

Template

**Description of Course Unit according to the ECTS User's Guide 2015**

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| Course unit title                                                                  | Audience Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Course unit code                                                                   | STR6310                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Type of course unit (compulsory, optional)                                         | Optional                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Level of course unit (according to EQF: first cycle Bachelor, second cycle Master) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Year of study when the course unit is delivered (if applicable)                    | 2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Semester/trimester when the course unit is delivered                               | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Number of ECTS credits allocated                                                   | 6 ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Name of lecturer(s)                                                                | Awanis Akalili S.I.P., M.A.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Learning outcomes of the course unit                                               | <ul style="list-style-type: none"> <li>- Students are able to explain the urgency of audience research studies, especially in the perspective of strategic concentration of communication science</li> <li>- Students are able to conduct journal reviews related to issues regarding audience research</li> <li>- Students are able to understand various kinds of audience methodological research, both real and virtual world</li> <li>- Students are able to practice and present the results of audience research</li> </ul> |
| Mode of delivery (face-to-face, distance learning)                                 | Distance learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Prerequisites and co-requisites (if applicable)                                    | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Course content                                                                     | This course aims to study the urgency of research audience studies in a critical perspective both theoretically and practically. There are several materials that were explored together regarding audience research in communication science, real world audiences and virtual worlds, to the practice of conducting audience research with various research methodologies.                                                                                                                                                       |
| Recommended or required reading and other learning resources/tools                 | <p>Akalili, Awanis. 2018. <i>Audience and Public Service Advertisement about the Dangers of Smoking</i>. INFORMASI. Vol. 48. No. 2</p> <p>Falero, Sandra M. 2016. <i>Digital Participatory and the TV Audience</i>. California : Palgrave macmilan</p> <p>Lewis, Lisa A. 1992. <i>The Adoring Audience: fan culture and popular media</i>. California: Routledge</p> <p>Mc Quail, Denis. 1992. <i>Audience Analysis</i>. London: Sage</p>                                                                                          |

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|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
|                                                  | Nasrullah, Rulli. 2018. <i>Riset Khalayak Digital: perspektif khalayak media dan realitas virtual di media sosial</i> . Jurnal Sosioteknologi |
| Planned learning activities and teaching methods | Presentation, Discussion, and Q and A                                                                                                         |
| Language of instruction                          | Indonesia                                                                                                                                     |
| Assessment methods and criteria                  | Methods: Written and oral tests, observation<br>Criteria: St. participation in the lecture, assignments, mid-semester and final examination   |