**Description:** This course offers a survey of different traditions in audience studies, including literature in communication, sociology, political science, economics and cultural studies. Particular emphasis is placed on understanding digital media use and how audience formation affects the operation of the popular culture and the public sphere.

**Readings:** The texts for the course are listed below. The first two are available at the Norris bookstore. Several articles and chapters are assigned throughout the term. These are on the Course Management System (Blackboard) at http://www.it.northwestern.edu/education/course-management/.


**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 October 29. Its final scope and substance will be determined in consultation with the professor.

**SCHEDULE OF CLASSES**

**Oct 1 / Introduction**


Oct 8 / Traditions: Audiences as Outcomes


Oct 15 / Traditions: Audiences as Agents


Oct 22 / Traditions: Audiences as Masses


Paper Proposals Due October 22

Oct 29 / Individual Meetings / Audience Analytics Panel

Nov 5 / Media Measures


Nov 12 / Processes & Patterns: Fragmentation


Nov 19 / Processes & Patterns: Polarization


Nov 26 / Work in Progress / Presentations


Dec 3 / Presentations

*Papers Due Dec 11*