



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **MKVN08, Media and Communication Studies: Media Audiences, 15 credits**

*Medie- och kommunikationsvetenskap: Mediepublikerna, 15 högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Communication and Media on 2013-12-03 and was last revised on 2016-05-30. The revised syllabus applies from 2016-08-29, autumn semester 2016.

### **General Information**

The course is offered as a freestanding course and as an optional course within the Master of Science Program in Media and Communication Studies.

*Main field of studies*

Media and Communication Studies

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

#### **Knowledge and understanding**

On completion of the course the student shall:

- demonstrate knowledge of the key issues, problems and contexts for understanding audiences within Media and Communication Studies.
- demonstrate an evaluation of empirical and theoretical approaches to the study of media audiences.
- demonstrate an understanding of the importance of multi-method research and interdisciplinary research in contemporary audience studies.

### **Competence and skills**

On completion of the course, the student shall independently and with proficiency:

- demonstrate the ability to evaluate the empirical and theoretical claims of diverse studies for different research issues associated with media audiences in Media and Communication Studies.
- demonstrate the ability to produce, analyse and present research information using various forms of verbal and written communication.

### **Judgement and approach**

On completion of the course, the student shall:

- demonstrate critical evaluation of the empirical and theoretical approaches to media audiences within Media and Communication Studies.
- demonstrate insights in the possibilities and limitations of research on media audiences within Media and Communication Studies.

### **Course content**

The study of audiences is significant to understanding contemporary media for diverse viewers, consumers, producers, and participants across television, radio, print media, internet and mobile technologies.

The course is structured in relation to core components of audience studies concerning history and media audiences, quantitative and qualitative audience research, media industries and audiences, fans and anti-fans, and transforming audiences, producers, consumers and users. These five areas of enquiry offer a comprehensive analysis of audiences within media and communication industry and academic research. For example, historical research of audiences as participants, the promotion of consumption and interaction within contemporary media industries across multiple platforms, and the politics and ethics of audience research. The overall aim of this course is to evaluate the significance of empirical and theoretical audience studies for international media and communication research.

### **Course design**

The teaching consists of lectures, seminars and workshops. Participation in seminars and workshops are mandatory. Seminars involve group work related to the course literature. In these seminars the students are expected to present a synthesis and analysis of selected media audience research studied during the course. Workshops involve practical aspects of using audience research to critically analyse the theories and practices for conceptual and empirical understanding of audiences within Media and Communication Studies.

Attendance at seminars is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as student representatives.

## Assessment

Assessment is based on the following:

- a written essay related to the key literature and empirical cases as studied during the course. The essay involves evaluation of theories and practices associated with media audiences.
- an oral presentation based on course literature for seminars.
- group based practical assignments for seminars and workshops.
- active participation in the lectures, seminars and workshops.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The oral presentation, group assignments and active participation is awarded with pass or fail, whereas the grade of the written essay determines the overall grade on the course.

## Entry requirements

To be eligible for the course the student must have fulfilled course requirements of at least 150 credits (five terms), including a Bachelor's degree essay in one discipline in the Social Sciences and Humanities, or another equivalent educational background.

English course B/6 (advanced) language proficiency shall be demonstrated in one of the following ways:

- IELTS score of 6.5 (with no section less than 5.5);
- TOEFL paper-based score of 4.5 (scale 1-6) in written test and a total score of 575, or an internet-based score of 20 (scale 0-30) and a total score of 90;
- Cambridge/Oxford – Advanced Certificate of Proficiency;
- A Bachelor's degree from a university where English is the only language of instruction, according to the International Handbook of Universities, or
- A pass on English course B/6 (Swedish upper secondary school).

Exemption from Swedish language requirements is granted.

Subcourses in MKVN08, Media and Communication Studies: Media Audiences

Applies from H14

1301 Media Audiences, 15,0 hp  
Grading scale: Fail, E, D, C, B, A