



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
COMM-401	Lifestyle and Fan-based Media	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
COMM-220	Communications	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Concentration	Journalism	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr. Mike Hajimichael	3 <sup>rd</sup> /4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-face	None	None

### Course Objectives:

The main objectives of the course are to:

- Provide an understanding of the evolution and key concepts involved with Lifestyle and fan-based media
- Explore the relationship between media consumers and media texts and how audiences are now more active in terms of making media content
- Comprehend issues related to media reception and multiple fan practices

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Engage practically with different forms of lifestyle and fan-based media
2. Critically evaluate different theoretical approaches to the study of audiences and fans
3. Analyse the social, cultural and economic premises and consequences of lifestyle and media fandom
4. Develop a variety of lifestyle content with particular fan based audiences in mind

**Course Content:**

- Definition, approaches, object, content and evolution of Lifestyle Journalism
- Meanings of lifestyle content – width of content across culture, sport, and entertainment
- From the Mass passive audience to the masses of fan based active audiences
- The power of fandom and its relationship with culture and identity
- Fan identity as a network of support. community, engagement and affection
- ATV as a case study in fan-based content – guest lecture by founder Robbie Lyle
- Developing fan based content - Podcasting/Web TV/Blogging
- The future of lifestyle and fan-based content

**Learning Activities and Teaching Methods:**

Lectures, PowerPoint presentations, writing workshops, guest lectures

**Assessment Methods:**

Attendance and Participation written projects and exams

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
The Routledge Companion to Media Fandom	Click, M. A. & Scott, S.(eds)	Routledge	2018	978-1-315-63751-8
Lifestyle Journalism Social Media, Consumption	Vodanovic, L. (ed)	Routledge	2019	9780815357995

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
The Basics Of Lifestyle Journalism Made Easy: An Introduction Into Nonlinear Lifestyle Journalism Creation	Waters, A	CreateSpace Independent Publishing Platform	2016	978-1533403704
Understanding Fandom: An Introduction to the Study of Media Fan Culture	Duffet, M	Bloomsbury	2013	978-1-6235-6086-7