Introduction

This unit explores spectatorship and the formation of the audience within national and cosmopolitan contexts. We explore the construction of a ‘public’ through theories of the public sphere to examine audience engagement with specific media examples. The unit discusses the role of social media in the networking of audiences. To this end, we consider the possibilities for audiences to become producers in the new media environment by looking at examples of remixing and online collaboration, and discuss the relationship between creativity and copyright in today’s culture of sharing.

You will engage in a series of practical workshops to produce one or more web-based media artefact(s) that addresses and responds to, and intervenes in, an issue pertinent to the theories and debates we examine in the unit.

Indicative Content

- The national and cosmopolitan
- The public sphere
- Audiences and networks, network cultures
- Ethnographic research skills
- Institutional analysis
- Collaboration
- Prosumption
- Creativity and copyright

Learning Outcomes

On completion of this unit you will be able to:

- An ability to interpret the role of the media and cultural industries by using theories about the information society (Analysis) (Subject Knowledge);
- Understand the structure and practices of a range of media and cultural industries (Subject Knowledge);
- Understand how changes in social, cultural and economic practices have led to profound transformations in the way that audiences are identified (Subject Knowledge);
- Understand a range of approaches to the study of consumers and consumption (Subject Knowledge);
- Understand how personal, social and cultural identity are related to practices of creative labour (Subject Knowledge);
- Apply your understanding in ethnographic-based projects (Research).
For more information about Learning Outcomes, go to section 2.1: Course Aims and Outcomes and Marking criteria website (student version) http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf

Assessment Requirements

The assessment for this unit is weighted. In element-based assessment, you must achieve at least an E grade in each element, and an aggregate grade of at least D- in the overall unit. Failure (F, or F-), or non-submission in any element defaults to Fail for the unit.

This is an elemental assessment comprising:

- 1 x 2,000 word theoretical essay (40% weighting of unit mark)
- 1 x 2,000 word ethnographic study with an audio-visual/web based presentation (60% weighting of unit mark)

For more information about how your assignments are marked, please go to section 4.0: Assessment Strategy, particularly holistic and element assessment. You will also receive an assignment brief, which will give you more detail.

Teaching and Learning Methods

- Lectures
- Seminar discussions
- Workshops

Essential Reading


Further Reading


**Marking Criteria**

**Using the Library**
The Library Services web pages aim to provide quick access to a range of relevant high quality e-resources [http://www.arts.ac.uk/study-at-ual/library-services/](http://www.arts.ac.uk/study-at-ual/library-services/)

**Harvard Referencing**
The Harvard Referencing Style on Cite Them Right Online is the standard for all UAL taught courses.

Cite Them Right Online can be accessed via the Library Services database A-Z list: [http://arts.ac.libguides.com/az.php](http://arts.ac.libguides.com/az.php)