



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK704 Publikstudier, 7,5 högskolepoäng

Audience studies, 7.5 credits

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Arts and Humanities 2020-06-17

The course syllabus is valid from spring semester 2021

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2 or Civics A, English B (Field-specific entry requirements 6/A6).

Objectives

After completing the course, the student should be able to:

- inventory and describe audience research,
- account for theoretical perspectives on audience studies,
- account for methods in audience research,
- assess audience research on the basis of different theories and methods of relevance to media entrepreneurs.

Content

The course provides an overview of the media landscape, comprising different types of media use and media formats. People's relation to the media landscape as audiences, consumers, co-producers and participants is discussed, and the concept of audience is problematised. The focus of the course lies on enabling an understanding of different groups' behaviour relative to different contexts, such as what factors interact with the development of digital media technology. The course also comprises perspectives on ethics, diversity and sustainable development, relative to different audiences' approach to each other in communication. The content of the course develops earlier course content on analytical tools for strategic communication. The importance of relating audience studies to, for instance, concept development and market assessment is emphasised.

Type of Instruction

Teaching is delivered in the form of lectures, project work and seminars.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through written assignments and oral presentations.

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form.

For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Alasuutari, Pertti (ed.) (the latest edition). *Rethinking the media audience: the new agenda*. Thousand Oaks: SAGE. 220 p.

Ha, Louisa (the latest edition). *The Audience and Business of YouTube and Online Videos*. Lanham: Lexington Books. 230 p.

Hill Annette (the latest edition). *Media Experiences Engaging with Drama and Reality Television*. London: Routledge. 224 p.

Napoli, Philip M. (the latest edition). *Audience evolution: new technologies and the transformation of media audiences*. New York: Columbia University Press. 250 p.

Nordicom. (the latest edition) *Mediebarometern*. Göteborgs Universitet. (Statistiskt underlag, valda delar.) <https://www.nordicom.gu.se/sv/mediebarometern>

Research articles in consultation with the teachers in the course, ca 200 pages.