

Form No. M-3 (3)

Description of Study course

Title and category of study subject program – Media Audiences, A

Manager of Academic structural unit – **PhD** Anda Rožukalne.

Teachers involved in study course – **Dr.sc.soc.** Anda Rožukalne, **mg.soc.** Taņa Lāce.

Auditory (faculty, study program, year of study) – Faculty of Communication,

Department of Communication, Journalism, Public Relations, Multimedia Communication studies programs, 1st year students, bachelor level.

Volume of study program in credit points – 3 CP (4,5 ECTS).

Aim of study subject – to provide knowledge of creation process of media audiences, typology of media audiences, media usage patterns, to study theories of media functionalism, and social media audience behaviour.

Task of study program – to develop student's abilities to bring into effect knowledge of media audiences development, media usage and research methods of media audience, to develop practice skills and ability to make research of media audiences.

Test in study subject – research project presentation.

Results of studies

Knowledge:

- Media audience development
- Different types of media audiences
- Media usage patterns dynamic
- Theory of media use and gratification
- Online social media audiences
- Media audience research methods
- New methods of audience research

Skills:

- Design of media audience research
- Media audience research methods evaluation and comparison
- Management and practical realisation of media audience research projects
- Analysis of media audience research results

List of literature:

1. Berger, Arthur Asa. Ads, fads, and consumer culture: advertising impact on American character and society. New York: McGraw-Hill, 2004.
2. Berger, Arthur, **Media research techniques**, Thousand Oaks: Sage Publications, 2nd ed., 1998.
3. Gray, J., New audience, new textualities. Anti fans and non- fans, International Journal of Cultural Studies, Sage Publication, London, Thousand Oaks., Vol. 6 (1), 2003, , 64 – 81.
4. Hermes J. *Active Audience//The Media: An Introduction*, Edited by A.Briggs, P.Cobley. Second Edition. England: Pearson Longman. 2002.
5. Jakson, P., Stevenson, N., Brooks, K., Making Sense of Men’s Magazines, Cambridge: Polity Press, 2001.
6. [Lindlof, Thomas R.](#), Qualitative communication research methods, Thousand Oaks, Calif. : Sage Publications, 1995.
7. Livingstone, S., The Challenge of Changing Audiences Or, What is the Audience Researcher to do in the Age of the Internet?, *European Journal of Communication*, 2004, SAGE Publications (London, Thousand Oaks, CA and New Delhi), Vol 19(1): 75–86.
8. Lull James. Inside Family Viewing: Ethnographic Research on Television’s Audiences. - London: Routledge, 1990.
9. McQuail D. Audience Analysis. London: Sage Publications, 1997.
10. McQuail D. Mass Communication Theory, An Introduction. London: Sage Publications, 1998.
11. McQuail, D., McQuail’s Mass Communication Theory, Fifth Edition, SAGE Publications, London, 2005.
12. Nithingale, Virginia, Ross, Karen. *Critical readings: Media and the Audiences*, England: Open University Press, 2003.
13. Ruddock, Andy, *Investigating Audiences*, London: SAGE Publications, 2007.

Plan for Erasmus students 2018

Weeks from 26th of February to 15th of March

Individual work: reading of lectures and course literature; preparation of two essays (1500 words) on course literature (Folder “ErasmusReading”).

1. Individual readings: Media audiences. Research of audiences. Actual phenomenon of the contemporary audience and media usage patterns. (see lecture material and literature in e-studies).
Recommended topics for essays:
 - 1) Audience typology
 - 2) Audience activity types in digital media environment
 - 3) Audience and culture
 - 4) Audience research methods and directions
 - 5) Audience transformation
2. **Seminar no 1.** “Media Day” self-reflection on students media use

Task no 1. Identification of ones “Media day” by using questionnaire form at e-studies environment.

- Task no 2. Group presentation – analysis of media usage patterns within Erasmus students group (5-7 minutes)
3. **Seminar no 2.** Individual presentations. Preparation of the essays (1000 words) on different aspects of media audiences research trends. The task: each student chooses one different paper and prepare the essay about media audience research. Each student has to prepare 5 – 7 minutes presentation on the analysed paper by using comparison of findings with his/her country data/trends/experience.
 4. **Seminar. No3.** Pilot project of audience research - interviews with the audience members (10 minutes for each group).

Task:

1) Each student conducts 3 interviews with different people (different age, social situation, income, place of living, professional interests, etc.) on their media usage habits (media usage, changes in media use during last 5 years), information diversity, pluralism of information received, evaluation of media and information quality, social media use, news consumption, music, cinema, tv series etc. consumption etc.), summarizes their results and makes conclusions based on theoretical knowledge about media audiences (300 – 500 words).

2) Each group (3 to 4 people) students summarize the results of their interviews and present them as well as analytical conclusions during the seminar, offering 5 to 10 conclusions about the paradoxes of contemporary audience behaviour.

5. Seminar. No 5. Course project: communication with the audience of online social media networks.

Schedule of the work for this project.

- 1) Lecture at 8th of March on social media communication (teacher: Vladislavs Podvinskis);
- 2) Presentation of ideas at individual consultation with teacher Taņa Lāce (no later than till 15th of March);
- 3) Communication at FB (about one week)
- 4) Presentation of the results (seminar no. 4)

Group work. Task:

1) Group of students develop ideas (news, statements) to communicate at Students' Media FB account..

2) Each student prepare and communicate/publish at least 5 communication items (texts, pictures, infographic, video etc.) in order to achieve the goals of social media communication.

3) The groups present and analyse their results (strengths and weaknesses) by evaluating communication goals, channels, achieved audience, achieved participation.

Note: during the course project only organic audience reach is counted, students must not to boost their posts in FB by using payments.

The list of the assignments:

1. Writing of two essays on classic literature.

2. Writing and presentation of the essay on media audience research.
3. Participation in four seminars.
4. Self- evaluation of media use.
5. Three interviews with audience members and presentation of results
6. Course project: FB communication and audience reach.

Manager of study course:

A.Rožukalne
(signature)

Dr.sc.soc. Anda Rožukalne
(scientific degree, academic position, surname)