

## Course Syllabus

1. **Program of Study** Bachelor of Arts  
(Animation/Film/Television Production)  
**Faculty/Institute/College** Mahidol University International College
2. **Course Code** ICEM 203      **Course Title** Audience Analysis
3. **Number of Credits** 4 (Lecture/ lab) (4-0)
4. **Prerequisite** None
5. **Type of Course** Entertainment Media Core Course
6. **Trimester / Academic year** Third Trimester / Year II
7. **Course Description**  
Nature and characteristics of audiences; principles and methods of gathering information about audiences, including size, demographic and psychographic structure, behavior, habits, and response toward the media, as well as its effect on audiences.
8. **Course Objective(s)**  
After completing this course, students will be able to design a basic research survey that demonstrates an understanding of audience analysis.
9. **Course Outline**

Week	Topic		Instructor
	Lecture	Hour	
1	Introduction to audience analysis	4	
2	Patterns of audiences: nature and characteristics	4	
3	Audience demographics	4	
4	Audience lifestyles and psychographics	4	
5	Trends in consumer habits and response	4	
6	Media impact on audiences	4	
7-8	Techniques and strategies of collecting	8	

	information		
9	Design of a basic audience research survey	4	
10-11	Data analysis, interpretation techniques, and research application: audience rating and experimental research	8	
12	Final project presentation	4	
	Total	48	

**10. Teaching Method(s)**

Lecture and discussion

**11. Teaching Media**

Texts, handouts, and PowerPoint presentations

**12. Measurement and evaluation of student achievement**

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

**13. Course evaluation**

Assignments	40%
Take-home exam	30%
Final project	30%

**14. Reference(s)**

Beville, H. M., Jr. (1988). *Audience ratings: Radio, television, cable (rev. ed)*. Hillsdale, NJ, Lawrence Erlbaum Associates.

Buckingham, D. (1993). *Reading Audiences: Young people and the media*. Manchester and New York, Manchester University Press.

Livingstone, S. (1998). *Making Sense of Television: The Psychology of Audience Interpretation*. London, Routledge.

Moores, S. (1993). *Interpreting audiences: The ethnography of media consumption*. Thousand Oaks, CA, Sage.

Morley, D. (1986). *Family Television: Cultural Power and Domestic Leisure*. London, Routledge.

Webster, J. G., and Lichy, L. W. (1991). *Ratings analysis: Theory and practice*. Hillsdale, NJ, Lawrence Erlbaum Associates.

**15. Instructor(s)**

TBA

**16. Course Coordinator**

Asst. Prof. Panadda Thanasatit