

Creative Audiences MS2004

View Online



This module examines new and key developments in audience research and considers the cultural, social and economic significance of 'the audience.' The module will explore how the concept of the audience has shifted over time, and how the vulnerable 'dupes' of the early mass audience became today's digital 'prosumers.' In doing so, it will provide students with an understanding of different theoretical approaches to the creativity of audiences, and a critical perspective on the ways that audiences have been denigrated, feared, courted, and celebrated over time. What do these changing notions of the audience tell us about the influence of the media and the complex relationship between producers and consumers? More broadly, in an age of digital media and increasing personalisation and individualisation of media content, can 'the audience' still be seen to exist?

```
@book{Andrew_Ruddock_2001, title={Understanding Audiences: Theory and Method}, url={http://site.ebrary.com/lib/leicester/detail.action?docID=10080942}, publisher={SAGE}, author={Andrew Ruddock}, year={2001} }
```

```
@article{Bandura_1965, title={Influence of models' reinforcement contingencies on the acquisition of imitative responses.}, volume={1}, DOI={10.1037/h0022070}, number={6}, journal={Journal of Personality and Social Psychology}, author={Bandura, Albert}, year={1965}, pages={589-595} }
```

```
@inbook{Banet-Weiser_2011, address={New York}, title={'Branding the Post-Feminist Self: Girls' Video Production and YouTube'}, volume={Mediated youth}, booktitle={Mediated girlhoods: new explorations of girls' media culture}, publisher={Peter Lang}, author={Banet-Weiser, S}, year={2011}, pages={277-294} }
```

```
@book{Benjamin_Arendt_1999, address={London}, title={Illuminations}, volume={Pimlico}, publisher={Pimlico}, author={Benjamin, Walter and Arendt, Hannah}, year={1999} }
```

```
@book{Benjamin_Tiedemann_1999, address={Cambridge, Mass}, title={The Arcades Project}, publisher={Belknap Press}, author={Benjamin, Walter and Tiedemann, Rolf}, year={1999} }
```

```
@book{Brooker_Jermyn_2003, address={London}, title={The audience studies reader}, publisher={Routledge}, author={Brooker, Will and Jermyn, Deborah}, year={2003} }
```

```
@article{Buckingham_2009, title={'Creative' visual methods in media research: possibilities, problems and proposals}, volume={31}, DOI={10.1177/0163443709335280}, number={4}, journal={Media, Culture & Society}, author={Buckingham, D.}, year={2009}, month=july, pages={633-652} }
```

@book{Butsch_Livingstone_2014, address={Abingdon}, title={Meanings of audiences: comparative discourses}, publisher={Routledge}, author={Butsch, Richard and Livingstone, Sonia M.}, year={2014} }

@article{Chabot Davis, title={An Ethnography of Political Identification: The Birmingham School Meets Psychoanalytic Theory}, url={http://muse.jhu.edu.ezproxy4.lib.le.ac.uk/journals/journal_for_the_pschoanalysis_of_culture_and_society/v008/8.1davis_k.pdf}, DOI={10.1353/psy.2003.0009}, author={Chabot Davis, Kimberly} }

@article{Das_2010, title={Meaning at the Interface: New Genres, New Modes of Interpretative Engagement?}, volume={13}, DOI={10.1080/10714421003795535}, number={2}, journal={The Communication Review}, author={Das, Ranjana}, year={2010}, month=may, pages={140-159} }

@article{Das_2011a, title={Converging perspectives in audience studies and digital literacies: Youthful interpretations of an online genre}, volume={26}, DOI={10.1177/0267323111423379}, number={4}, journal={European Journal of Communication}, author={Das, Ranjana}, year={2011}, month=dec, pages={343-360} }

@article{Das_2011b, title={Converging perspectives in audience studies and digital literacies: Youthful interpretations of an online genre}, volume={26}, DOI={10.1177/0267323111423379}, number={4}, journal={European Journal of Communication}, author={Das, Ranjana}, year={2011}, month=dec, pages={343-360} }

@book{Dickinson_Linne_Harindranath_1998a, address={London}, title={Approaches to audiences: a reader}, volume={Foundations in media}, publisher={Arnold}, author={Dickinson, Roger and Linne, O. and Harindranath, Ramaswami}, year={1998} }

