



Universitat de Lleida

DEGREE CURRICULUM

AUDIENCE'S ANALYSIS

Coordination: NIETO FERRANDO, JORGE JUAN

Academic year 2022-23

Subject's general information

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

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
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SANCHEZ MEZA, METZERI	metzeri.sanchez@udl.cat	3	

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: exercises, 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
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Evaluation

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

40 %: practical work

40 %: Theoretical exam

20 %: Exhibition

If plagiarised material is detected, we will apply what is established in the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees'.

https://www.udl.cat/export/sites/universitat-ileida/ca/udl/norma/.galleries/docs/Ordenacio_academica/Normativa-davaluacio-i-qualif.-graus-i-masters-Acord-235-CG-21-7-2022.pdf

Bibliography

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