



The Hebrew University of Jerusalem

Syllabus

Recipient Consumer Reader User: Approaches to Media Audiences - 50200

Last update 30-04-2024

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Lillian Boxman-Shabtai

Coordinator Email: lilly.boxman@mail.huji.ac.il

Coordinator Office Hours: Monday 12:00-13:00

Teaching Staff:

Dr. Lillian Boxman-Shabtai

Course/Module description:

The media audience has always been crucial for stakeholders such as content producers, publishers, advertisers and regulators. Nowadays, anyone with a social media presence maintains a relationship with an audience. This course offers a survey of different traditions in audience studies, including literature in communication, cultural studies, sociology, political science, and economics. It will explore methods of audience analysis, debates about audience agency versus effects, and the role of technology in shaping audiences. Particular emphasis will be placed on understanding contemporary patterns of media use in digital cultures, and their implications for issues such as audience polarization, misinformation and the public sphere. Students will write a paper that reviews a body of audience studies literature in relation to an audience phenomenon of interest.

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

- Explain different traditions of audience research
- Describe the methods used by each tradition to conceptualize and study audiences
- Analyse phenomena related to media audiences in light of the theories and concepts discussed in class

Attendance requirements(%):

Teaching arrangement and method of instruction: lecture, written assignments, research paper

Course/Module Content:

- "Recipients": media effects studies
- "Consumers": media choice, the marketplace of attention
- "Readers": audiences as textual poachers, fandom studies
- "Users": the erosion of the "audience" concept, digital audiences as "prosumers",

social networks, audiences as databases

Required Reading:

TBA

Additional Reading Material:

TBA

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 75 %

Active Participation / Team Assignment 5 %

*Submission assignments during the semester: Exercises / Essays / Audits / Reports
/ Forum / Simulation / others 10 %*

Other 10 %

Additional information:

The Syllabus updated on the course Moodle site is the final version.