Course Name : Audiences

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
MUL 110	B	Spring	3.00	0.00	0.00	3.00	5.00

Lecturer	Suela Musta, PhD
Assistant	
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
Description	The focus of the course will be on issues related to audiences. What the audience, why usually talk about its heterogeneous character, what us forces us to talk about different audiences, about the public, from what characterized and the role of functional and demographic analysis for it penetrated into these kinds of features. What will be emphasized and explained at length. The course is closely related to technological changes and the emergence of media new, a development that has been followed by a change in the position of audiences; the concept of "user generation content" and the current situation in Albanian terrain.
Objectives	1- Knowledge on the concepts of online audiences and the public of classical media as a whole 2-To increase skills on the interactivity of audiences and the content of their communication 3--To clearly understand the roles and relationship of Audiences and algorithms in online platforms 4--Students to deepen their knowledge on the theoretical theses of the role of audiences in political and sociocultural communications
Core Concepts	1. Audience 2. Public 3. User 4. Demography 5. Cultural indicators 6. Identity 7. Fans

Course Outline

Week	Topic
1	Course presentation In this week the students are introduced to the syllabus, the topics that the whole course will contain are discussed, the assessment items, including tests, projects. Also during this lecture, students are introduced to the basic literature, support literature, work tools needed during the course, as well as the necessary programs for the continuation.
2	Introduction to media audiences; Psychoanalysis, Impact and Digital Culture: Debates, Theories and Methods This lecture will address the concept of audiences, what audiences are and how they are divided. Also, throughout the lecture there will be a general introduction to various topics and issues that have influenced the studies of the audience throughout history. The lecture aims to place the study of the media audience in a broader historical and socio-cultural perspective, and also to lay the foundations of concepts and ideas on the audience. “Psychoanalysis and Digital Culture: Audiences, Social Media, and Big Data”, Johanssen Jacob, Routlege 2019, pp. 1-20
3	Early Audience Research and the Tradition of Limited Effects; Audiences, and their numbness. This lecture focuses on the early perspectives on mass society and mass media culture. In doing so, a number of well-established traditions are introduced into the research of mass communication. It also identifies the main ways in which media and communication studies have approached the age-old question of the ‘influence’ and ‘effects’ of the media. Mass Communication theory, Denis McQuail; Sage 2010; pp. 515-527
4	The world of television: Cultural Indicators & Theory of Cultivation This lecture introduces the theory and methodology of research of cultural indicators. The work of George Gerbner and his collaborators on the effects of television audience attitudes, beliefs, and behaviors provides a comprehensive contrast to the discourse of searching for media effects on audiences. “Psychoanalysis and Digital Culture: Audiences, Social Media, and Big Data”, Johanssen Jacob, Routlege 2019, pp. 20-45

