

AUDIENCE RESEARCH. THE RECEPTION PROCESS.

COURSE: THIRD

SEMESTER: SECOND

TYPE: OPTIONAL

CREDITS: 3

LANGUAGE: 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.

COMPETENCES:

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?

EVALUATION SYSTEM:

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 5th June.

Evaluation system	Percentages
Midterm 1	25
Midterm 2	25
Continuated register of the classroom activities	10
Final Project in group	20
Oral exposition of the final Project in group	10
Evaluable individual activity	10

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

1. Oral presentations (group activity): Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations to explain the final project must be done in the same groups of work. If a member is missing that day,

this means a zero grade for that member. If the absence is justified, the student will get the same grade that the rest of his/her partners. But in any case the participation can be recovered another day. Any presentation material can be used (powerpoint, prezi, etc.). Oral presentations will be on May 8th.

2. Final work (group activity): The students will be required to develop an audience planning applied to the promotion of a product or a brand. There's no a specific extension required. Mandatory parts of this work will be the application of each one of the tools learned during the subject (there can be other extra points that the student consider necessary). The dateline will be on May 1st by midnight.

3. Midterm exam (individual activity):

Short questions and long questions about the first part of the course. The exam will be on March 20th. Review for the exam will be done on previous session. The midterm is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
- 2nd part: 10 short questions (maximum punctuation: 3 points).
- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

4. Final exam (individual activity): Short questions and long questions about the second part of the course. The exam will be on May 22th. Review for the exam will be done on previous session. The exam is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
- 2nd part: 10 short questions (maximum punctuation: 3 points).
- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

5. Follow-up of the activities (individual/group activity): The participation is required in all classes. Different activities will be done in class, but in order to evaluate the participation, the student has to complete 5 specific evaluable exercises on moodle platform (each one a 2% of the final grade). These exercises can be related or not to the final work, to the individual activity and or to the theoretical content of the subject. These exercises also will be part of the discussion in class, so also can be material for

the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform at the dateline.

6. Individual activity: The objective of the individual activity is to read the papers of the subject and to do a summarizing and critique of the best methods and inconveniences of applying these audience techniques to real examples.

Delivery of the individual activity will be on April 24th.

BIBLIOGRAPHY:

- [ESERP online library] - Napoletano, E. (2012), [*The Power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You \(and Why No One Else Matters\)*](#), Wiley.
- [ESERP online library] - Rand, P. M. (2013), [*Highly Recommended: Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business. Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business*](#), McGraw-Hill Education.
- [ESERP online library] - Shelton, R and Cave B. (2016) [*Mastering the New Media Landscape. Embrace the Micromedia Mindset*](#), Berrett-Koehler Publishers.