AUDIENCE RESEARCH. THE RECEPTION PROCESS.

CURSO: THIRD
SEMESTRE: SECOND
TIPO: OPTATIVE
CRÉDITOS: 3
IDIOMA: ENGLISH
PROFESSOR: Dra. Raquel Crisóstomo

OBJECTIVES:

OB1 - To know the different theoretical tendencies regarding the study of the audiences and their typologies.
OB2 - Analyze critically the texts framed in the investigation of audiences.
OB3 - Extract and analyze audience data effectively.
OB4 - Designing media planning based on quantitative and qualitative research techniques.

SKILLS

BASIC
CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues

GENERAL
CG1 - To develop linguistic skills and to express itself adequately and convincingly in the different situations of oral and written communication in the languages of the community and in English language.
CG4 - Design and develop new ideas and projects that incorporate innovative concepts and methodologies.

SPECIFIC
CE2 - Design, plan and manage corporate identities and graphic and visual elements to be applied in marketing and advertising campaigns.
LEARNING RESULTS

R1 - Plans and develops the analysis and investigation of audiences.
R2 - Evaluate the effectiveness of media planning
R3 - Analyze and select media and media according to the appropriate application of planning techniques
R4 - Uses measurement tools for the interpretation and forecasting of the effectiveness of the media plan taking into account the increasingly nuclear role of the consumer

CONTENT

1. Who is the audience?
   - Clarification of concepts: masses, groups or individuals
   - From the manipulated masses to the commodified masses, from the traditional groups to the casual groups.
   - The individual also issues messages: where the audience studies are going.

2. Approaches to audiences from the academic field
   - The Theory of "Uses and Gratifications" or the discovery of the individual
   - Be up to date, need or obligation?
   - Cultural studies: an overflowing and overflowing look
   - Characteristics of reception studies
   - Reception Studies in Ibero-America and Spain
   - Reviews of reception desk
   - Education in the media or media literacy

3. Methods and tools for the study of audiences
   - The relationship between commercial and academic research
   - Quantitative and qualitative methodological tools.
   - The union of the quantitative with the qualitative, beyond the triangulation

4. Commercial approach to hearings: target audiences
   - Differences between receiver, consumer and target
   - Audience studies from marketing
• Types of consumer in the 21st century: prosumer and cyberconsumer 2.0
• Target and television

5. Active audiences: new platforms, new consumption
• The active audience paradigm
• Impact of new technologies on media consumption
• Participation of the audience in the current television

6. Studies on the phenomenon fan (Fandom Studies)
• The fan phenomenon: from pathology to specialized audience
• Textual Poachers. Television fans and Participatory Culture
• Fan studios today
• Audiences of cult series and quality cultural products

7. "Pirate" audiences and audiovisual consumption
• Who are the pirate audiences?
• Characteristics of the discharge networks
• Characteristics of consumption
• And the pirate audience in Spain?

GRADING:
There will be two individual midterms that will have a value each one of 25% of the final mark; 50% remaining grade will be on the work in group; the follow-up of the exercises and of the student; the oral exhibition of the work in group; and an individual activity. The only that can be recovered in the period of complementary exams are the two midterms. These two midterms are not accumulative. The grade of the midterms must be a five out of ten or more in order to do calculate the average with the rest of activities of evaluation. It is indispensable to assist to the two midterms, deliver the work in group and make the presentation. The professor will have in mind the progression and continuous evaluation of the student. The day and hour for the complementary period will be on 31th May.

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<tr>
<th>Evaluation system</th>
<th>Percentages</th>
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<tbody>
<tr>
<td>Midterm 1</td>
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<td>Midterm 2</td>
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<td>Continued register of the</td>
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<td>Classroom activities</td>
<td>Final Project in group</td>
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<td>Oral exposition of the final Project in group</td>
<td>Evaluable individual activity</td>
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**METHODOLOGY:**

The course is classroom and combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will present the program contents by using different learning methods, besides making group training activities to complement and implement the knowledge acquired. Also, students should do individual activities during the hours of personal work.

Moreover, during the hours of personal work, students will perform a final work groups of the subject to be exposed at the end of the academic year of it. To do this, students will have hours of tutoring with the teacher to monitor and direct the project.

Finally, students devote each week we recommend a few hours of personal work to this subject in order to consolidate the knowledge acquired in each of the topics. This personal job will be to conduct a review of the theoretical aspects discussed in class and complement them with the basic bibliography.

**Bibliografía de referencia**


