

ECREA Audience and Reception Studies Section

Mission statement

The Audience and Reception Studies Section intends to organise a strong network for European research and education in the field of audience and reception studies. It welcomes various approaches (theoretical/critical works, methodological discussions or empirical studies) and methods (quantitative or qualitative research, or both) and encourages works that cross disciplines and traditional boundaries (between “old media” and “new media”; between mass communication, group communication and interpersonal communication; between content/production and audience/reception).

Main goals

- To develop further research in the field, i.e. to consolidate existing approaches and methods and to explore new avenues of research.
- To build a culture of exchanges and collaborations between European audience and reception researchers.
- To encourage junior researchers.
- To cooperate with other relevant ECREA sections and other communication associations.
- To communicate existing works from section members to the academic world and to the public at large whenever possible.

Some topics

- Theoretical and methodological challenges for audience and reception studies.
- From audiences to publics: media reception as social and political participation.
- Media and interactivity: new roles for audience members?
- Media effects, reception and uses.
- Media and identities.
- Media and everyday/family life.
- New audience and reception research methods.