@book{Dickinson_Linne_Harindranath_1998b, address={London}, title={Approaches to audiences: a reader}, volume={Foundations in media}, publisher={Arnold}, author={Dickinson, Roger and Linne, O. and Harindranath, Ramaswami}, year={1998} }

@article{van Dijck_2009, title={Users like you? Theorizing agency in user-generated content}, volume={31}, DOI={10.1177/0163443708098245}, number={1}, journal={Media, Culture & Society}, author={van Dijck, J.}, year={2009}, month=jan, pages={41-58} }

@book{Gauntlett_1995, address={London}, title={Moving experiences: understanding television's influences and effects}, volume={Acamedia research monographs}, publisher={John Libbey}, author={Gauntlett, David}, year={1995} }

@article{Gerbner_1998, title={Cultivation Analysis: An Overview}, volume={1}, url={http://www.tandfonline.com.ezproxy4.lib.le.ac.uk/doi/abs/10.1080/15205436.1998.9677855#.VNiSji5yV2A}, DOI={10.1080/15205436.1998.9677855}, number={3-4}, journal={Mass Communication and Society}, author={Gerbner, George}, year={1998}, month=june, pages={175-194} }

@book{Gorton_2009, address={Edinburgh}, title={Media audiences: television, meaning and emotion}, url={http://site.ebrary.com/lib/leicester/Doc?id=10391726}, publisher={Edinburgh University Press}, author={Gorton, Kristyn}, year={2009} }

@inbook{Highmore_2011, address={London}, title={'Absentminded Media'}, booktitle={Ordinary lives: studies in the everyday}, publisher={Routledge}, author={Highmore, B}, year={2011}, pages={114-138} }

@article{Hine_2011, title={Towards ethnography of television on the internet: A mobile strategy for exploring mundane interpretive activities}, volume={33}, DOI={10.1177/0163443711401940}, number={4}, journal={Media, Culture & Society}, author={Hine, C.}, year={2011}, month=may, pages={567-582} }

@article{Humphreys_2005a, title={Productive Players: Online Computer Games' Challenge to Conventional Media Forms}, volume={2}, DOI={10.1080/1479142042000332116}, number={1}, journal={Communication and Critical/Cultural Studies}, author={Humphreys, Sal}, year={2005}, month=mar, pages={37-51} }

@article{Humphreys_2005b, title={Productive Players: Online Computer Games' Challenge to Conventional Media Forms}, volume={2}, DOI={10.1080/1479142042000332116}, number={1}, journal={Communication and Critical/Cultural Studies}, author={Humphreys, Sal}, year={2005}, month=mar, pages={37-51} }

@misc{Jensen, title={"Watching with my hands over my eyes": Shame and irritation in ambivalent encounters with 'Bad Mothers'}, url={http://www.radicalpsychology.org/vol9-2/jensen.html}, author={Jensen, Tracey} }

@misc{Jensen, title={"Watching with my hands over my eyes": Shame and irritation in ambivalent encounters with 'Bad Mothers'}, url={http://www.radicalpsychology.org/vol9-2/jensen.html}, author={Jensen, Tracey} }

@misc{Jensen, title={"Watching with my hands over my eyes": Shame and irritation in ambivalent encounters with 'Bad Mothers'}, url={http://www.radicalpsychology.org/vol9-2/jensen.html}, author={Jensen, Tracey} }

@inbook{Kearney_2006a, address={New York}, title={'Grrrl Zines: Exploring Identity, Transforming Girls' Written Culture'}, url={http://ezproxy.lib.le.ac.uk/login?url=http://lib.myilibrary.com?id=80948}, booktitle={Girls make media}, publisher={Routledge}, author={Kearney, M.C.}, year={2006}, pages={135-187} }

@inbook{Kearney_2006b, address={New York}, title={'Grrrl Zines: Exploring Identity, Transforming Girls' Written Culture'}, url={http://ezproxy.lib.le.ac.uk/login?url=http://lib.myilibrary.com?id=80948}, booktitle={Girls make media}, publisher={Routledge}, author={Kearney, M.C.}, year={2006}, pages={135-187} }

@misc{Livingstone_1996a, title={On the continuing problems of media effects research - LSE Research Online}, url={http://eprints.lse.ac.uk/21503/}, author={Livingstone, Sonia}, year={1996} }

