

## CMNS2600: Audience Participation and Interaction

Singapore PSB

Trimester 1 - 2024 (Singapore)



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

<b>Course Description</b>	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.
<b>Academic Progress Requirements</b>	Nil
<b>Assumed Knowledge</b>	CMNS1234 or an equivalent understanding of media theory and production.
<b>Contact Hours</b>	<b>Singapore PSB</b> <b>Lecture</b> Face to Face On Campus 1 hour(s) per week(s) for 12 week(s)  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 12 week(s)
<b>Unit Weighting Workload</b>	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**     **Singapore PSB**  
Ms Angelina Tu  
Angelina.Tu@newcastle.edu.au  
Consultation: In Class or by Email

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

**School Office**                **PSB Academy Enquiries**  
Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

**School of Humanities Creative Industries and Social Sciences**  
Social Sciences Building  
Callaghan  
CHSF-PSB-Singapore@newcastle.edu.au  
+61 2 4985 4500

# 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 site for details.

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	9 Jan	Introduction to the Course - What is an audience? Why study audiences?	Discuss and class room activity	
2	16 Jan	How to study audiences? Research design and ethics	Discuss and class room activity	
3	23 Jan	Research design: research instruments	Discuss and class room activity	
4	30 Jan	Models of the mass audience: ideology, nation and publics Effects model	Discuss and class room activity	Assessment 1
5	6 Feb	Models of the 'active' and 'interactive' audience	Discuss and class room activity	
6	20 Feb	Fan cultures: authorship and popular culture Uses and gratifications	Discuss and class room activity	
7	26 Feb	Reception studies: reading the social	Discuss and class room activity	
8	4 Mar	Materiality and affordances Biometrics: reading the body	Discuss and class room activity	Assessment 2
9	11 Mar	Participation and surveillance capitalism: audience as data traces	Discuss and class room activity	
10	18 Mar	User generated content: participation and labour	Discuss and class room activity	
11	25 Mar	Bringing it all together: models of audienc-ing	Discuss and class room activity	Assessment 3
12	1 Apr	The future audience	Discuss and class room activity	
13	8 Apr	No lecture		
<b>Examination Period</b>				
<b>Examination Period</b>				

# 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	30 January	Individual	30%	1, 2
2	Audience Data Analysis	4 March	Group	30%	3, 4
3	Essay	25 March	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

<b>Assessment Type</b>	Annotated Bibliography
<b>Description</b>	Write a 1500-word paper on the importance/challenges of audience research and social media data
<b>Weighting</b>	30%
<b>Length</b>	1500 words
<b>Due Date</b>	30 January
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 2 - Audience Data Analysis

<b>Assessment Type</b>	Report
<b>Description</b>	Case study analysis
<b>Weighting</b>	30%
<b>Length</b>	1800 words
<b>Due Date</b>	4 March
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - .

## Assessment 3 - Essay

<b>Assessment Type</b>	Essay
<b>Description</b>	Write a 2000-word tutorial paper focused on applying selected course concepts to a media industry
<b>Weighting</b>	40%
<b>Length</b>	2000 words
<b>Due Date</b>	25 March
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	
<b>Return Method</b>	Online
<b>Feedback Provided</b>	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:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

**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.*

© 2024 The University of Newcastle, Australia