

Institutionen för kommunikation och medier

MKV Media Audiences 7.5 credits

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

**Essay**

You are expected to write a 2,000-2,500 word essay. This essay is based on a analysis of media audiences using a case study of your own choice from the topic of drama audiences OR documentary audiences. You should pick a case study that demonstrates perspectives on media audiences that we have studied during the course – multi-method research, drama, documentary, and contemporary audiences for multimedia environments. Your case study can include one event, series, or genre, such as fans of The Walking Dead television series, or audiences of the film The Act of Killing. Or your case can represent a particular problem, such as political practices and documentary, or multi-method audience research for television drama.

Discuss your case during your individual tutorial. Write a one page essay outline including brief information about your chosen case study; your rationale for selecting this case in relation to perspectives on media audiences studied during the course; your key points for analysing this case study, including connecting ideas and theories from the literature we have studied on this course; your key problems or questions you want help with from your tutor.

Your essay will be assessed on your ability to choose a case study from the media that can be understood through a critical analysis of media audiences. You are expected to select from the approaches we have studied on this course the most relevant for your case study on drama or documentary audiences. You do not need to explain the theories and approaches we have studied. Rather, you need to link selected theories and approaches that are most relevant for understanding your chosen case study.

* demonstrate an understanding of empirical and theoretical approaches to media audiences as studied on this course, including multi-method research, documentary/drama audiences, and contemporary audience practices
* critically analyse and reflect on issues relating to your case study and its relevance to media audiences
* demonstrate an ability to research beyond the core reading on this course by referring to other research relevant to your case study and argument in your essay
* communicate your ideas and arguments clearly and coherently in writing

Your essay should contain a minimum of five academic references, including those that were part of the key reading for this course. Press material, or other media content counts as extra sources to the academic references. This element of the essay will be assessed in relation to your ability to conduct a relevant literature search and review of your chosen case for the essay.

The grades awarded are A-F, in the Swedish system Pass with Distinction, Pass and Fail. To receive a Pass the student must fulfill the learning outcomes specified for the course examination. To be awarded a Pass with Distinction, the student must also demonstrate an independent, reflective, well-informed and critical relationship to the research field, to the theories and to methodologies presented in this course.

**Submission deadline Monday 27 October 2014 – email to Annette Hill by 5pm.**

**MKV Media Audiences 15 credits**

Please follow the instructions above. For a 15 credit essay you can pick a case study of your choice. You are not limited to the topics of drama or documentary audiences. You need to write an essay that is 5000 words in length. You need to refer to a minimum of ten academic references, including key reading and references outside the reading list.

**Submission deadline Monday 8th December 2014 – email to Annette Hill by 5pm.**