

CMNS2600: Audience Participation and Interaction

Newcastle City Precinct

Semester 1 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	This course will examine the way audiences are researched within academic practices, and understood and positioned by media organisations. Students study competing conceptions of 'audience' and how they are operationalised through different media industries.
Academic Progress Requirements	Nil
Assumed Knowledge	CMNS1234 or an equivalent understanding of media theory and production.
Contact Hours	Newcastle City Precinct Lecture Online 1 hour(s) per Week for 11 Weeks Tutorial Face to Face On Campus 2 hour(s) per week(s) for 11 week(s) starting Week 2
Unit Weighting Workload	10 Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator **Newcastle City Precinct**
A/Pr Craig Hight
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(02) 4921 5002
Consultation: through Canvas and email

Teaching Staff Other teaching staff will be advised on the course Canvas site.

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SYLLABUS

Course Content Topics will include:

1. Examining and critiquing differing concepts of 'audience'
2. Traditions of academic audience research
3. Data practices within media industries
4. Research paradigms and research design
5. Ethical practice in engaging with human participants

Course Learning Outcomes **On successful completion of this course, students will be able to:**

1. Explain the role and significance of audiences within the media and communication industries.
2. Critique approaches to the understanding of audiences.
3. Explain the differences between different forms of audience measurement.
4. Design and conduct audience research appropriate to an industry context.

Course Materials See Canvas for course readings and other resources.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	What is an audience? Why study audiences?	Online lecture Weekly reading/s	No tutorials
2	4 Mar	How to study audiences? Research design and ethics	Online lecture Weekly reading/s First tutorial	
3	11 Mar	Research design: research instruments	Online lecture Weekly reading/s Tutorial	
4	18 Mar	Models of the mass audience Effects model	Online lecture Weekly reading/s Tutorial	
5	25 Mar Easter Fri 29	Thinking about 'active' and 'interactive' audiences	Online lecture Weekly reading/s	

			Tutorial (except Fri)	
6	1 Apr Easter Mon 1	Fan cultures: authorship and popular culture Uses and gratifications	Online lecture Weekly reading/s Tutorial (except Tues)	Audience Data Analysis due Friday
7	8 Apr	Reception studies: reading the social	Online lecture Weekly reading/s Tutorial	
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	Technology and affordances Biometrics: reading the body	Online lecture Weekly reading/s Tutorial	
9	6 May	Participation and surveillance capitalism: audience as data traces	Online lecture Weekly reading/s Tutorial	Annotated Bibliography due Friday
10	13 May	User generated content: participation and labour	Online lecture Weekly reading/s Tutorial	
11	20 May	Bringing it all together: models of audiencing	Online lecture Tutorial	
12	27 May	no lecture	Final tutorial	
13	3 Jun	no lecture	No tutorial	Essay due Friday
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Annotated Bibliography	Friday 10 May	Individual	30%	1, 2
2	Audience Data Analysis	Friday 5 April	Group	30%	3, 4
3	Essay	Friday 7 June	Individual	40%	1, 2, 3

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Annotated Bibliography

Assessment Type	Annotated Bibliography
Description	Write a 2000-word assessment of 6 audience research articles, linked through a chosen research topic, and a reflection of the assessment process.
Weighting	30%
Length	2000 words
Due Date	Friday 10 May
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas.
Return Method	Not Returned
Feedback Provided	Online

Assessment 2 - Audience Data Analysis

Assessment Type	Report
Description	Working in groups, students design and conduct an audience research project, and report on their findings.
Weighting	30%

Length	1500 words
Due Date	Friday 5 April
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas.
Return Method	Not Returned
Feedback Provided	Online

Assessment 3 - Essay

Assessment Type	Essay
Description	Students write a 2000-word essay focused on applying selected course concepts to an example of a media audience.
Weighting	40%
Length	2000 words
Due Date	Friday 7 June
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas.
Return Method	Not Returned
Feedback Provided	Online

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#).

In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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