@misc{Livingstone_1996b, title={On the continuing problems of media effects research - LSE Research Online}, url={http://eprints.lse.ac.uk/21503/}, author={Livingstone, Sonia}, year={1996} }

@article{Livingstone_2003, title={The changing nature of audiences : from the mass audience to the interactive media user - LSE Research Online}, url={http://eprints.lse.ac.uk/417/}, author={Livingstone, Sonia}, year={2003} }

@article{Livingstone_2004, title={The Challenge of Changing Audiences: Or, What is the Audience Researcher to do in the Age of the Internet?}, volume={19}, DOI={10.1177/0267323104040695}, number={1}, journal={European Journal of Communication}, author={Livingstone, Sonia}, year={2004}, month=mar, pages={75-86} }

@misc{Livingstone_Das, title={The End of Audiences? Theoretical Echoes of Reception amid the Uncertainties of Use}, url={http://www.lse.ac.uk/media@lse/WhosWho/AcademicStaff/SoniaLivingstone/pdf/Livingstone-and-Das,-manuscript.pdf}, author={Livingstone, Sonia and Das, Ranjana} }

@article{Madianou_Miller_2013, title={Polymedia: Towards a new theory of digital media in interpersonal communication}, volume={16}, DOI={10.1177/1367877912452486}, number={2}, journal={International Journal of Cultural Studies}, author={Madianou, M. and Miller, D.}, year={2013}, month=mar, pages={169-187} }

@book{McQuail_2010, address={Los Angeles, Calif}, edition={6th ed}, title={McQuail's mass communication theory}, publisher={SAGE}, author={McQuail, Denis}, year={2010} }

@book{Moores_1993, address={London}, title={Interpreting audiences: the ethnography of media consumption}, volume={The media, culture and society series}, publisher={Sage Publications}, author={Moores, Shaun}, year={1993} }

@article{Morgan_Shanahan_2010, title={The State of Cultivation}, volume={54}, url={http://www.tandfonline.com.ezproxy4.lib.le.ac.uk/doi/abs/10.1080/08838151003735018#.VNiQri5yV2A}, DOI={10.1080/08838151003735018}, number={2}, journal={Journal of Broadcasting & Electronic Media}, author={Morgan, Michael and Shanahan, James}, year={2010}, month=may, pages={337-355} }

@inbook{O'Neill_2011, address={Oxford}, title={Media Effects in Context}, volume={Global handbooks in media and communication research}, url={http://doi.wiley.com/10.1002/9781444340525.ch16}, DOI={10.1002/9781444340525.ch16}, booktitle={The handbook of media audiences}, publisher={Wiley-Blackwell}, author={O'Neill, Brian}, year={2011}, pages={320-339} }

@article{Ortega Breton_2013, title={A psycho-cultural approach to radio listening and creative production}, volume={11}, DOI={10.1386/rjao.11.1.75_1}, number={1}, journal={Radio Journal:International Studies in Broadcast & Audio Media}, author={Ortega Breton, Hugh}, year={2013}, month=apr, pages={75-90} }

@article{Potter_2014, title={A Critical Analysis of Cultivation Theory}, volume={64}, DOI={10.1111/jcom.12128}, number={6}, journal={Journal of Communication},

author={Potter, W. James}, year={2014}, month=dec, pages={1015-1036} }

@article{ edition={1}, title={Psychosomatics}, volume={39}, number={Jan-feb}, author={Rosenbaum and m} }

@article{ edition={1}, title={Psychosomatics}, volume={39}, number={Jan-feb}, author={Rosenbaum and m} }

@article{ edition={1}, title={Psychosomatics}, volume={39}, number={Jan-feb}, author={Rosenbaum and m} }

@article{ Seiter_1990a, title={ Making distinctions in TV audience research: Case study of a troubling interview}, volume={4}, DOI={10.1080/09502389000490051}, number={1}, journal={Cultural Studies}, author={Seiter, Ellen}, year={1990}, month=jan, pages={61-84} }

@article{ Seiter_1990b, title={ Making distinctions in TV audience research: Case study of a troubling interview}, volume={4}, DOI={10.1080/09502389000490051}, number={1}, journal={Cultural Studies}, author={Seiter, Ellen}, year={1990}, month=jan, pages={61-84} }

