

## **In-Class Exercise 02 – Media Affordances**

**Topics:** Media Affordances

**Objectives:**

This assignment will give you an opportunity to play around with the idea of media affordances.

**Reminders:**

- Please don't hesitate to call on the instructor if you need help. You are also welcome and encouraged to confer with your classmates if the instructor is busy helping somebody else.
- You are welcome to take breaks at your discretion while working on this assignment. However, you are not allowed to leave for the day until the class period has ended or you have completed the assignment and turned it in.
- The instructor is always happy to look over your work upon request.

**Please read each step carefully before completing it. Be sure to follow the rules of proper spelling, grammar, capitalization, punctuation, and sentence structure (including complete sentences) in your write-up.**

## Instructions:

### *Part I: Media Affordances*

1. Divide into groups of 2 – 4 students.
2. As a group, please answer each of the following questions. Each member of your group should take notes on the discussion for your write-up.
  - a. For years, futurists, environmentalists, technological evangelists and others have been predicting the end of the book. Yet books still fill bookstores and libraries, and sites like Amazon ship millions of books a year. Give at least three reasons why the book still persists despite the rise of digital alternatives like e-readers and the internet.

NOTE: Answers like “because those who grew up without digital media don’t want to adapt” or “books are cheaper” are NOT acceptable. Remember that economic, generational, and cultural preferences are not affordances. Frame your reasons in terms of the affordances of the medium. What is it about books that people still like that digital media can’t offer (yet)?

- b. Choose at least one other form of analog media that predates the digital era (that is, it was around before 1980) but is still around. Be sure to choose a medium that is still popular, not just something people have held onto for nostalgic or historical reasons (i.e. you could still go to a store and buy it). Give at least one reason (in terms of the affordances of the medium) why this medium persists.

NOTE: Keep your answer focused on *analog* media. Why does the *analog* medium exist, even if digital alternatives are available?

- c. Choose at least one form of analog media that has been entirely or almost entirely replaced by a digital alternative. Theorize why this medium has been replaced. Be sure to frame your discussion in terms of affordances.

NOTE: You may NOT use the scroll, since this was included in the virtual lecture.

### *Part II: Website Affordances*

3. Return to your workstation.
4. Download and open up the **ICE02\_Template** file and save it as **LastnameFirstname\_ICE02**.

5. List your group members (not including yourself).
6. Fill out your document with the points of your group's discussion.
7. In your browser, go to <https://archive.org/>. Using the WayBack Machine, select a website of your choice as shown in the lecture. Find a copy of the website that is at least 10 years old and is still around today. In your Word document, answer each of the following questions:
  - a. Give the name, URL (not the archive.org URL), and archive copy date of your website.
  - b. Discuss at least three major differences between the archived website and the current website. Be detailed. For instance, if the website layout is different, describe the differences.

Please do not discuss content differences. For instance, the archived website may have 10-year-old headlines, but that has nothing to do with affordances. I'm looking for things like visual differences, navigational differences, organizational differences, etc.
  - c. Give at least one reason why, in your opinion, these differences exist. Be sure to frame your answer in terms of media affordances!
  - d. Include screenshots of both versions of your website.
8. On the first day of class, we discussed the reasons that GGC offers digital media courses. Digital media is ubiquitous in our lives, so it's important to know how to work with it. Even in our careers, we can't escape it.

In your Word or text file, write one paragraph (at least 3 – 4 sentences) that describes how digital media is currently used in your major. (If your major is undecided, please choose a hobby or interest.) **Be sure to include at least one URL as a reference.**

Be sure to focus on how **digital media** (digital images, audio, video, and/or animation) is used in your field. Do not discuss non-media technologies.

9. Save your file again and submit it on D2L.

10. When you're done, you are free to leave.

**Criteria:**

Step	Points	Reason
5	4	Word file, properly named, group members listed
2a	12	Three reasons why book still persists
2b	12	Form of pre-digital media and why it persists
2c	12	Form of analog media that's been replaced and why
7a	10	Name, URL, archive copy date
7b	10	Three major differences between websites
7c	10	One reason why these differences exist
7d	10	Screenshots of both versions of website
8	20	How digital media is used in your major, with URL reference