

INFORMACIJE

INFORMATION



**ACTIVITIES OF THE COST ACTION
“TRANSFORMING AUDIENCES,
TRANSFORMING SOCIETIES” IN 2011**



**1. First conference of COST Action IS0906 in partnership with ECREA, ICA and IAMCR
Zagreb, April 7-9, 2011**

The first conference of the COST Action “Transforming Audiences, Transforming Societies” was held in Zagreb, April 7-9, 2011. The conference dealt with “New Challenges and Methodological Innovations in European Media Audience Research” and was organized by Jelena Jurisic (University of Zagreb) and Helena Bilandzic (University of Augsburg). 133 participants attended the conference and 72 papers were presented on diverse topics ranging from media literacy, social media, globalized media environments, trust in Media, participation, to cross-media challenges. Keynotes were held by Uwe Hasebrink (Hans-Bredow-Institut) on „New challenges and methodological innovations in research on media audiences and patterns of usage“, and Peter Dahlgren (Lund University) on „Online participation. Conceptualising modes of civic interaction and experience“. One of the conference’s highlights were two round tables with non-academic stakeholders from media industry, policy, regulatory bodies, and research institutions, discussing the topics of “Media literacy: ambitions, policies and measures” and “Audience research: academic and non-academic approaches and cooperation possibilities“. The first conference of COST Action was organized in partnership with ECREA, ICA and IAMCR. Further details about the programme can be found on the Action website at: <http://www.cost-transforming-audiences.eu/node/97>.

**2. Working group meetings of the COST Action,, University of Westminster,
London, 31 August 2011**

The aim of the working group meetings in London was to move ahead with the scientific work of the Action. The working group meetings were mostly devoted to the presentation and the discussion of members’ papers, to be published in forthcoming journal special issues and COST edited volumes. Further details about the programme can be found on the Action website at: <http://www.cost-transforming-audiences.eu/node/175>

**3. “Transforming Audiences 3” conference, University of Westminster,
London, 1-2 September 2011**

The 2007 and 2009 “Transforming Audiences” conferences have seen this event become Europe’s major recurring international conference for audience/user studies, bringing together researchers from all over the world.

Acknowledging that after decades preoccupied with what people do when sitting down, media studies is suddenly on its feet, "Transforming Audiences 3" had the theme of 'Online & mobile media, everyday creativity and DIY culture'. The rise of computers in our pockets – still called 'phones', but used more for accessing a world of online communication, information and entertainment than for making telephone calls – coincides with the growth of DIY culture and people making their own media. Video games are now about actually running and jumping, rather than just doing it on screen, and 'augmented reality' enables a hands-on engagement with real things to be combined with digital technologies. Social media and YouTube indicate a real change in everyday media practices. But sit-down media is still an important dimension of people's lives, and its relationship with newer developments requires further exploration.

"Transforming Audiences 3" was organised by David Gauntlett and his colleagues from the Audiences and Users Group at the University of Westminster Communications and Media Research Institute (CAMRI), and run in collaboration with the COST Action "Transforming Audiences, Transforming Societies". "Transforming Audiences 3" was presented in association with ECREA, IAMCR and ICA.

More information available at: <http://www.transformingaudiences.org.uk/>.

4. Edited works resulting from the work of the Action and published in 2011

>Bilandzic, H., Carpentier, C., Patriarche, G., Ponte, C., Schröder, K., Vossen, E., and Zeller, F. (eds) (2011). *Overview of European Audience research. Research report of the COST Action IS0906 Transforming Audiences, Transforming Societies*. Available at: <http://www.cost-transforming-audiences.eu/node/216>.

>Bourdaa, M., Vobič, I., and Damásio, M. J. (eds) (2011). *Audience interactivity and participation. Interview essays with civil society representatives*. Available at: <http://www.cost-transforming-audiences.eu/node/289>.

>Carpentier, N. and Dahlgren, P. (eds) (2011). Interrogating audiences: Theoretical horizons of participation, special issue of *CM: Communication Management Quarterly*, 21.

>Livingstone, S. (ed) (2011). *Media literacy: Ambitions, policies and measures*. London. Available at: <http://www.cost-transforming-audiences.eu/node/223>.

More publications of the members are listed on the Action's website.

For more information on the COST Action "Transforming Audiences, Transforming Societies", please visit the project website at <http://www.cost-transforming-audiences.eu>, or send an email to Geoffroy Patriarche (Action chair, patriarche@fusl.ac.be) and Helena Bilandzic (Action vice chair, helena.bilandzic@phil.uni-augsburg.de).

Tradicija, kvaliteta, pouzdanost

Više od 90 godina PLIVA proizvodi kvalitetne lijekove i daje značajan doprinos liječenju bolesnika u Hrvatskoj i cijelom svijetu.

Tradicija i iskustvo inspiracija su i poticaj za sadašnji i budući rad - na tragu tih iskustava mi danas nastavljamo činiti sve da osiguramo daljnji napredak, prosperitet i budućnost kompanije, a našim građanima pružimo vrhunsku terapiju i pridružimo se svima koji brinu o zdravlju.

