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

Spring, 2010  
Thursday, 2-4:50 pm  
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**Description:** This course offers a survey of different traditions in audience studies, reflecting the literature in social science and cultural studies. Particular emphasis is placed on understanding digital media use and how audiences are constructed as markets and publics.

**Readings:** The texts for the course are listed below. Butsch and Sunstein should be available at the Norris bookstore. Copies of Napoli, which is in manuscript form, will be made available. Several articles and chapters are assigned throughout the term. These are 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. A proposal for your paper is due April 22nd. Its final scope and substance will be determined in consultation with the professor.

**SCHEDULE OF CLASSES**

**April 1/ Introduction**


Apr 8 / Traditions in Audience Studies: Outcomes


Apr 15 / Traditions Continued: Agents


Apr 22 / Traditions Continued: Masses


*Paper Proposals Due April 22*

Apr 29 / Individual Meetings

May 6 / Reconciling Divergent Traditions


May 13 / Issues: Audiences as Markets


**May 20 / Issues: Audiences as Publics**


**May 27 / TBA**

**Jun 3 / Presentations**

*Papers Due June 3*