

Institutionen för kommunikation och medier

Schedule 2014

MKV N07 Media Audiences 7.5 and 15 credits

Course leader: Professor Annette Hill ([Annette.hill@kom.lu.se](mailto:Annette.hill@kom.lu.se))

<http://www.kom.lu.se/en/education/course-offerings/mkv/>

**Course Information for Students**

This course is designed to introduce students to the core concepts and ideas related to media audiences. Media audiences refer to categories of viewers, listeners, readers and users of television, radio, print media, mobile and web. There have been several approaches to understanding media audiences. These approaches have drawn on ideas of the audience as passive, and therefore liable to be influenced by the media, and also active, and therefore capable of different, complex responses to the media.

In contemporary audience research ‘audience’ is a concept in crisis. The traditional notion of viewers sitting in front of the television has been replaced by much more varied and complex models of dispersed and fragmented audiences, ‘users’, or ‘participants’. At the same time, audiences survive. Today’s diverse range of media forms continues to have audiences, and media theorists continue to produce important work about the connections between media and identities, everyday life, and responses to current and global affairs.

The approach of this course is one that understands audiences as engaged in dynamic and creative practices. Such an approach is not located around any particular paradigm, or method, but is rather multidisciplinary and multimethod in its understanding of audience research. We focus on topics such as audience engagement, multidisciplinary research, genre, popular culture and social media. Through looking at dynamic practices we can understand how audiences engage with and reflect on the changing nature of contemporary media.

Essays 7.5 credits

Individual essays (2,000- 2,500 pages) related to the key theories and approaches studied during the course. This will be discussed in class with detailed information on assessment criteria and essay questions. Each student will have a tutorial to discuss their essay plan. A sign up sheet will be distributed in class. Submission deadline Monday 27th October 2014 via email to Annette Hill.

Essays 15 credits

Individual essays (5,000-6000 pages) related to the key theories and approaches studied during the course, extra reading listed in the course literature and empirical research on a specific case to be chosen with the course leader. This will be discussed in tutorials with detailed information on assessment criteria and the empirical research to be conducted by the student during October and November. Each student will have 2-3 tutorials to discuss their essay plan. Submission deadline Monday 8th December 2014 via email to Annette Hill.

Schedule Autumn 2014

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| --- | --- | --- | --- | --- |
| Datum | Tid | Room | Lectures and seminars | Lärare |
| Wednesday 1/10 | 10-12 | A121  A339 | Media Audiences Introduction (mandatory) | AH |
| Thursday 2/10 | 13-15 | A129b  L201 | Multi-method Research | AH |
| Wednesday 8/10 | 15-17 | A129b  H140 | Documentary and Audiences | AH |
| Thursday 9/10 | 15-17 | A129b  H135a | Drama and Audiences | AH |
| Wednesday 15/10 | 13-15 | A129b  H435 | Roaming Audiences | AH |
| Thursday 16/10 | All day | AH Office | Tutorials | AH |
| Friday 17/10 | All day | AH Office | Tutorials | AH |
| Wednesday 22/10 |  |  | Reading Week | AH |
| Thursday 23/10 |  |  | Reading Week | AH |

**Lecture outline and reading list**

The teaching and learning environment for this course includes a lecture on a key topic concerning media audiences, followed immediately by a group seminar where we will workshop a real world example and relate this to the lecture and allocated reading. Please read the recommended academic sources and participate in structured workshops that encourage experiential learning related to the lecture, seminar, chosen case study and emergent issues from our discussions of media audiences.

**Lecture 1 Introduction: Media Audiences**

**Wednesday 1 October 10-12**

Hermes, Joke. (2005) *Re-reading Popular Culture*, London: Blackwells: 196pp.

Hill, Annette. (2005) *Reality TV: Audiences and Popular Factual Television*, London: Routledge: 223pp. (e book) Read Introduction.

Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp. (e book) Read Introduction and Chapter Three.  
Staiger, Janet. (2005) *Media Reception Studies*, New York: NYU Press: 262pp. Read Chapters Two and Three.

**Lecture 2 Multi-method Audience Research**

**Thursday 2nd October 13-15**

Bruhn Jensen, Klaus. (2012) T*he Handbook of Media and Communication Research*, London: Routledge. Read Hill, Annette ‘Audiences in the Round’ pp 302-317. PDF provided by author

Hill, Annette. (2005) *Reality TV: Audiences and Popular Factual Television*, London: Routledge: 223pp. (e book) Read Chapter Three.  
Hill, Annette. (2007) *Restyling Factual TV: Audiences and News, Documentary and Reality Genres*, London: Routledge: 210pp. (e book) Read Introduction and Chapter Five.

Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp. (e book) Read Chapter 14.

