

Media Studies 200: An Introduction to Media Studies

Intended for 72 undergraduate students

Spring 2024 at the University of Victoria

[ləkʷəŋən](#) and [WSÁNEĆ](#) territories

M and Th, 10 - 11:20am

Taught by [Jentery Sayers](#) (he / him)

Office hours: M, 11:30am - 12:30pm, in CLE D331

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YOUR NAME:

Worksheet 1

This worksheet covers material from Weeks 1, 2, and 3 of MDIA 200. Your response is due via Brightspace by Thursday, February 1st at 10am.

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

Please cite your source material.

Format

This open-book worksheet contains *five* prompts totalling 100 points. Each response is worth 20 points. You are welcome to attach media (audio, image, or video files) to your response when prompted.

The Five Prompts

1. The [Instagram Egg](#) is part of the so-called “content industry,” where content circulates to fill people’s feeds and increase their time on device. Let’s *trace* that circulation and *test* that assertion.

Identify three places where the Instagram Egg appeared online *and* sparked meaningful engagement. Then use no more than 250 words to tell me about these appearances and what was meaningful about their engagements. You’re welcome to use point form and don’t forget to cite all three of the Egg’s appearances, including their URLs.

YOUR RESPONSE:

2. According to a [2023 report](#) by WebAIM, “data show that one may expect over one third of the images on popular home pages to have missing, questionable, or repetitive alternative text.” Take a minute to *write alt text*.

Visit a home page that’s familiar to you, find an image on that page that’s missing alternative text, and then write new alt text for that image. Once you’re done, use no more than 150 words to explain how writing alt text is an act of community-building. Be sure to cite the home page and include your alt text in your response.

YOUR RESPONSE:

3. The differences between one-to-one and one-to-many communications appear obvious at first but can in fact be subtle. After all, the particulars of tone, delivery, context, scale, and content matter in messaging. Let’s *test* that idea through *repetition*.

Create 30-60 seconds of audio to verbally communicate roughly the same message twice: first to a friend at UVic via a hypothetical voice message (one-to-one) and second to all UVic students via a hypothetical CFUV 101.9 FM transmission (one-to-many). Then use no more than 250 words to explain the differences between your two communications. Don’t forget to attach or embed your audio file.

YOUR RESPONSE:

4. Most models of communication, especially the transmission model, invest in clarity, efficiency, and effectiveness, but noise abounds in everyday life. Perhaps it even constitutes everyday life. Let’s *test* this idea by *making some noise*.

Create 30-90 seconds of video to demonstrate three types of noise in everyday communication. Then use no more than 250 words to explain how noise evinces the labour and values of communication. Don’t forget to attach or embed your video file.

YOUR RESPONSE:

5. Whether you're in the loop often determines whether you got the message. If you know, you know. Let's *test* this idea by *speaking in code* through text or image.

Use two cultural codes I probably won't understand and then explain them to me in no more than 150 words. Don't forget to attach or embed your images if you made some.

YOUR RESPONSE:

References

ADD YOUR REFERENCES HERE. VERY IMPORTANT. YOUR REFERENCES.