

Audience and Reception Studies section

The Audience and Reception Studies section of ECREA intends to organise a strong network for European research and education in the field of audience and reception studies. It welcomes various approaches and methods, and encourages works that cross disciplines and traditional boundaries.

Main objectives

- To develop further research in the field.
- To build a culture of exchange and collaboration between European audience and reception researchers.
- To support junior researchers.
- To cooperate with other ECREA sections and other communication associations.
- To communicate existing works from section members to the academic world and the public at large.

Main issues

- Theoretical and methodological challenges for audience and reception studies.
- Audience participation in the realm of the social and the political.
- 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.

Join the ARS section via the 'My Information' space on the ECREA Intranet (requires ECREA membership).

About ECREA

<http://www.ecrea.eu>

ECREA is an international non-profit association with the general aim of providing a forum where researchers and others involved in communication and information research can meet and exchange information and documentation about their work. Other objectives of ECREA include encouraging the development of research, stimulating academic and intellectual interest in media and communication research, and promoting cooperation between members of the Association. ECREA was established in 2005 as a merger of the two main European associations of communication researchers, the European Communication Association (ECA) and the European Consortium for Communications Research (ECCR).