**COMM ST- 455**  
**CURRENT ISSUES IN AUDIENCE STUDIES**

Spring, 2008  
Monday, 2-4:50 pm  
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**Description:** This course offers a brief survey of different theoretical traditions in audience studies, and then focuses on current issues that arise when we consider audiences as markets, publics and communities. It draws on the literature in cultural studies and the social sciences. Particular emphasis is placed on media consumption, rather than on audience “effects.”

**Readings:** The texts for the course are listed below. They should be available at the Norris bookstore. Several articles and chapters are assigned throughout the term. These are available on the course web site at Blackboard/Course Info.


**Grades:** Your course grade is based on a final paper and the presentation associated with that paper. The paper should, at a minimum, offer a thoughtful review of some body of audience studies literature that is of particular interest to you. Decisions about the scope and substance of the papers are to be made in consultation with the professor.

**SCHEDULE OF CLASSES**

**Mar 31 / Introduction**


Apr 7 / Traditions in Audience Studies: Outcomes


Apr 14 / Traditions Continued: Agents


**Apr 21 / Traditions Continued: Masses**


**Apr 28 / Reconciling Divergent Traditions**


**May 5 / Issues: Audiences as Markets**


**May 12 / Issues: Audiences as Publics**


**May 19 / Issues: Audiences as Communities**


**May 26 / Memorial Day**

**Jun 2 / Presentations**

Papers Due: June 6