

Title: Audience Studies: Monitoring & Evaluation Framework & Tools  
Code: DMC-413  
Semester: 8<sup>th</sup>  
Rating: 3 Credit Hours

### **DMC-413: Audience Studies: Monitoring & Evaluation Framework & Tools 3 Cr. Hrs**

#### **Course Description:**

With the emergence of social media, the audience studies have gained more significance. The understanding of perspectives on audiences as a producer of content, audience data, audience capital and segmentation is essential for a media student to critically use them for their theoretical and practical work. This advanced level course is designed to offer the same.

#### **Learning Outcomes:**

**The student will be able to**

- Develop the in-depth understanding for different perspectives on audiences in digital environment.
- Critically analyze the role of audiences as content producers in changing dynamics of media.
- Understand the audience studies for content generation for digital media platforms

#### **Course Contents:**

1. New media new audience
2. Audience fragmentation
3. Audiences in digital environment
4. Consumers as producers
5. Collecting the audience data
6. Audience measurement and analysis
7. Digital media analytics
8. Techniques for audience engagement
9. Understanding subscribers, fans and followers
10. Content customizations and audience power
11. Mobile apps, Audiences on the go
12. Audience erosion
13. Methods for audience research
14. Audience studies beyond the effect approach
15. Audience as marketing capital
16. Future for the audience
17. Audience centered theories

#### **Suggested Readings:**

- Nightingale, V. (2014). The Handbook of Media Audiences. London: Pearson
- Ruddock, A. (2001). Understanding Audiences: Theory and Method. London: Sage

#### **Teaching Learning Strategies:**

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

#### **Assignments:**

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

**Assessment and Examinations:**

<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.