

TRANSFORMING AUDIENCES 2

CREATIVITY / KNOWLEDGE / PARTICIPATION

3–4 September 2009

University of Westminster

in association with the Audience and Reception Studies section of the European Communication Research and Education Association (ECREA), the Popular Communication Division of the International Communication Association (ICA), and the Audience Section of the International Association for Media and Communication Research (IAMCR)

www.transformingaudiences.org.uk

The first *Transforming Audiences* conference, in September 2007, featured over 100 presentations by audience researchers from around the world. *Transforming Audiences 2* signals its development as Europe's major recurring international conference for audience/user studies.

There has never been a more exciting time for researchers interested in the place of media in people's lives. The growth of diverse online offerings and easy-to-use creative tools, coupled with the global economic downturn, has made traditional media and conventional broadcasters increasingly uncomfortable. Some critics are concerned about the future of 'quality' media for audiences to enjoy, but others celebrate this flourishing of non-elite, grassroots media.

Transforming Audiences 2 – organised by the Audiences Group at the University of Westminster Communications and Media Research Institute, and run in association with ICA, IAMCR, and ECREA – will present a rich set of analyses of the current situation and raise important questions about the future. We strongly encourage papers from interesting new scholars as well as more established researchers.

Invited speakers include Liz Bird, Nick Couldry, Natalie Fenton, Christine Hine, Peter Lunt, and Shaun Moores.

Transforming Audiences 2 will consider the following issues:

- DIY media, 'we media', 'user generated content', and dispersed creativity
- Audiences, identities and popular culture
- Citizen media and new political communication
- Transnational audiences and diasporas
- Audiences and users around the world
- The economics and business of contemporary media audiences
- New methodologies in audience studies
- Changing audience/producer relations
- Media history and audiences
- Philosophical and theoretical paradigms, and ethical concerns

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

Proposals and registration

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 (up to 70 words).

Abstracts should highlight the original theoretical or empirical contribution.

Proposals for panels or alternative formats should include a 300 word overview as well as individual abstracts following the guidelines above.

All proposals should be sent by 22 April 2009 to Helen Cohen (h.cohen02@wmin.ac.uk). Electronic submissions only.

Registration fee for the two days will be £240, for one day will be £160, including lunch and a wine reception. ICA, IAMCR and ECREA members will be given a preferential rate of £210 for the two day event. The special rate for postgraduate students will be £110 for the two day conference, or £65 per day.

Registration will open in May at www.transformingaudiences.org.uk.

Preconference: 'The presentation of self in everyday digital life'

University of Westminster, 2 September 2009

Fifty years after Erving Goffman published *The Presentation of Self in Everyday Life*, people present and represent themselves with digital, multimodal means, online or offline. This preconference invites presentations on stories and profiles in digital storytelling and in social networking.

The preconference is convened by the international Mediatized Stories Project in association with the Transforming Audiences 2 conference. Mediatized Stories is coordinated from the University of Oslo, focusing on 'mediation perspectives on digital storytelling among youth'. See www.intermedia.uio.no/mediatized/.

Presentations will be given by Mediatized Stories researchers and by invited contributors. Proposals are welcome. They should be sent to Gunhild Digernes Jakobsen at g.d.jakobsen@media.uio.no by 22 April.

Registration for this preconference, which will be via the same form as for the main *Transforming Audiences 2* conference, is £30.