

Common Pool of Discipline Specific Elective (DSE) Courses for Semester V

DISCIPLINE SPECIFIC ELECTIVE COURSE 7–(DSE-7): Media and Audiences

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSE-7 Media and Audiences	4	3	0	1	Passed Class XII with English	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To familiarize students with the diversity of media audiences. To make the students understand the importance of target audience and audience as consumers of varied content on a variety of media and social media platforms.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to generate content and messages for different audiences on various media platforms.

SYLLABUS OF DSE-7:

UNIT – I (15 hours)

UNIT I: Understanding Media Audiences

- Who are media audiences?

- History of Early Audiences
- Parameters of audiences – politics, religion, race, class, gender, nation
- Homogenous and heterogeneous audiences
- Contesting 'Audiences'

UNIT – II (15 hours)

UNIT II: Sociology of Media Audiences

- Passive and Active Audience - Perspectives
- Ball –Rokeach and DeFleur's dependency theory
- Symbolic Interactionism, interpretive communities
- Post-modern audiences
- Commodification of audiences
- Children as audiences
- Audience ratings and measurement and ethnographies

UNIT – III (15 hours)

UNIT III: New Media Audiences and Contemporary Issues

- 'Old' audiences to 'New' media audiences – mass to interactive
- Mapping Audiences of Digital Technologies - Music, Books, TV, Films, Video Digital news audience – active, interactive, creative
- New media ecosystems: 'audience' subjectivity to 'user subjectivity'
- Issues of privacy, tracking audiences, data mining, authenticity, challenges for audience research

Practical component: (30 hours)

The students must analyse the demographic profile of audiences of different media and social media platforms. They must map the content preferences of digital audiences and compare audience of old media and new media.

Essential/recommended readings:

1. *Media Studies: Content, Audiences, and Production*, edited by Pieter Jacobus Fourie, JUTA, 2006
2. *Media Audiences: Effects, Users, Institutions and Power*, edited by John L. Sullivan, Sage, 2012
3. *The Handbook of Media Audiences*, Virginia Noghtingale, Blackwell, 2011
4. *Media and Audiences: New Perspectives*, Karen Ross and Virginia Nightingale, OUP, 2003
5. *Satellite Television: An Impact on Social Participation*, Sabharwal, Tarjeet, ISBN 978-81-8457-064-9, Kanishka Publishers, 2008

Suggestive readings:

1. *Media Institutions and Audiences*: Nick Lacey, Palgrave 2002