

## 100-416 Researching Audiences and Reception

<b>Credit Points:</b>	12.500
<b>Level:</b>	Undergraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. .
<b>Time Commitment:</b>	Contact Hours: A 1-hour lecture and a 2-hour seminar per week Total Time Commitment: .
<b>Prerequisites:</b>	Admission to the postgraduate diploma or fourth-year honours in Media and Communications.
<b>Corequisites:</b>	.
<b>Recommended Background Knowledge:</b>	.
<b>Non Allowed Subjects:</b>	.
<b>Core Participation Requirements:</b>	.
<b>Coordinator:</b>	Umi Manickam-Khattab
<b>Subject Overview:</b>	This subject examines diverse notions of audience power and introduces various research approaches to investigating forms of audience practices and patterns of consumption in an ever-changing mediascape. It provides a detailed understanding of different ways in which questions of media impact and audience power have been theorised and conceptualised and examined across the history of mass communication research. Students will be encouraged to deepen their understanding of contemporary audience research methodologies from both administrative and critical points of views and to develop critical evaluation skills deployed in relation to these. Approaches examined will include early media effects studies rooted in the behavioural paradigm, sociological studies of public beliefs and opinion formation as well as political economy of globalisation and its (re)construction of audiences and more recent approaches inspired by cultural studies and varieties of feminism that explore audiences as culturally situated and as active sense makers. Students will consider different audiences, media and genres across the course and engage in focused study of selected audiences and processes of reception.
<b>Assessment:</b>	A written audience research proposal of 1000 words 20% (due mid-semester), a 15-minute oral presentation of audience research proposal 10% (due mid-semester), a written audience research report of 4000 words 60% (due at the end of semester) and class participation 10%. Students must attend 80% of classes to be eligible for assessment.
<b>Prescribed Texts:</b>	A subject reader will be available from the University Bookshop
<b>Recommended Texts:</b>	.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<ul style="list-style-type: none"> <li># be able to understand diverse forms of cultural practices and interactions in relation to historical and social context;</li> <li># be able to demonstrate skills in research and critical evaluation;</li> <li># be able to present ideas in both verbal and written form and in conformity to conventions of academic presentation;</li> </ul>

	# be able to apply effective cross-cultural communication skills in group discussions and everyday interactions.
<b>Notes:</b>	.
<b>Related Course(s):</b>	Bachelor of Arts (Honours)(Media and Communications) Master of Arts (Global Journalism) Master of Arts (Global Media Communication) Master of Arts (Science, Communication and Society) Master of Global Media Communication Master of Publishing and Communications Postgraduate Certificate in Arts (Media and Communication) Postgraduate Diploma in Arts (Editing and Communications) Postgraduate Diploma in Arts (Media and Communication)