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ISCH COST Action IS0906

Transforming Audiences, Transforming Societies

Descriptions are provided by the Actions directly via e-COST.

The main objective of this Action is to advance state-of-the-art knowledge of the key transformations of European audiences within a changing media and communication environment, identifying their interrelationships with the social, cultural and political areas of European societies.

The Action will coordinate research efforts into the key transformations of European audiences within a changing media and communication environment, identifying their complex interrelationships with the social, cultural and political areas of European societies. The Action will offer a perspective which is different from that of conventional ICT-focused audience research, by (a) bringing together experts who study a wide range of media, 'old' mass media included, to understand how these relate to each other and to everyday life, and (b) paying equal attention to audience-focused issues (especially media interpretations and mediated experiences) and user-focused issues (both adoption and use of technologies). The Action will be of benefit to the scientific and education communities, to media, communication and ICT industries and professionals, to policy-makers and regulatory bodies, and to media-oriented NGOs and citizen initiatives.

Individuals, Societies, Cultures and Health COST Action IS0906

- ▶ **Description**
- ▶ Parties
- ▶ Management Committee



General Information*

- Chair of the Action:**
[Dr Geoffroy PATRIARCHE](#) (BE)
- Vice Chair of the Action:**
[Dr Helena BILANDZIC](#) (DE)
- DC Rapporteurs:**
[Prof. Leopoldina FORTUNATI](#) (IT)
- Science officer of the Action:**
[Dr Giuseppe LUGANO](#)
- Administrative officer of the Action:**
[Mr Leo GUILFOYLE](#)

Downloads*

- Action Fact Sheet**
[Download AFS as .RTE](#)
- Memorandum of Understanding**
[Download MoU as PDF](#)
- Progress Report**
[Download Progress Report as PDF](#)

Websites*

- Action website:**
<http://www.cost-transforming-audiences.eu/>
- Domain website:**
<http://www.cost.eu/isch>

* powered by e-COST

Publications

- ▶ 'Interrogating audiences: Theoretical horizons of participation' in CM Communication Management Quarterly

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