**Lecture 3 Documentary Audiences**

**Wednesday 8 October 15-17**

Hill, Annette. (2007) *Restyling Factual TV: Audiences and News, Documentary and Reality Genres*, London: Routledge: 210pp. (e book) Read Chapter Three and Conclusion.

Hill, Annette. (2013) ‘Ambiguous Audiences’, in Brian Winston (ed) *The Documentary Film Book*, London: British Film Institute. PDF provided by author.

Oppenheimer, Joshua. (2013) *The Act of Killing*, documentary film, access via Netflix USA, YouTube for clips and interviews with director. See official web page http://theactofkilling.com/

**Lecture 4 Drama Audiences**

**Thursday 9 October 15-17**

Hill, Annette. (2011) *Paranormal Media: Audiences, Spirits and Magic in Popular Culture*, London: Routledge: 263pp. (e book) Read Chapter One and Chapter Eight.  
Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp. (e book) Read Chapter 21  
Sandvoss, Cornell. (2005) *Fans*, Cambridge: Polity Press: 198pp. Read Introduction, Chapter Three and Conclusion.

**Lecture 5 Roaming Audiences**

**Wednesday 15 October 13-15**

Hill, Annette. (2013) *Roaming Audiences* project information at http://mediaexperiences.blogg.lu.se

Napoli, Phillip. (2010) *Audience Evolution*, Columbia University Press: 272pp. Read Introduction and Conclusion.

Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp. (e book) Read Chapter Five and Chapter Ten.

**Course** **Reading List Media Audiences 7.5 credits**

Bruhn Jensen, Klaus. (2012) *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies* (second edition), London, Routledge: pp431.

Hermes, Joke. (2005) *Re-reading Popular Culture*, London: Blackwells: 196pp.

Hill, Annette (2005) *Reality TV: Audiences and Popular Factual Television*, London: Routledge: 223pp.

Hill, Annette. (2007) *Restyling Factual TV: Audiences and News, Documentary and Reality Genres*, London: Routledge: 210pp.

Hill, Annette. (2011) *Paranormal Media: Audiences, Spirits and Magic in Popular Culture*, London: Routledge: 263pp.

Napoli, Phillip. (2010) *Audience Evolution*, Columbia University Press: 272pp.

Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp.

Sandvoss, Cornell. (2005) *Fans*, Cambridge: Polity Press: 198pp.

Staiger, Janet. (2005) *Media Reception Studies*, New York: NYU Press: 262pp.

Selected journal articles, provided by course leader.

The students should read approximately 1000 pages of the above selected books and journal articles – details of chapters and articles for selection given by the course leader.

**Course Reading List Media Audiences 15 credits**

Bruhn Jensen, Klaus. (2012) *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies* (second edition), London, Routledge: pp431.

Hermes, Joke. (2005) *Re-reading Popular Culture*, London: Blackwells: 196pp.

Hill, Annette (2005) *Reality TV: Audiences and Popular Factual Television*, London: Routledge: 223pp.

Hill, Annette. (2007) *Restyling Factual TV: Audiences and News, Documentary and Reality Genres*, London: Routledge: 210pp.

Hill, Annette. (2011) *Paranormal Media: Audiences, Spirits and Magic in Popular Culture*, London: Routledge: 263pp.

Napoli, Phillip. (2010) *Audience Evolution*, Columbia University Press: 272pp.

Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp.

Sandvoss, Cornell. (2005) *Fans*, Cambridge: Polity Press: 198pp.

Staiger, Janet. (2005) *Media Reception Studies*, New York: NYU Press: 262pp.

Selected journal articles, provided by student in association with individual essay.

The students should read approximately 2000 pages of the above selected books and journal articles – details of chapters and articles for selection given by the course leader.

**E book links**

Hermes, Joke. (2005) *Re - reading Popular Culture*, London: Blackwells: 196pp.  
<http://library.lu.se/cgi-bin/ipchk/http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781405148795>

Hill, Annette. (2005) *Reality TV: Audiences and Popular Factual Television* London: Routledge: 223pp.  
<http://library.lu.se/cgi-bin/ipchk/http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780203337158>

Hill, Annette. (2007) *Restyling Factual TV: Audiences and News, Documentary and Reality Genres*, London: Routledge: 210pp.  
<http://ludwig.lub.lu.se/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780203099735>

Hill, Annette. (2011) *Paranormal Media: Audiences, Spirits and Magic in Popular Culture*  London: Routledge: 263pp.  
<http://library.lu.se/cgi-bin/ipchk/http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780203836392>

Nightingale, Virgina, ed. (2011) *The Handbook of Media Audiences*, London: Blackwells: 562pp  
<http://www.lub.lu.se/cgi-bin/ipchk/http://onlinelibrary.wiley.com/book/10.1002/9781444340525>