

Comparative Media Systems: Audience Transformations

Postgraduate course & research conference,
Inter University Center, Dubrovnik, April 8-12, 2013

Course directors:

Zrinjka Peruško, University of Zagreb
Slavko Splichal, University of Ljubljana
Snježana Milivojević, University of Belgrade
Carmen Ciller, Universidad Carlos III de Madrid
Kim Christian Schrøder, Roskilde University
Klaus Bruhn Jensen, University of Copenhagen

AGENDA

Monday

- 09:30-09:45 Welcome, introduction to the course by the course directors
09:45-10:15 Introductions of the participants
10:15-12:15 Slavko Splichal, University of Ljubljana
Communication Research Paradigms: Conceptual Distinctions or Divisions?
- 12:15-12:30 *Coffee break*
- 12:30-14:00 Zrinjka Peruško, University of Zagreb
Audience Agency and Media System: Past Relationships, New Dimensions
- Lunch break*
- 16:30-17:00 Leyla Ghavam, Free University Berlin
What the Readers Say: A Content Analysis of Online Readers' Comments on the Guardian, Le Monde and Spiegel Online
- 17:00-17:30 Riitta Perälä, Aalto University, Helsinki
From Exposure to Engagement?
- 17:30-18:00 Paško Bilić, Institute for International Relations, Zagreb
Tracing Audiences in Online Communities: Examples from the English Wikipedia
- 18:00-18:30 Discussion

Tuesday

- 10:00-12:00 Kim Christian Schrøder, Roskilde University
Exploring landscapes of news consumption cross-nationally in different media systems
- 12:00-12:15 *Coffee break*
- 12:15-13:30 Carmen Ciller, Universidad Carlos III de Madrid
Changes in Spanish television audiences

Lunch break

- 16:30-17:00 Alexandra Kvyat, Omsk State University, Russia
A New Trend in the Contemporary Russian Media System: Demand for Offline
- 17:00-17:30 Beatrice Züll, University of Zagreb
The Impact of Social Media on Television
- 17:30-18:00 Blerjana Bino, UET Centre for Research and Development, European University of Tirana
Media and Democracy in Albania: Journalistic Cultures of “Objectivity” and Partisanship
- 18:00-18:30 Discussion

Wednesday

- 10:00-12:00 Klaus Bruhn Jensen, University of Copenhagen
Audiences Across Media: A Comparative Baseline Study of European Audiences
- 12:00-12:15 *Coffee break*
- 12:15-13:30 Steffen Lepa, Technische Universität Berlin
The Media Dispositif as a Middle-Range Concept for Integrating Empirical Research on Mediatized Worlds

Lunch break

- 16:30-17:00 Antonija Čuvalo, University of Zagreb
Charting New Territory: COST Comparative Study – Describing Croatian Media Audiences in a European Context
- 17:00-17:30 Dina Vozab, University of Zagreb
Methodological Problems and Possible Solutions in Comparative Larger-scale Media System Studies
- 17:30-18:00 Discussion

Thursday

- 10:00-14:30 Cédric Courtois, University of Gent
Methodological workshop - Mixed methods in practice: The case of Q-methodology'

(Coffee break will be taken around noon)

Guided city tour – time tba

Friday

- 10:00-11:30 Round table: transforming audiences, transforming media systems?
- 11:30-12:30 Closing ceremony, course evaluation, certificates

Course description

In recent years the interest in comparative study of media systems has perked up within the field of media/mass communication studies. The course aims to contribute to this growing interest in understanding what shapes media systems and how they in turn shape societies. The course will address media systems in Europe and the world in relation to technological, economic, political, social and cultural changes that influence their development. The course will analyze these changes in a comparative way, engaging with recent methods of comparative analyses of media systems.

In 2013 the course will be focusing on changes in audience practices related to the changes in the media environment, technologies and contents, which in turn transform media systems. We will examine the results of recent and on-going pan-European comparative research projects on media audiences across different platforms, content (especially information), environments, and social uses, developed and discussed within the EU COST network action “Transforming Audiences, Transforming Societies”. The course will also host a methodological workshop with new insights into novel media audience research methods. Each year the topic of the course will focus on one, or a combination, of areas which define media systems: media markets (including aspects of ownership structures, concentration, audience behavior and media use, etc.), media and state (including media policy and regulation), political parallelism (or the relationship of the media, journalists, and the political sphere, including political communication and political culture), and professionalization of the journalists and the media.

The Inter-University Centre was founded in Dubrovnik in 1972 as an independent, autonomous academic institution with the aim of promoting international co-operation between academic institutions throughout the world. Courses are held in all scientific disciplines around the year, with participation of member and affiliated universities.

A limited number of HESP/OSI scholarships are available for post-graduate students from selected eastern European countries.

To apply to this course and the scholarships go to:

<http://www.iuc.hr/course-details.php?id=734>

For further academic information contact the organizing director professor Zrinjka Peruško, Centre for Media and Communication Research, Faculty of Political Science, University of Zagreb, zperusko@fpzg.hr; www.cim.fpzg.unizg.hr; www.fpzg.unizg.hr.