

Academic Year: (2017 / 2018)

Review date: 26-04-2017

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: DIAZ PEREZ, SUSANA

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Television Studies
English

OBJECTIVES

1. Understanding the dynamics of the social media as a key element of the current media landscape
2. Understanding the mediation processes between audiences and media content
3. Ability to undertake and elaborate an audience media plan
4. Ability to develop a transmedia project

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction. Why studying audiences?
2. Traditional quantitative studies and the crisis of digital media
3. Postaudience. Audience measurement for Internet and Digital Earth TV
4. Towards a new kind of analysis: the convergence culture
5. New trends in media audiences theory: ethnography, fandom, community, transmedia and transtextuality
6. New trends in media audiences theory II
7. From cinema to home: collective and individual reception experiences

LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures or class presentations and laboratory(2 ECTS)
 - Theoretical knowledge on the fundamentals of media reception and media culture. Competencies.
 - Analysis and discussion of case studies and everyday experiences with impact in the media landscape. Competencies.
3. Student's work (1 ECTS)
 - Supervised study of the theoretical and practical contents and teaching materials. Competencies
 - Exercises. Analysis of texts and media forms related with the media audiences, applying the program's theoretical and practical criteria. Competencies.

ASSESSMENT SYSTEM

- Final review on the subject: 40% of the overall grade.
- Preparation of Work / Essay / practical exercise and defense: 60% of the overall grade.

- Active and informed participation of students in practical classes and supervision sessions will be assessed for the purpose of improving the overall grade.

-Obtaining a passing grade in the final exam is required to have the continuous assessment marks.

% end-of-term-examination: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

BASIC BIBLIOGRAPHY

- AGUILERA, M. y MEERE, M. (coords.): Una tele en el bolsillo. La televisión en el teléfono móvil: contenidos, formatos, audiencias,, Málaga: Ad Hoc., (2009).
- BARKER, Ch.: Televisión, globalización e identidades culturales,, Barcelona: Paidós., (2003).
- CALLEJO, J.: La audiencia activa: el consumo televisivo, discursos y estrategias,, Madrid: CIS,, 1995.
- JENKINS, H.: Convergence culture: La cultura de la convergencia de los medios de comunicación,, Barcelona: Paidós., (2008).
- JENKINS, H.: Piratas de textos: Fans, cultura participativa y televisión,, Barcelona: Paidós., (2012).

BASIC ELECTRONIC RESOURCES

- Christie, I. . Audiences: http://www.oapen.org/download?type=document&docid=433954
- Valck, M. de & Hagener, M. . Cinephilia: Movies, Love and Memory: http://www.oapen.org/download?type=document&docid=340201