COURSE: Media Audiences		
DEGREE: Bachelor in Film, Media and Television Studies	YEAR: 4	TERM: 1

WEEKLY PLANNING							
WEEK	SESSION	DESCRIPTION	GROUPS (mark X) LECTURE	SEMINAR	Special room for session (computer classroom, audio-visual classroom…)	WEEKLY PROGRAMMING FOR STUDENT DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	1. Introduction. Why studying audiences?	X		Media room		1,5	
1	2	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2
2	3	2. Traditional quantitative studies and the crisis of digital media	X		Media room		1,5	
2	4	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2
3	5	3. Postaudience. Audience measurement for Internet and Digital Earth TV	X		Media room		1,5	
3	6	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2
4	7	4. Towards a new kind of analysis: the convergence culture	X		Media room		1,5	
4	8	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2

5	9	5. New trends in media audiences theory: ethnography, fandom, community, transmedia and transtextuality	X		Media room		1,5	
5	10	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2
6	11	6. New trends in media audiences theory II	X		Media room		1,5	
6	12	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2
7	13	7. From cinema to home: collective and individual reception experiences	X		Media room		1,5	
7	14	Reading and discussion		X	Media room	Discussing required readings and viewings	1,5	2
						Subtotal 1	**21**	**14**

Total 1 *(Hours of class plus student homework hours between weeks 1-7)*	

8		Tutorials, handing in, etc						
9								
10		Assessment					3	
11								
						Subtotal 2	**3**	

Total 2 *(Hours of class plus student homework hours between weeks 8-11)*	

TOTAL *(Total 1 + Total 2)*	**75**