**Media Studies 200: An Introduction to Media Studies**  
Fall 2023 at the University of Victoria  
lək̓ʷəŋən and WSÁNEĆ territories  
Taught by Jentery Sayers (he / him)

YOUR NAME:

# Worksheet 1

This is your first of four worksheets in MDIA 200, and it covers material from Weeks 2 and 3 (Sept. 11 - 21) of class. Your response is due via Brightspace at the end of Week 4: by Friday, September 29th at noon.

The worksheet is *open-book*, meaning you are allowed to use your notes, assigned primary sources, the library, and the internet to address the prompts.

## Academic Integrity

By responding to this worksheet, you confirm that:

* You followed UVic academic regulations and observed standards of academic integrity (e.g., no plagiarism or cheating).
* You completed this worksheet individually.
* Each response to every prompt is your own, excluding quoted and paraphrased material that is clearly cited.
* You cited any sources, including assigned course material and internet sources, that you used to address the prompts.

## Section 1 (7 points each)

Please do not use more than *175 words* per response. (I will use a word-counting tool during assessment.) Do not include audio, images, or video in your responses. Your examples should be drawn from course material in Weeks 2 and 3. By “course material,” I mean assigned primary sources, lectures, class discussions, and the course website, including the notes and glossary. You are welcome and in fact encouraged to quote definitions in your responses, but please cite your sources, including the course website.

**SECTION 1 PROMPTS BEGIN HERE.**

1. Define “intersectionality” and use *one* example from the course material to briefly explain its importance in Media Studies.

ANSWER:

1. Define “mechanics” in the context of video games and use *one* example from *Secrets Agent* to briefly explain its importance in Media Studies.

ANSWER:

1. Define “two-step flow” and use *one* example from the course material to briefly explain its importance in Media Studies.

ANSWER:

1. Define “acousmatic voice” and use *one* example from Season 1, Cassette 1 (“Stress, Shoulders”) of *Within the Wires* to briefly explain its importance in Media Studies.

ANSWER:

**SECTION 1 PROMPTS END HERE.**

## Section 2 (12 points each)

Please do not use more than *225 words* per response. (I will use a word-counting tool during assessment.) You are welcome to embed or attach audio, images, and video files as examples of content “outside the course material.” These files may be your own, but please cite them if they are not. By “course material,” I mean assigned primary sources, lectures, class discussions, and the course website, including the notes and glossary. Again, please cite your sources, including the course website.

**SECTION 2 PROMPTS BEGIN HERE.**

1. Use *one* example *outside* the course material to briefly explain the dynamic between “front stage” and “back stage” in the dramaturgy model of media and communication.

ANSWER:

1. During Week 2, I asked you to draft a simple game design document (in small groups) that describes *Secrets Agent*. Please use that document to explain, in your own words, Kittaka’s approach to interpersonal communication in the game. You are welcome to create the game design document on your own if you missed class that day.

ANSWER:

1. Use *one* example *outside* the course material to briefly explain *two* differences between the transmission model and the social model of mass communication.

ANSWER:

1. During Week 3, I asked you to recontextualize *Within the Wires* (in small groups) by developing a backstory for Oleta or Hester. Please use that recontextualization to explain, in your own words, Oleta or Hester’s role as a sender or receiver in Cassette 1’s one-to-one and one-to-many communications. You are welcome to recontextualize on your own if you missed class that day.

ANSWER:

1. Use *one* example *outside* the course material to briefly explain *two* differences between interpersonal and mass communication, including the roles media play in them.

ANSWER:

1. Use *one* example *outside* the course material to briefly explain a situation when you would want or need to receive a “high fidelity” message through mass communication. Then use *one* more example *outside* the course material to briefly explain a situation when you would want or need to participate in a two-way, interpersonal communication.

ANSWER:

**SECTION 2 PROMPTS END HERE.**

Now please include a list of works cited. I’ve added our two primary sources for Weeks 2 and 3 to get you started.

**WORKS CITED**

Kittaka, Marina. *Secrets Agent*. Itch.io, 2014, even-kei.itch.io/secrets-agent. Accessed 11 September 2023.

Matthewson, Janina, Jeffrey Cranor, and Mary Epworth. *Within the Wires*, Season 1, Episode 1. Night Vale Presents, 2016, www.nightvalepresents.com/withinthewires. Accessed 18 September 2023.

**WORKSHEET 1 ENDS HERE.**