**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 4

This is your last worksheet in MDIA 200!!! It covers material from Weeks 10 and 12 (Nov. 9, 20, and 23) of class. Your response is due via Brightspace by Friday, December 1st at noon.

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

*Please ensure you cite your source material.*

## 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 (15 points each)

Please use no more than *225 words* per response. Do not include audio, images, or video in your responses. Your examples should be specific, citable, and drawn from course material between Weeks 1 and 12. 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 (see “Citing Your Sources” below for details).

**SECTION 1 PROMPTS BEGIN HERE.**

1. What is neoliberalism? Use an example from the course material to explain its importance.

ANSWER:

1. What is the culture industry, and what is the content industry? Explain their importance and how they differ from each other.

ANSWER:

1. Describe *Umurangi Generation*’s approach to the economy of media and explain why that approach is important.

ANSWER:

1. What’s the most important thing you learned in this course? Please be as precise as possible. (I will assess the precision of your response and not your opinion about the most important thing you learned.)

ANSWER:

**SECTION 1 PROMPTS END HERE.**

## Section 2 (20 points each)

Please use no more than *300 words* per response. 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 (see “Citing Your Sources” below for details).

**SECTION 2 PROMPTS BEGIN HERE.**

1. Use *one* example *outside* the course material to briefly address where there’s a lack of diversity in media. Then use *one* more example *outside* the course material to briefly demonstrate the role media play in social or cultural change.

ANSWER:

1. Describe the issue, context, audience, technique, and critical approach at work in your proof of concept for the [final project](https://jentery.github.io/mdia200/final.html) in this course. Please mention the media you’re using to produce your content and explain why the project matters to you. You are welcome to change this description before you submit your proof of concept in mid-December.

ANSWER:

**SECTION 2 PROMPTS END HERE.**

Now please include a list of works cited. I’ve added our primary source for Weeks 10 and 12 to get you started.

**WORKS CITED**

Origame Digital and Naphtali Faulkner. *Umurangi Generation*, 2020, umurangigeneration.com. Accessed 10 November 2023.

**WORKSHEET 3 ENDS HERE.**