Instructor Information
Instructor: Allan Richards, associate professor
Class Location: Hospitality Management room 230
Class Time: Tues/Thurs 11:00 a.m.-12:15 pm
Office Hours: By appointment or before and after class
E-mail: richarda@fiu.edu
Tel.: 305-919-5947

Course Description: This course provides an introduction to the study of media and audiences. The course will examine different methods of gathering, analyzing and interpreting data in the assessment of media audiences.

Student Learning Outcomes:
At the end of the semester, students will be able to:

- Understand the concept of audiences in the digital age
- Identify and critique methods for examining audiences
- Understand the role of technology in developing audiences
- Think strategically to solve audience-related challenges

Accreditation Objectives:
The FIU School of Journalism and Mass Communication is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), which requires that 12 core values, competencies and abilities be addressed in a program’s overall curriculum.

The following are ACEJMC student learning outcomes, all of which will be targeted in this course:

1. Demonstrate an understanding of the history and role of professionals and institutions in shaping global communication strategies in a wide range of organizational settings.

2. Demonstrate an understanding of professional and ethical practices and principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

3. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
4. Think critically, creatively, and independently.

5. Critically evaluate your own work and that of others.

6. Write correctly and clearly in forms and styles appropriate for the communications professions and audiences and the purposes they serve.

7. Apply tools and technologies appropriate for the communications professions in which they work. Applying Learning Objectives Students can see in the schedule below how these objectives are applied through a written “purpose” for that course period, assignments, readings, and discussion topics.

**Required text:**

Audience Evolution
New Technologies and the Transformation of Media Audiences

Philip M. Napoli/Columbia University Press

Additional readings will also be assigned by the professor.

**Class participation/performance**

The professor will assign readings from a variety of articles. Class participation/performance will be evaluated on the basis of preparedness to discuss assigned readings and the quality and substance of contributions to class discussions.

Students will also prepare two insights on the readings for class discussion. These written assignments will be no more than one-page and should identify key concepts or ideas that are relevant to the contemporary use of social media.

**Written insights tentatively due: January 23rd and February 13th.**

**Final Grades** will be allocated as follows (projects will be explained by professor):

Class Participation/Performance (includes two written papers on insights): 15%  
Mid-term (based on assigned readings and class discussions): 40%

**Mid-term: Tentatively March 6th.**

Team project: researching (part I): 20%  
Team project: final report (part II): 25%

**Links for Audience Data:**

comscore.com  
arbitron.com  
scarborough.com  
fcc.gov  
radioink.com  
tvweek.com  
broadcastingcable.com  
nab.org  
rab.com  
Iab.net  
cynposis.com

**Online Educational Resources:**

Google Analytics: google.com/analytics/education.html
YouTube Analytics: https://developers.google.com/youtube/analytics