

## **Yearly report of the Audience and Reception Studies section (year 2007)**

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### **First 'section seminar'**

The section partnered with the international conference *Transforming Audiences: Identity / Creativity / Everyday Life*, which was held at the University of Westminster (London) on 6-7 September 2007. The conference was organized by David Gauntlett, Annette Hill and Caroline Dover (all from CAMRI, University of Westminster). The conference considered the changing nature of audiences, and the ways in which people's participation with media can be studied.

### **First business meeting**

The first business meeting of the section was held alongside the *Transforming Audiences* conference, on 7 September 2007. The major items of the agenda were 'Priorities for the section', 'Measures and action', 'Report of decisions and activities', and 'Revisions of the Modus Operandi'. The minutes and decisions of the business meeting were emailed to all section members, and the new version of the Modus Operandi was published on the ECREA website.

### **COST preliminary proposal**

In the end of September 2007, the section (with Geoffroy Patriarche as 'proposer') submitted a preliminary proposal to the COST framework. The proposed Action is entitled *Transforming Audiences, Transforming Societies* and aims at coordinating research efforts about the key transformations of audiences with regard to broader social, cultural, political and technological changes. The preliminary proposal has passed the first review stage, and the full proposal must be submitted by the 1st February 2008. All ECREA members were invited to express their interest and to join the ARS section.

### **Section website**

The section website was launched in December 2007. All section members were invited to join and a link was mounted on the ECREA website. See <http://audiences.ning.com>.

### **European Communication Conference 2008**

The ARS section (with Tilo Hartmann as section programme chair) has been organising its own conference flow for ECC08 in Barcelona. In December 2007, potential reviewers have been asked to assist in the review process, and a section call has been sent to all section members.

### **ECREA newsletter**

The section contributed to the first two editions of the ECREA newsletter.