

# SO254-15 Media, Audiences and Social Change

**26/27**

**Department**

Sociology

**Level**

Undergraduate Level 2

**Module leader**

Akane Kanai

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

SO254-15 Media, Audiences and Social Change

### Module aims

Media audiences are key to the production of changing forms of collectivity, belonging, exclusion and personhood. These dimensions of audience research will be explored through historical and contemporary research and examples. This module presents theories of audience reception alongside empirical approaches to understanding the relationship between media and society, and the production and stabilisation of meaning. The module provides frameworks for understanding the social significance of interaction between media and audiences, against the backdrop of historical changes in media popularisation and use, in interaction with social norms and existing inequalities.

Media, Audiences and Social Change provides insights into the benefits of employing interdisciplinary approaches and methods through drawing upon (in addition to sociology) the fields of media, cultural studies, gender studies, queer theory and critical race theory. Research and analytical skills will be developed through critical engagement with academic resources drawn from these fields, and application to real world examples. Skill development will also focus on

critically analysing a range of examples of media theory and research based on conceptual and methodological criteria.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Week Lecture Topic

Week 1 Introduction to audiences in the 21st century

Week 2 Histories of audience research

Week 3 Theorising the relationship between reader and text

Week 4 The audience as 'public'

Week 5 The audience-celebrity relation

Week 6 Reading week

Week 7 The savvy viewer: audience 'literacies', reality TV and cultures of judgment

Week 8 New audience relationalities: participatory culture

Week 9 Activist audiences

Week 10 The politics of the audience in polarised, datafied social worlds

## Learning outcomes

By the end of the module, students should be able to:

- Demonstrate an intermediate level of understanding of key theoretical perspectives relevant to media audience research
- Identify shifts in the relationship between media and society through audience research in differing contexts
- Understand connections between social media and legacy in the construction of audiences
- Critically engage with debates about the role of media in society, and the role for different social groups.
- Critically appraise some of the approaches and methods of the empirical investigation of the relationship between media and society.
- Apply analysis to a range of resources and materials, including academic, journalistic, and other media texts, to inform understanding, argument and analysis.
- Engage confidently in oral and written analysis and debate and to present arguments in a coherent, structured, and balanced fashion, with critical introspection where appropriate.
- Address the aims and objectives of the module demonstrating close engagement with module materials

## Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

## Research element

Students are asked to develop their own audience case study in response to set essay questions.

## Interdisciplinary

Module engages with feminist cultural studies, media studies, communication studies, critical race theory, gender studies, queer theory (in addition to sociology).

## International

Examples and literature in the course engage extensively with global challenges and cases across a diverse range of national and supra-national contexts.

## Subject specific skills

Media literacy

Literature review

Application of theory to real world examples

Methodological evaluation of empirical social research

## Transferable skills

Critical thinking

Desk research

Ability to synthesise ideas

Time management

Critical introspection

Communication skills

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## Study

### Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Seminars	9 sessions of 1 hour (6%)
Private study	132 hours (88%)
Total	150 hours

### Private study description

132 hours of private study

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

Students can register for this module without taking any assessment.

### Assessment group A1

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
Reflective and Analytical Essay	100%		Yes (extension)
This essay will test the students' ability to synthesise and apply the ideas they encountered during the module to a case study of their choosing. For this essay, students will choose and develop a case study of audience response. They will analyse this case study through critical engagement with relevant empirical and theoretical literature. Formative assessment comprises an essay plan proposing the case study that will be analysed in the summative assessment.			

Reassessment component is the same

### Feedback on assessment

Written or recorded verbal feedback provided on essay, following department procedures

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## Availability

### Courses

This module is Core optional for:

- USOA-L301 BA in Sociology
  - Year 2 of L301 Sociology

- Year 2 of L301 Sociology
- Year 2 of L301 Sociology
- Year 2 of L305 Sociology with Specialism in Cultural Studies
- Year 2 of L303 Sociology with Specialism in Gender Studies
- Year 2 of L30C Sociology with Specialism in Race and Global Politics
- Year 2 of L304 Sociology with Specialism in Research Methods
- Year 2 of L30E Sociology with Specialism in Social Inequalities and Public Policy
- Year 2 of L302 Sociology with Specialism in Social Policy
- Year 2 of L30G Sociology with Specialism in Social and Political Thought
- Year 2 of L30A Sociology with Specialism in Technologies and Markets
- Year 2 of UFRA-R1L3 Undergraduate French with Sociology
- Year 2 of UGEA-RL23 Undergraduate German and Sociology
- Year 2 of UAS2-LM4A Undergraduate Health & Social Policy (2+2)
- Year 2 of UHIA-VL13 Undergraduate History and Sociology
- Year 2 of UPOA-ML13 Undergraduate Politics and Sociology
- USX2-Y202 Undergraduate Social Studies [2 + 2]
  - Year 2 of Y202 Social Studies [2 + 2]
  - Year 2 of Y202 Social Studies [2 + 2]
  - Year 2 of Y202 Social Studies [2 + 2]
- Year 2 of UIPA-L3L8 Undergraduate Sociology and Global Sustainable Development
- Year 2 of USOA-L311 Undergraduate Sociology and Quantitative Methods