

TRANSFORMING Audiences

identity | creativity | everyday life



INTERNATIONAL CONFERENCE

Transforming Audiences

Identity / Creativity / Everyday Life

6–7 September 2007, University of Westminster

In association with the Audience and Reception Studies section of the European Communication Research and Education Association (ECREA), and the Popular Communication Division of the International Communication Association (ICA).

'Audience' is now widely recognised as a concept in crisis. The traditional notion of families gathered around the television set has crumbled, to be replaced by much more complex models of dispersed and fragmented audiences, 'users', or 'participants', who may take the role of producer as well as audience, and who use traditional and new technologies in a mix of communication, consumption and creativity.

At the same time, audiences survive. Today's diverse range of media forms continue to have audiences, and media theorists continue to produce important work about the connections between media and identities, everyday life, and responses to current and global affairs. The approach of this conference is one which

understands audiences as engaged in dynamic and creative practices. Such an approach is not located around any particular paradigm, or method, but is rather multidisciplinary and multimethod in its understanding of audience research. Through looking at dynamic practices we can understand how audiences engage with and reflect on the changing nature of contemporary media.

Plenary speakers will include

Sonia Livingstone (London School of Economics) and **Joke Hermes** (Inholland University and University of Amsterdam).

Confirmed speakers include Martin Barker, Göran Bolin, John Corner, Peter Lunt, Maire Messenger Davies.

www.transformingaudiences.org.uk

call for papers

LONDON

INTERNATIONAL CONFERENCE: CALL FOR PAPERS

call for papers

The *Transforming Audiences* conference will consider issues which include:

- The meaning of 'audiences' in contemporary digital media contexts
- New and creative research methods in audience studies
- Transnational audiences and diasporas
- Audiences and identities
- Genre and audiences
- New perspectives on media and everyday life
- Media history and audiences
- New perspectives on media influences
- Philosophical and theoretical paradigms

We welcome proposals for papers and presentations on these or any contemporary issues related to media audiences.

Panels will normally consist of three 20-minute presentations. Abstracts should include the presenter's name, institutional affiliation, title of paper, email and work address, as well as a 300 word abstract and brief biographical note. Proposals for panels or alternative formats should include a 300 word overview as well as individual abstracts following the guidelines above.

Registration fee for the two days will be £220, for one day will be £150, including lunch and a wine reception. ECREA and ICA members will be given a preferential rate of £175 for the two day event. The special rate for postgraduate students will be £100 for the two day conference, or £60 per day.

Conference organisers: Caroline Dover, David Gauntlett, Annette Hill, and Roza Tsagarousianou (School of Media, Arts and Design, University of Westminster), with Geoffroy Patriarche, Chair, ECREA Audience and Reception Studies section, and Lynn Schofield Clark, Chair, ICA Popular Communication Division.

All proposals should be sent by 20 April 2007 to
Erica Spindler (e.spindler@wmin.ac.uk). Electronic submissions only.

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