**Media Studies 200: Intro to Media Studies**
Intended for 70 undergraduate students
Spring 2025 at the University of Victoria
[lək̓ʷəŋən](https://www.songheesnation.ca/community/l-k-ng-n-traditional-territory) and [WSÁNEĆ](https://wsanec.com/) territories
M and Th, 10 - 11:20am | 1.5 units | prereq: AWR
Taught by [Jentery Sayers](https://jntry.work/) (he / him) | jentery@uvic.ca
Office hours: M and Th, 12-1pm, in CLE D331
Teaching assistant (marking): Maya Linsley (she / any)

**YOUR NAME:**

# Worksheet 1

Worksheet 1 covers “The Content Industry” and all material from [Module 1: Communication](https://jentery.github.io/mdia200v4/#module-1-communication). Your response is due via Brightspace by Monday, January 27th, at 10am.

The worksheet is *open-book*, meaning you are allowed to use handouts, the course website, my slides, your notes, recordings of class sessions, the library, and the internet to address the prompts.

*Please cite your source material.*

## Format

This open-book worksheet contains *five* prompts. You should respond to *four* of them. If you respond to all five, then I will mark the first four.

Each response is worth 25 points for a total of 100 points.

Some prompts ask you to create media. Please attach your audio, image, or video files to your response in Brightspace. Do *not* use YouTube, SoundCloud, Vimeo, Google Drive, or any other non-Brightspace platform to submit files.

## The Five Prompts (Select Four)

**Prompt 1**. Identify a self-employed content creator you follow or are familiar with. Now, find some content (such as a video, image, or podcast episode) they produced and copy the URL for it. Then use no more than 350 words, including terminology from the [“Content Industry”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3159683) handout and any handout in [Module 1: Communication](https://jentery.github.io/mdia200v4/#module-1-communication), to share 1) the name of the platform where the content was published, 2) some attention data (such as the number of likes, views, and comments) for the content, 3) how the content creator monetized and moderated the content, 4) how the platform generated revenue from the content, 5) how the content creator addressed toxic behaviours related to the content, 6) how the content creator protected themselves from toxic behaviours (including harassment) related to the content, and 7) what you learned about the labour and economy of the content industry from this exercise. Please include the content’s URL or the content itself somewhere in your response. That way, I can access it.

**YOUR RESPONSE:**

**Prompt 2**. Find an online article that contains an image of two or more people communicating. (Avoid stock images and select an article published by a reputable website.) Now, copy the URL for that article and then write alt text for that image of two or more people communicating. Next, use no more than 350 words, including terminology from the [“Acts of Communication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3159713) and [“Senses of Communication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3159716) handouts, to explain 1) the critical decisions you made and 2) what you learned from them while using alt text to a) describe the image’s visual and nonverbal elements for someone else to hear and b) account for where on the page the image appears in the article. Please be sure to include the following in your response: 1) the article’s URL and 2) your alt text in quotation marks to distinguish it from the rest of your response.

(There is no encoding standard that restricts the length of alt text, but alt text should be succinct. For this exercise, I recommend fewer than 275 characters, which won’t count toward your word limit.)

**YOUR RESPONSE:**

**Prompt 3**. Spend a few minutes listening to [CFUV 101.9 FM](https://cfuv.uvic.ca/) and perusing their website. Then create 30-60 seconds of audio to communicate roughly the same message twice: first to a friend at UVic via a hypothetical voice message or memo (one-to-one) and second to all UVic students via a hypothetical CFUV radio transmission (one-to-many). Next, use no more than 350 words, including terminology from the [“Acts of Communication,”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3159713) [“Means of Communication,”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3167384) and [“Levels of Communication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3167585) handouts, to explain 1) the *obvious* differences between the two communications, 2) the *subtle* differences between the two communications, and 3) what you learned about context, media, and communication from this exercise. Don’t forget to attach your audio file so I can access it.

**YOUR RESPONSE:**

**Prompt 4**. Identify an advertisement from the 2020s that you interpreted against the grain and then save it, record it, or copy the URL for it. Next, use no more than 350 words, including terminology from the [“Forms of Communication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3178768) and [“Models of Communication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3179558) handouts but also any handout in [Module 1: Communication](https://jentery.github.io/mdia200v4/#module-1-communication), to explain 1) the advertisement’s intended message, 2) a context in which it was encoded, 3) a context in which you decoded it, 4) your negotiated or opposing interpretation of it, 5) the kind of feedback you provided on it, 6) the form of communication you used to provide that feedback, and 7) what you learned about interpretation, media, and communication from this exercise. Don’t forget to attach or embed the advertisement so I can access it.

**YOUR RESPONSE:**

**Prompt 5**. Use 30-90 seconds of video or audio to record two types of noise you encounter in your everyday communications with other people. (Six types of noise appear in the “Examples” section of the [“Miscommunication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3179982) handout.) Then use no more than 350 words, including terminology from the [“Miscommunication”](https://bright.uvic.ca/d2l/le/lessons/365831/topics/3179982) handout and any handout in [Module 1: Communication](https://jentery.github.io/mdia200v4/#module-1-communication), to share 1) the two types of noise you identified, 2) descriptions of the two noises, 3) how you personally experience each noise, 4) what each noise tells us about what people want or expect from their everyday communications, and 5) what you learned about noise and (mis)communication from this exercise.

**YOUR RESPONSE:**

## References

**ADD YOUR REFERENCES HERE. VERY IMPORTANT. YOUR REFERENCES.**