

Title	Audiences, Publics and Networks
Location in Course	Year Two Term Two
Credit Rating	20
Level of Study	5
Contact Hours	https://mycontacthours.arts.ac.uk/

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

Baym, N. K. (2012) Personal connections in the digital age. Cambridge: Polity Press

Sullivan, J. L (2013) Media Audiences: Effects, Users, Institutions and Power, London: Sage

Wilson, T. (2009) Understanding media users: From theory to practice, Chichester: Wiley-Blackwell

Gorton, K. (2009) Media Audiences: Television, Meaning and Emotion. Edinburgh: Edinburgh University Press.

Further Reading

Brooker, W. and Jermyn, D. (2003) The Audience Studies Reader. London: Routledge

Livingstone, S. (ed.) (2005) Audiences and Publics: When Cultural Engagement Matters for the Public Sphere. Bristol: Intellect

Ross, K. And Nightingale, V. (2003) Media and Audiences. Maidenhead: Open University

Benkler, Y. (2006) The Wealth of Networks: how social production transforms markets and freedom. New Haven, CT: Yale University Press.

Devereux, E. (2014) Understanding the Media (3rd Edition).. London: Sage

Geraghty, L. (ed.) (2015) Popular Media Cultures: fans, audiences and paratexts. Basingstoke : Palgrave Macmillan

Marking Criteria

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>

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/>

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>