Universitat de Lleida

DEGREE CURRICULUM

AUDIENCE'S ANALYSIS

Coordination: NIETO FERRANDO, JORGE JUAN

Academic year 2021-22

AUDIENCE'S ANALYSIS 2021-22

Subject's general information

<table>
<tr><td>Subject name</td><td>AUDIENCE'S ANALYSIS</td></tr>
<tr><td>Code</td><td>101982</td></tr>
<tr><td>Semester</td><td>1st Q(SEMESTER) CONTINUED EVALUATION</td></tr>
<tr><td>Typology</td><td>
<table>
<tr><th>Degree</th><th>Course</th><th>Character</th><th>Modality</th></tr>
<tr><td>Bachelor's Degree in Audiovisual Communication and Journalism</td><td>4</td><td>OPTIONAL</td><td>Attendance-based</td></tr>
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<tr><td>Course number of credits (ECTS)</td><td>6</td></tr>
<tr><td>Type of activity, credits, and groups</td><td>
<table>
<tr><th>Activity type</th><th>PRAULA</th><th>TEORIA</th></tr>
<tr><td>Number of credits</td><td>3</td><td>3</td></tr>
<tr><td>Number of groups</td><td>1</td><td>1</td></tr>
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<tr><td>Coordination</td><td>NIETO FERRANDO, JORGE JUAN</td></tr>
<tr><td>Department</td><td>CATALAN STUDIES AND COMMUNICATION</td></tr>
<tr><td>Teaching load distribution between lectures and independent student work</td><td>The teaching load between the face-to-face class and the student's autonomous work will be
of 50% in each case.</td></tr>
<tr><td>Important information on data processing</td><td>Consult this link for more information.</td></tr>
<tr><td>Language</td><td>Catalan</td></tr>
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AUDIENCE'S ANALYSIS 2021-22

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
NIETO FERRANDO, JORGE JUAN	jorge.nieto@udl.cat	6	

Subject's extra information

In the configuration of the media programming that we consume daily, the audience has played and continues to play a decisive role.

The Audience Analysis course aims to inform the students about the set of methods of audience research, and the theoretical and practical foundations on programming in the audiovisual world and its repercussion and reception.

Learning objectives

• Know the main methodologies and analysis techniques of audiovisual products.

• Analyze the relationship between programming design and audiences.

• Detect trends and evolution of the audiovisual market based on the study of audiences.

• Interpret data extracted from different audience studies.

• Understand the relationships between the cultural industry and audience research.

Competences

Basic

CB2. Apply your knowledge to your work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within your area of study

CB4. To be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.

General

CG2. Develop the capacity for organization and planning.

CG3. Apply theoretical knowledge in practical activity.

CG5 Develop information management capacity

Specific

CE4. Describe the main theories in the field of social communication media and their conceptual elaborations.

CE8.Apply the scientific method in an appropriate way to research in the field of communication, as well as expose the results of the research process.

Transversal

CT5. Acquire essential notions of scientific thought.

CT6. Apply a gender perspective to tasks related to specific professional settings

Subject contents

1. Introduction to the investigation of audiences.

2. The analysis of audiences as an area of study in audiovisual communication.

3. Methods and techniques of investigation of the audiences.

4. The programming strategies.

5. Programming and audiences in the new media.

Methodology

THEORY: Masterclass and conferences

GUIDED PRACTICE: seminars, debates, presentations / expositions, directing practices.

OWN WORK AND GROUP: exercices, own work, work in group.

PERSONALIZED ATTENTION: tutorials

FINAL TEST: theoretical exam.

Development plan

Training activity		**Hours destined to the formative activity**	**Face-to-face percentage**
Directed activities	Masterclass	**75**	**100**
	Scientific events and / or informative	**12**	**100**
	Seminars, debates, presentations / exhibitions	**12**	**100**
Supervised activities	Essays (follow-up)	**5**	**100**
	Guided discussion forums	**5**	**100**
	Personalized attention (tutorials)	**5**	**100**
Autonomous activities	Essays and study	**170**	**0**
	Autonomous discussion forums	**10**	**0**
Evaluation activities	Evaluation activities	**6**	**100**

Evaluation

The final grade will be the result of these learning activities:

40 %: practical work

40 %: Theoretical exam

20 %: Exhibition

Bibliography

- BUZETA, C i MOYANO, P. (2013). *La medición de las audiencias en televisión en la era digital*. Cuadernos.info.

- CALLEJO, Javier (1995). La audiencia activa. *El consumo televisivo: discursos y estrategias.* Madrid: Centro de Investigaciones Sociológicas.

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- CASETTI. F. (1999) *Análisis de la televisión. Instrumentos, métodos y prácticas de investigación.* Barcelona: Editorial Paidós.

- DURÁN FORIX, Jean-Stéphane i CARANDELL, Zoraida (2016). *Telespectador y recepción audiovisual en España.* Villeurbanne: Éditions Orbius Tertius.

- IGARTUA, Juan José i BADILLO, Ángel (2003). Audiencias y medios de comunicación. Salamanca: Ediciones Universidad.

- JAUSET, Jordi A. (2008). *Les audiències a la televisió.* Barcelona: UOC.

- LAMAS, C. (2013). *El uso de la tecnología en la medición de audiencias*. Madrid: AIMC.

- NIGHTINGALE, Virginia (1999). *El estudio de audiencias. El impacto de lo real.* Barcelona: Editorial Paidós.