

Academic Year: ( 2022 / 2023 )

Review date: 07-01-2022

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

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 understand the changes derived from digitalization.

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. Introduction. Why studying audiences?
2. Traditional quantitative studies and the crisis of digital media
3. Postaudience. Audience measurement for the digital era
4. Towards a new kind of analysis: the convergence culture
5. New trends in media audiences theory: ethnography, fandom, community, transmedia and transtextuality

**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 lanscape. 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 exam: 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.

For the students with 5 points in the practical part, the exam will be optional.

|   |    |
|---|----|
| <b>% end-of-term-examination:</b>   | 40 |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 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: <a href="http://www.oapen.org/download?type=document&docid=433954" target="\_blank">http://www.oapen.org/download?type=document&docid=433954</a>
- Valck, M. de & Hagener, M. . Cinephilia: Movies, Love and Memory: <a href="http://www.oapen.org/download?type=document&docid=340201" target="\_blank">http://www.oapen.org/download?type=document&docid=340201</a>