

Yearly report of the Audience and Reception Studies section (year 2010)

Section event: Third European Communication Conference (ECC10)

The ARS section contributed 13 sessions for ECC10 (including 2 panels, 54 individual papers and 6 posters) with presenters from 21 countries (Austria, Belgium, Brazil, Canada, Denmark, Estonia, Czech Republic, Finland, Germany, Israel, Italy, Netherlands, Latvia, Norway, Portugal, Serbia, Spain, Sweden, Turkey, UK, US). The section received 95 paper submissions, 1 poster and 2 panel submissions with 5 papers each. 20 Referees from 14 countries reviewed the proposals and chose the ones for the final program.

COST Action IS0906 “Transforming Audiences, Transforming Societies” has started

A proposal for network funding that was initiated by ARS members was approved by the European COST programme. The period of activity is March 1, 2010 to February 28, 2014. G. Patriarche serves as chair of the Action, H. Bilandzic as vice chair. The scientific work is carried out by four working groups: (1) New media genres, media literacy and trust in the media. Chair: K. Schröder; (2) Audience interactivity and participation. Chair: N. Carpentier; (3) The role of media and ICT use for evolving social relationships. Chair: F. Zeller; (4) Audience transformations and social integration. Chair: C. Ponte. The Action has 180 individual members from 30 European countries, many of whom are ARS members. More information at <http://www.cost-transforming-audiences.eu>.

Proposal for the ECREA Book Series submitted

A new book featuring work from the ARS section is currently being edited. The title is “The Social Use of Media. Cultural and Social Scientific Perspectives on Audience Research”, with H. Bilandzic, G. Patriarche and P. J. Traudt serving as editors. The book will appear in the ECREA Book Series. Its goal is to present state-of-the-art review of approaches to social use of media, while focusing on recent ECREA-bound audience and reception research. There is a particular focus on the different scientific paradigms that may be found in the field of audience research, as discussions about this rarely enter other publication outlets such as academic journals. The chapters were selected following an open call among ECREA members in 2009; 14 contributions of authors from 11 countries were selected. The book covers topics such as: Audience activity and interactivity; Media use as social practice; Media use and ethnic identity; Cultural, political and technological participation.

Proposal for a new scholarly journal for ARS

David Giles and Kim Schröder serve as founding editors for a new section journal about audience and reception studies. They have developed and submitted a proposal to Intellect. The journal will have a broad approach to audiences and thematically cover all issues relevant to the section. The tentative title is “Audiences: A Journal of Theoretical and Empirical Research”.

YECREA representation

Ranjana Das, LSE, serves as the YECREA representative for the ARS section. In collaboration with ARS, she plans a cross-generational workshop for young scholars, in partnership with the COST Action “Transforming Audiences, Transforming Societies”.

Revisions of the section modus operandi

The MO of the ARS section was revised according to the suggestions of the ECREA board:

- “Section Management Team” instead of “Section Executive Team”
- “The maximum term for a member of the Section Management Team is 6 consecutive years. Preferably, a new member will enter the Section Management Team at the position of Vice-Chair, and become Chair after having been Vice-Chair” (article 4.3).

Election of the new team

The previous management team was elected again, now with different roles: H. Bilandzic as chair, and G. Patriarche and C. Ponte as vice chairs. The team is re-elected with 27 yes-votes (including 7 electronic votes), one no-vote and 2 abstain-votes.

December 1st, 2010

The management team: Helena Bilandzic, Geoffroy Patriarche and Cristina Ponte.