



Faculty of Arts and Social Sciences  
Media and Communication Studies

## Syllabus

### Media Audiences in the Digital Age

<b>Course Code:</b>	MKGA91
<b>Course Title:</b>	Media Audiences in the Digital Age <i>Den digitala tidsålderns mediepublik</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has only upper-secondary level entry requirements (G1N)

**Major Field of Study:**  
MKA (Media and Communication Studies)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-08-22, and is valid from the Spring semester 2019 at Karlstad University.

#### Prerequisites

Registered for MKGA02 Introduction to Media and Communication Studies 15 ECTS cr, MKGA03 Text, Communication and Organisation 15 ECTS cr, or equivalent.

#### Learning Outcomes

Upon completion of the course, students should be able to:

- outline the historical transition from analogue to networked digital media and the underlying processes of digitization and datafication,
- discuss the impact of networked digital media on society in terms of culture, politics, economics and social relations,
- compare different definitions and conceptualisations of audiences, the public sphere, and users,
- identify central aspects of audience measurement regarding its historical and technical development and discuss them with reference to current theoretical approaches dealing with engagement, participation, produsage and presumption, and
- discuss the need for digital media analysis in order to understand the dynamic patterns of usage of different mediaforms.

#### Content

The course deals with theoretical perspectives on media audiences with an emphasis on the transition from analogue to networked digital media. The focus is on the interplay between the technical development of audience measurement and the re-conceptualisation of audiences as engaged and interacting users. Furthermore, novel approaches to audience measurement in data analysis are discussed, including spatial aspects and locative media. During the course, concepts such as collaborative media, participatory culture, and convergence are introduced and contrasted with theories dealing with audiences and the public sphere from different perspectives. Instruction is in the

form of lectures, seminars, and individual/group assignments.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on a group assignment, presented and discussed in mandatory seminars, on an individual hand-in assignment, and on a written exam as well as group performance as peer reviewers of a group assignment, orally and in writing.

### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

### **Course Certificate**

A course certificate will be provided upon request.

### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.