Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: MEDIA AUDIENCES

Course ID: ATSGC2454

Credit Points: 15.00

Prerequisite(s): (Completion of one introductory (Level 1000) Media & Screen Studies course)

Co-requisite(s): Nil

Exclusion(s): (ATSGC3454)

ASCED Code: 100799

Program Level:

<table>
<thead>
<tr>
<th>Level</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<th>10</th>
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<tbody>
<tr>
<td>Introductory</td>
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<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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Learning Outcomes:

Knowledge:

K1. Recognise the connections between communications technologies and the formation of audiences, citizens and communities;

K2. Recognise the different paradigms of audience research, and their underpinning assumptions;

K3. Identify and evaluate a range of theoretical approaches to understanding audiences;

K4. Identify and differentiate between quantitative and qualitative audience research techniques;

K5. Articulate the reasons for audience policy;

K6. Express critical awareness of their own behaviour as audiences.

Skills:

S1. Conduct informed keyword database searches;

S2. Read and evaluate scholarly research articles;

S3. Write a basic literature review;

S4. Write a basic research proposal;

S5. Discuss course content with others in an informed manner.

Application of knowledge and skills:

A1. Utilise knowledge of audience research theories and techniques to design a research project.
Course Outline

ATSGC2454 MEDIA AUDIENCES

Course Content:

Topics may include:

- Why audiences matter
- Governmentality and audiences
- Audiences and the public sphere
- Audiences as a market
- Effects research
- Uses & gratifications research
- Cultural studies & reception research
- Research methods & techniques
- Gendered audiences
- Censorship & violence
- Fan audiences
- New media audiences

Values and Graduate Attributes:

Values:

V1. Appreciate the significant role of audiences in contemporary society;
V2. Develop an awareness of the political and social impact of audience research;
V3. Become informed contributors to debates on audiences and media policy;
V4. Respect and acknowledge the diversity of audience activity;
V5. Actively participate in their learning, while respecting the ideas and values of others.

Graduate Attributes:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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</thead>
<tbody>
<tr>
<td>Continuous Learning</td>
<td>Students develop the capacity to make informed judgements of a range of audience behaviour and policy.</td>
<td>Medium</td>
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<tr>
<td>Self Reliance</td>
<td>Students undertake independent research and manage their time to complete tasks and meet deadlines.</td>
<td>High</td>
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<tr>
<td>Engaged Citizenship</td>
<td>Students debate with their peers in the classroom and online, the implications and consequences of audience behaviour and policy.</td>
<td>High</td>
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<tr>
<td>Social Responsibility</td>
<td>Students discuss the responsibilities of governments, media and other organisations in their dealings with audiences.</td>
<td>Medium</td>
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</table>

Learning Task and Assessment:

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Assessment Task</th>
<th>Assessment Type</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>K1, K2, K3, K5, K6 S5</td>
<td>Make informed contributions to discussions of required readings, key concepts and seminar questions. To be further detailed in the course description, and may include short responses submitted online.</td>
<td>Participation including short responses to discussion points/questions.</td>
<td>10-20%</td>
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# Course Outline

**ATSgc2454 Media Audiences**

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<tr>
<td>K2, K3, K4 S1, S2, S3, S4 A1</td>
<td>Design an audience research project (including a short literature review and methodology) to answer a set question on a specific audience.</td>
<td>Audience research design proposal</td>
<td>40-50%</td>
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<tr>
<td>K1, K2, K3, K5 S2</td>
<td>Short answers and short essay responses to set questions on audience theory, research approaches, policies, and issues.</td>
<td>Examination</td>
<td>30-50%</td>
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**Adopted Reference Style:**

MLA