

## **Audience for Media and Communications**

**COURSE #: MDIA 2072**

**6 Credits**

### **Course Description**

This course explores the notion of audience and the ways in which consumption of media guides and shapes its production. Beginning with the genealogy of the character of the audience, students are introduced to theories, concepts, and ideologies in relation to political, economic, and socio-cultural paradigms to analyse the underlying principles of meaning reception and interpretation by audiences. There will be an emphasis on the role of the citizen communicators by examining emerging social discourses and media technologies and institutions through which civic agency in the forms of participation and advocacy are structured and find expression. Not only how media messages are perceived and understood at the theoretical level, but also how they may lead to changes in the social and political behaviour of the consumers. Through creative practices and media experimentation, students learn how to develop concepts and scenarios and apply analytical techniques in response to real cases for the intended impact and change and the skills of critical thinking, reflective practice, and constructive collaboration with peers.

### **Course Learning Outcomes:**

At the conclusion of this course, students will be able to:

- Map the current trends to key historical moments in the evolution of contemporary media audiences
- Analyse and contextually evaluate the critical perspectives in media audience behaviour and research
- Examine audience environments, develop concepts, and ideate scenarios that can ensure impacts and changes for the better
- Define their own conviction and discursive position in relation to emerging audience identities and activities.

### **Course Assessments and Gradings**

<b>Item</b>	<b>Weight</b>
Seminar Presentation on Audience Studies	20%
Media Text for Disruption	25%
Research essay	25%

Creative Audience Text	30%
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