

Course Name : Public, Audiences and Media Consumers							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 563	B	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Valmora Gogo, PhD					
Assistant		Ejup Lila, Msc					
Course language		Albanian					
Course level		Master					
Description		The focus of the course will be on issues related to audiences. What are audiences, why are we usually talking about their heterogeneous character, what forces us to talk about different audiences, about the public, what characterizes them and the role of functional and demographic analysis to penetrate these types of features. What will be emphasized and explained during the course is closely related to technological changes and the emergence of new media, a development that has been followed by a change in the position of the audience; the concepts “user generation content”, “audience segmentation”, “media literacy” and the current situation in Albania.					
Objectives		Knowing and using the media to influence the audience but also the way the media measures their audiences. Students will better understand the role that the media has in their daily lives and how the audience can be "manipulated". But at the same time they will be introduced to new ways of using conventional media channels and new media to give and receive information, entertainment, etc.					
Core Concepts		1. Audiences 2. Media Users 3. Media Literacy 4. Convergence 5. Audience analysis					
Course Outline							
Week	Topic						
1	Conventional Media and Audiences in Convergence What are audiences? What about the public? Where do they differ from the Crowds? What separates conventional media from new ones and how convergence affects. How do audiences get the information? How do they understand it? Do audiences interact? What are the new concepts of journalism, coming as a result of the development of technology? Do audiences generate content? Dennis McQuail “Mass Communication Theory”, Fq.331-347						
2	New Media and Lines of Communication What separates conventional media from new ones and how convergence affects. The lecture will analyze the channels of communication and how the new media affect the effectiveness of message delivery as well as keeping interactivity alive. Eugenia Siapera, “Understanding new media”, 2018 Fq.1-23						
3	Public Opinion and Audiences What connects public opinion with audiences? What divides public and audiences? Addressing some of the key theories on the public sphere and the public interest. Walter Lippman, “Public Opinion”, 1921 Habermas, Jurgen, “The structural transformation of the public sphere”, 1991, f.170-200						
4	Audience Measurement and Practice Limitations.Research How are audiences measured? How the tools for their measurement and analysis have been developed. Big Data Management (BIG Data) and a more in-depth look at how their measurement companies operate. The lecture will also address the history of the first ways of measuring them. McQuail, Denis, “Audience Analysis”, f.25-42						

5	Audiences Interactivity. Audience-journalist relationship. Audience engagement and how to understand its behavior. How to analyze the process of audiences interactivity? What typology do they have? Is there a need for journalists anymore or has citizen journalism extinguished the need for them? Jacob Nelson, "Imagined Audiences- How journalists Perceive and Pursue the Public", fq.1-219
6	Audiences Demographic Analysis- What do we mean by demographic analysis of audiences? What are the categories for which we need to gather information but above all why the demographic data on the audiences help us in recognizing them and in adapting our messages based on this knowledge. Paul Lazarsfeld dhe Elihu Katz, "Personal Influence", 2009, fq.1-30
7	Functional Audiences Analysis - Who can influence them? - What do we mean by functional audiences analysis? What are the categories for which we need to gather information but above all why this data on the audience helps us to recognize them and to adapt our messages based on this knowledge. Paul Lazarsfeld dhe Elihu Katz, "Personal Influence", 2009, fq.30-50
8	Midterm Exam
9	Politics, Media and Audiences What is the connection between politics and the media? What is the news and the lessons we learn from it knowing also how it is produced. The lecture will also address the effects on public opinion. Dennis McQuail "Mass Communication Theory", Fq.419-444
10	Brand Role and Audiences. Research The lecture will explain the roles that advertising, public relations and marketing communications play in the media system. At the same time, the types of companies involved in these activities will be described and the process of creating advertisements and materials for public relations will be analyzed. What is a brand? Joseph Turow, "Media Today: Mass Communication in a Converging World" 2017, fq.120-165
11	Global Audiences Learning different approaches to globalization and technologies and new media. Understand the relationship between globalization and the network society. Understand the relationship between capitalism and technology. Eugenia Siapera, "Understanding new media", 2018, fq.23-39
12	The relationships between Audiences, Media and Politics, as an expression of exchange in democracy- What do we need from "journalism of the future" in order to keep a close eye on politics? When does politics "stifle" journalism? Media financing models and self-regulation. Bill Kovach, Tom Rosenstiel, "Blur: How to Know What's True in the Age of Information Overload", 2010, fq.121-205
13	Truth in Terms of Information Overload. Information Disorders.Research- How do you know what to believe? The path to gaining knowledge based on suspicions and verifications. Sources and facts in terms of information disorders. "Disinformation and Manipulation in Digital Media: Information Pathologies", Eileen Culloty, Jane Suiter. Fq.1-100
14	Audiences and their role in Albanian society How are audiences developed in the Albanian environment? What difficulties do they face in finding efficient channels as well as in the use of technology by members of the audience? What is the level of media literacy of Albanian audiences? Are they part of the global network? Leksion dhe analizë materialesh mediatike
15	Project Presentation
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Szabó, G., Cunha, C., Ruzaitė, J., & Kunić, T. (Eds.). (2025). OPINION Glossary: Integrating theory and methods for automatically analyzing opinionated communication. Available Online: /glossary/ • Walter Lippman, "Public Opinion", 1921 • Denis McQuail, "Audience Analysis", 1997 • Jacob Nelson, "Imagined Audiences- How journalists Perceive and Pursue the Public", 2021 • Eileen Culloy, Jane Suiter, "Disinformation and Manipulation in Digital Media: Information Pathologies", 2021
References	• Henry Jenkins, "Convergence Culture: Where Old and New Media Collide", 2008 • Manuel Castells, "The Rise of the Network Society", 2010 • Christian Fuchs, "Social Media, A critical Introduction", 2014

Course Outcome

1	Studentët vlerësojnë qasjet teorike mbi konceptin e audiencave ndërevepruese dhe vlerësojnë dallimet në marrëdhënie e audiencave me masmediat dhe mediat e reja..
2	Studentët avancojnë njohuritë lidhur me metodat e kërkimit social me fokus më të përqendruar në komunikimin dhe efektet e tij.
3	Studentët krahasojnë sistemet e ndryshme të medias dhe aplikojnë analizën kritike mbi dallimet e këtyre sistemeve dhe impaktin social të tyre.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
Total in-term evaluation percent		40
Final exam percent		60
Total		100

ECTS Workload (Based on Student Workload)

Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	0	0	0
Midterms	1	16	16
Final Exam	1	30	30
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00