

## MODULE DESCRIPTOR

### Module Title

Media Audiences

Reference	CB1003	Version	2
Created	February 2024	SCQF Level	SCQF 7
Approved	April 2023	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

### Aims of Module

To develop a critical understanding of media audiences and their place in the wider media context.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Demonstrate a holistic understanding of the development and evolution of media audiences.
- 2 Discuss the relationship between media audiences and technology, and consider possible impact upon audience fragmentation, power, choice and change.
- 3 Reflect upon and describe why an understanding of media audiences is important in the broader context of society and culture.

### Indicative Module Content

The module will examine media audiences from the early conceptualisation of the audience, to the current day. The relationship between changing technology and the audience will be examined, as well as audience fragmentation; the emergence of the active audience; audience theory; audience power and audience as producer and commentator. Changing approaches to audience measurement will be considered. Study of the audience will be contextualised in wider society and culture. Students are required to consider the future of media and media audiences and to consider and critique audience theory, thus aligning with UNESCO ESD anticipatory and critical thinking competencies.

### Module Delivery

The module will be delivered using a combination of lectures, tutorials and workshops. Students will be required to undertake directed reading and student-focused activities.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Written Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1
<b>B</b>	The student needs to achieve a B in C1
<b>C</b>	The student needs to achieve a C in C1
<b>D</b>	The student needs to achieve a D in C1
<b>E</b>	The student needs to achieve an E in C1
<b>F</b>	The student needs to achieve an F in C1
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BERTRAND, I. and HUGHES, P. 2018. *Media Research Methods: audiences, institutions, texts* 2ed. London: Palgrave
- 2 GERAGHTY, L. 2015. *Popular Media Cultures: Fans, Audiences and Paratexts*. London: Palgrave MacMillan
- 3 JEFFRES, L. et al. 2022. *Media Genre Expectations in the Age of Digital Media*. London: Routledge
- 4 KELTIE, E. 2017. *The Culture Industry and Participatory Audiences*. London: Palgrave MacMillan
- 5 MYTTON, G., DIEM, P. and P. HEIN van DAM. 2015. *Media Audience Research*. London: Sage
- 6 NAPOLI, P.M. 2016. The Audience as Product, Consumer, and Producer in the Contemporary Media Marketplace. In: Lowe, G. Brown, C. (eds) *Managing Media Firms and Industries*. New York: Springer
- 7 SULLIVAN, J. 2019. *Media Audiences: effects, users, institutions and power*. 2ed. London: Sage
- 8 TURNBULL, S. 2020. *Media Audiences: is anybody watching?* London: Bloomsbury Academic