the second screen.”
    - Music in the original was similar style to preexisting games, but had much higher quality MIDI instruments than the norm. So in the rerelease, they kept the exact same MIDI notes, but improved the quality of the instruments.
  + Got the timing just right.
    - Nostalgia Profit article, “[N]ostalgia tends to increase as consumers become more dissatisfied with their present life and seek to revert to the past.”
    - Everyone who grew up with *The Windwaker* are just starting the most difficult times of their lives. The original game targeted 10-14 year old children; at the time of the rerelease, these children were now 21-25. They are just finishing up college and finding their first full-time jobs: It’s a really hard time in a person’s life! It’s the prime time for people to look back on when they were a kid.
    - The rerelease does a great job at doing that.
* Why does this make is profitable?
  + In Photography article, Allison Dailey said “Vintage photography comforts us with nostalgic icons. … People think that the past was better, that the grass was greener, … [it is something to which] they can look back in fondness.”
  + Despite him referring to generation-old photography technology, the same argument applies to eleven-year-old video games. - COMFORTING
  + Nostalgia Profit article. “[E]motional drivers unrelated to the decision at hand can significantly influence judgement and choice, … Our reliance on emotion in the decision-making process also means that our decisions are not always rational. … With an emotional component at its heart, nostalgia … is a useful mechanism to precipitate emotionally driven in-store decision making.”
  + When feeling strong emotions, we make illogical decisions. Thus, when comforted by the huge amount of nostalgia brought on by the rerelease, we want to buy it despite its ultimate uselessness.