Creative Audiences MS2004

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?

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