5	From on-screen violence to real violence, media virtuality One of the most debated and addressed topics in the field of communication and media is the issue of the effects of on-screen violence. Does media violence contribute to social violence? This lecture will question the direct correlation between the two by evaluating the research done on this issue. Mass Communication theory, Denis McQuail; Sage 2010; pp. 497-515
6	Cultural Studies and Audience This lecture explores the relationships between media representations and audience interpretations. It aims to present the "challenge" of Cultural Studies, the current of thought that took place in the UK, for the study of the mass media audience. In this sense, the lecture addresses the perspective of Cultural Studies on how the audience can serve in the media and culture, as well as the role that the media has in cultural shaping and constructing reality. Mass Communication theory, Denis McQuail; Sage 2010; pp. 150-163
7	Home Audience: Audience, Family and Gender This lecture addresses the most important aspects of using media in the home environment. How do gender, leisure time in the family and family background affect media consumption. Mass Communication theory, Denis McQuail; Sage 2010; pp. 164-174
8	Semi-final Exam
9	Audience measurement: The role of the media industry This lecture explores the ways in which the broadcasting industry measures and tracks its audience and touches on the types of knowledge that these practices produce. The lecture also considers academic theories regarding the media industry view of the audience. Do media give audiences to advertisers? Are they media slaves? How is the audience measured? Why is it important? What are the audience measurement levels? Schulz, W. (2000) 'Television Audiences' in Wieten, J. (et al.) (Eds) Television Across Europe, p. 112-134.
10	Race, Identity and Media Consumption In this lecture we look at the impact of race on audience consumption and interpretations of media outcomes, applying different paradigms. This lecture will consider the ways in which one's race or ethnicity can influence media interpretation. Liebes, T. (1998) 'Cultural difference in the retelling of television fiction' in Dickenson, R., Harindranath, R. & Linné, O. (eds.) Afqroaches to Audiences: A Reader, London: Arnold, p. 272-282 Psychology of Races and Crowds, Gustave Le Bon, Noli Publications 2007
11	Audience, Fans and Fans In this lecture we will discuss the history and evolution of the culture of fans and fans. By applying different media paradigms it will be understood why people have craved fame and we discuss how celebrity culture has not only taken over media productions but also the audience. Since being considered dysfunctional and antisocial, fans are now characterized as active and creative. This lecture examines the pleasures of being an 'adoring audience', looking at the behavior of fans from different paradigms. Abercrombie, N. and Longhurst, B. (1998) 'Fans and Enthusiasts' in Audiences, p. 121-158.
12	Language, mind and audiences This lecture will address the role of language and public discourse in people's minds. The role of language in the alienation of public opinion, how audiences relate to public space, and how language affects their minds and psychology will also be discussed. Language and Mind, Noam Chomsky, Cambridge University Press 2006, pp. 1-88
13	New media audiences: Interaction and fragmentation This lecture examines the role that new information and communication technologies are playing in reshaping our understanding of media audiences and the extent to which it is replacing or complementing the audience for traditional communication media. Now that audiences can also be content producers through blogs, wikis and their home pages, what does such a signal of change mean to understand audiences, media effects and the very notion of a mass media '? Brooker, W. (2001) 'Living on Dawson's Creek: Teen viewers, cultural convergence and television overflow' in International Journal of Cultural Studies vol 4, pp. 456-472 Hine, C. (2001) 'Web pages, authors and audiences: the meaning of a mouse click' in Information, Communication and Society vol 4 (2) fq 192-198
14	Audience and social media users This lecture examines the role that social media is playing in reshaping our understanding of media audiences and the extent to which it is replacing or complementing the audience for traditional communication media. The analysis of this lecture addresses the features of social media and why it is important when we work with these media, the content should be attractive. Psychoanalysis and Digital Culture: Audiences, Social Media, and Big Data ", Johanssen Jacob, Routlege 2019, pp. 141-167
15	Presentation of final projects
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• • “Psychoanalysis and Digital Culture: Audiences, Social Media, and Big Data”, Johanssen Jacob, Routlege 2019
References	• Mass Communication theory, Denis McQuail; Sage 2010 • Abercrombie, N. and Longhurst, B. ‘Fans and Enthusiasts’ in Audiences 1998 • Psikologjia e Rracave dhe Turmave, Gustave Le Bon, Botimet Noli 2007 • Language and Mind, Noam Chomsky, Cambridge University Press 2006 • Brooker, W. (2001) 'Living on Dawson's Creek: Teen viewers, cultural convergence and television overflow' in International Journal of Cultural Studies vol 4 • https://opentextbc.ca/mediastudies101/chapter/identity-and-fan-cultures/

Course Outcome

1	Studentët do të jenë në gjendje të identifikojnë llojet e audiencave.
2	Të dallojnë karakteristikat e audiencave.
3	Të analizojnë në mënyrë kritike përmbajtjet rreth audiencave që iu drejtohen.
4	Të demonstrojnë aftësitë themelore të në segmentimin e audiencave

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	1	30
Term Projects	0	0
Laboratory	0	0
Class Participation	0	0
Total in-term evaluation percent		**60**
Final exam percent		**40**
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	3	42
Duties	1	10	10
Midterms	1	11	11
Final Exam	1	14	14
Other	0	0	0
Total Work Load			**125**
Total Work Load / 25 (hours)			**5.00**
ECTS			**5.00**