**Media Studies 200: Intro to Media Studies**  
Intended for 60 undergraduate students  
Fall 2025 at the University of Victoria  
M and Th, 10 - 11:20am | 1.5 units | prereq: AWR  
Taught by [Jentery Sayers](https://jntry.work/) (he | him) | [jentery@uvic.ca](mailto:jentery@uvic.ca)  
Office hours: Th, 12-1pm, in CLE D331  
Teaching assistant (marking): Maya Wei Yan Linsley (she | any)

**YOUR NAME:**

# Worksheet 1

Worksheet 1 covers “The Content Industry” and all material from [Module 1: Communication](https://jentery.github.io/mdia200v5/#module-1-communication-four-sessions). Your response is due via Brightspace by Thursday, September 25th 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, including any media you discuss in your responses.*

## 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 who faces or has faced toxic behaviours online. 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/423805/topics/3473796) handout and any handout in [Module 1: Communication](https://jentery.github.io/mdia200v5/#module-1-communication-four-sessions), to explain how the content creator 1) protects themselves online and 2) addresses or anticipates toxic behaviours (such as harassment). As part of your response, please be sure to include 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 monetizes and moderates content, 4) how the platform generates revenue from the content, and 5) 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 article published by a reputable website that contains an image of two or more people communicating. (Avoid stock images, including AI-generated ones.) Now, copy the URL for the 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/423805/topics/3474006) and [“Senses of Communication”](https://bright.uvic.ca/d2l/le/lessons/423805/topics/3474009) handouts, to share the critical decisions you made while using alt text to 1) describe the image’s visual and nonverbal elements for someone else to hear and 2) 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/423805/topics/3474006) [“Means of Communication,”](https://bright.uvic.ca/d2l/le/lessons/423805/topics/3474161) and [“Levels of Communication”](https://bright.uvic.ca/d2l/le/lessons/423805/topics/3501675) 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/423805/topics/3502149) and [“Models of Communication”](https://bright.uvic.ca/d2l/le/lessons/423805/topics/3502238) handouts and any other handout in [Module 1: Communication](https://jentery.github.io/mdia200v5/#module-1-communication-four-sessions), to explain 1) the advertisement’s intended message, 2) a context in which the message 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 in response to it, 6) the form of communication you used to provide that feedback, and 7) what you learned about media, communication, and meaning-making 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 or depict two types of noise you encounter in your everyday communications with other people. (Six types of noise are described in the “Examples” section of the [“Noise and Miscommunication”](https://bright.uvic.ca/d2l/le/lessons/423805/topics/3510814) handout.) Then use no more than 350 words, including terminology from the [“Noise and Miscommunication”](https://bright.uvic.ca/d2l/le/lessons/423805/topics/3510814) handout and any other handout in [Module 1: Communication](https://jentery.github.io/mdia200v5/#module-1-communication-four-sessions), 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 normally want or expect from communication, and 5) what you learned about noise and the dream of perfect communication from this exercise.

**YOUR RESPONSE:**

## References

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