

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: MEDIA AUDIENCES

Course ID: ATSGC3454

Credit Points: 15.00

Prerequisite(s): (Completion of two Intermediate (Level 2000) Media and Screen Studies Courses)

Co-requisite(s): Nil

Exclusion(s): (ATSGC2454)

ASCED Code: 100799

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

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 implications of choices in designing audience research;
- K6.** Articulate the reasons for audience policy;
- K7.** Express critical awareness of their own behaviour as audiences.

Skills:

- S1.** Formulate a research question;
- S2.** Conduct informed keyword database searches;
- S3.** Read and evaluate scholarly research articles;
- S4.** Write a scholarly literature review;
- S5.** Write a research proposal;
- S6.** Discuss course content with others in an informed manner.

Application of knowledge and skills:

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- A1.** Utilise knowledge of audience research theories and techniques to design a research project;
- A2.** Describe and analyse historical, current and likely future trends in audience formations.

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:

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

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K6, K7 S6 A2	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 reviews or responses submitted online or in class.	Participation including short responses to discussion points/questions.	10-20%

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3, K4, K5, S1, S2, S3, S4, S5 A1	Formulate an audience research question, then design an audience research project (including a theoretical approach, literature review and methodology) to answer this question.	Formulate and design an audience research proposal	40-50%
K1, K2, K3, K6 S3 A2	Short answers and short essay responses to set questions on audience theory, research approaches, policies, and issues.	Examination	30-50%

Adopted Reference Style:

MLA