@article{ Stephen_Lisa_2008, title={Psychoanalysis and Psychosocial Studies}, volume={13}, number={4}, journal={Psychoanalysis Culture and Society}, author={Stephen, Frosh and Lisa, Baraitser}, year={2008}, pages={346-365} }

@book{ various_1999, title={Rethinking the Media Audience: The New Agenda}, url={http://lib.myilibrary.com.ezproxy4.lib.le.ac.uk/Open.aspx?id=226264}, author={various}, editor={Alasuutari, Pertti}, year={1999} }

@book{2011, address={London}, title={The gender and media reader}, publisher={Routledge}, author={various - collection}, editor={Mary Celeste Kearney}, year={2011} }

@book{ Whitehouse-Hart_2014a, address={Basingstoke}, title={Psychosocial explorations of film and television viewing: ordinary audience}, volume={Studies in the psychosocial}, url={http://ezproxy.lib.le.ac.uk/login?url=http://www.myilibrary.com?id=671529}, publisher={Palgrave Macmillan}, author={Whitehouse-Hart, Jo}, year={2014} }

@book{ Whitehouse-Hart_2014b, address={Basingstoke}, title={Psychosocial explorations of film and television viewing: ordinary audience}, volume={Studies in the psychosocial}, url={http://ezproxy.lib.le.ac.uk/login?url=http://www.myilibrary.com?id=671529}, publisher={Palgrave Macmillan}, author={Whitehouse-Hart, Jo}, year={2014} }

@book{ Whitehouse-Hart_2014c, address={Basingstoke}, title={Psychosocial explorations of film and television viewing: ordinary audience}, volume={Studies in the psychosocial}, url={http://ezproxy.lib.le.ac.uk/login?url=http://www.myilibrary.com?id=671529}, publisher={Palgrave Macmillan}, author={Whitehouse-Hart, Jo}, year={2014} }

@book{ Whitehouse-Hart_2014d, address={Basingstoke}, title={Psychosocial

explorations of film and television viewing: ordinary audience}, volume={Studies in the psychosocial},
 url={http://ezproxy.lib.le.ac.uk/login?url=http://www.myilibrary.com?id=671529},
 publisher={Palgrave Macmillan}, author={Whitehouse-Hart, Jo}, year={2014} }

@article{Wood_2007a, title={The mediated conversational floor: an interactive approach to audience reception analysis}, volume={29}, DOI={10.1177/0163443706072000}, number={1}, journal={Media, Culture & Society}, author={Wood, H.}, year={2007}, month=jan, pages={75-103} }

@article{Wood_2007b, title={The mediated conversational floor: an interactive approach to audience reception analysis}, volume={29}, DOI={10.1177/0163443706072000}, number={1}, journal={Media, Culture & Society}, author={Wood, H.}, year={2007}, month=jan, pages={75-103} }

@article{Wood_2007c, title={Television is Happening: Methodological Considerations for Capturing Digital Television Reception"}, volume={10},
 url={http://gl9sn3dh2u.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&rft_id=info:sid/summon.serialssolutions.com&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=article&rft.atitle=Television+is+happening&rft.jtitle=European+Journal+of+Cultural+Studies&rft.au=Wood%2C+Helen&rft.date=2007-11-01&rft.pub=Sage+Publications&rft.issn=1367-5494&rft.volume=10&rft.issue=4&rft.spage=485&rft.epage=506&rft.externalDBID=n%2Fa&rft.externalDocID=10.1177%2F1367549407081956¶mdict=en-US}, number={4}, author={Wood, Helen}, year={2007}, month=nov, pages={485-506} }

@misc{Recommended: application of theory of reception as distraction }

@misc{David Gauntlett - Ten things wrong with the media 'effects' model,
 url={http://www.theory.org.uk/david/effects.htm} }

@misc{On Not Being a Fan: Masculine Identity, DVD Culture and the Accidental Collector | Bainbridge | Wide Screen,
 url={http://widescreenjournal.org/index.php/journal/article/view/41} }

@misc{Recommended Sources / Reading }

@article{Are We All Producers Now?,
 url={http://www.tandfonline.com.ezproxy3.lib.le.ac.uk/doi/pdf/10.1080/09502386.2011.600532} }