



CALL FOR PAPERS, C43

COMUNICAR JORUNAL

Monography for Comunicar, nº 43

CALL FOR PAPERS

Media prosumers

Participatory culture of audiences and media responsibility

Prosumidores mediáticos

Cultura participativa de las audiencias y responsabilidad de los medios

Topic Editors:

Dr. Carmen García-Galera

University Rey Juan Carlos. Madrid (Spain)

Dr. Angharad Valdivia

University of Illinois at Urbana-Champaign (USA)

Summary of the monography:

There are new ways of consuming media, watching tv, reading the news and listening to the radio, but additionally, social networks have contributed to create new audiences. Altogether there has been an increase in the participation of the audiences through these new media that having a traditional content have been adapted to new formats.

Having in mind these new forms of participation in the audiovisual content, we pretend to provide a comprehensive view on how audiences are changing and adapting to new ways of using media and more specifically how there has been an awakening for a greater participation within them. In other words, the objective of this issue of Comunicar is to make a deep analysis about the changes produced in audiences contextualized in a participatory culture and in the action of society as it progresses, changes and adapts to the new trends.

This participation is linked with a growing necessity to incorporate ground citizens to institutions and public organisms, making their voice heard and their presence felt. As Henry Jenkins defines it, it is a participatory culture from the bottom to the top.

On the other hand, the growth and evolution of the media have brought a new dialectic in which communications scientists try to elucidate whether it has been driven by the audiences necessity to enlarge their participation, as a reflect of a participatory and social action culture, or whether it has been the media themselves that have achieved a mayor participation and involvement from the public and audiences.

In this sense and related to the new form of participatory culture, a parallel phenomenon is starting to emerge regarding the reclamation of a media governance based in ethical principles that must include the audiences not only as stakeholders taken into account in media corporate's decision processes, but specially also as the subjects of media accountability. This is where media responsibility fits in.

Additionally, the new communication technologies have supported and contributed to a change in the participation of the audiences on one side as generators of new contents and, on the other, as detectors of the social relevance that specific media content can reach. Here we find the concept of a "social audience" characterized by its involvement and implication which is starting to be the focus of audience research companies, ready to analyze the content and feelings being expressed by viewers on the television programs they have watched and to provide with detailed data on which programs and which content generate more traffic within internet forums.

Media contents are no longer read, listened or watched. The most important characteristic of media consumption today is that contents are being shared and that audiences participate in their diffusion and even in their construction as active receivers. Active participation of media audiences is a core characteristic of our young 21st century. Supported and based on social networks, media try to implicate their audiences, and their audiences feel part of the communication process as they have never felt before. This is a totally new way to think our relationships with the media.

Finally, we cannot forget that mass media have a mobilizer function of audiences in order to push their participation. That is to say, it is not enough to study how the participation has evolved and adapted to audiences by means of new technologies, but also we need to analyze how media themselves are responsible to promote participation and social mobilization of their audiences.

In the face of this situation, media literacy emerges as a priority, starting with children, in order to encourage the development of a critical and constructive personality which might help them to achieve a more rational participation in media.

Descriptors:

- Participation and media citizenship
- Consumers and producers of messages and media
- Digital convergence and new forms of participation
- Children, youth, elderly and media participation
- Democratic media governance
- Young people and social networks: new ways to access traditional media
- New audiences, new screens, new ways to participate
- Television and participative audiences

Proposals for collaborations and research papers:

- Audiovisual contents and technologies
- Media and social active participation
- Media literacy and participation of the audience

Indications:

Editorial guidelines and sending of proposals:

www.revistacomunicar.com/index.php?contenido=normas

Proposals for this monographic through Platform OJS RECYT:

<http://recyt.fecyt.es/index.php/comunicar/login>

Key deadlines:

Final date for the submission of originals: 30 November 2013.

Published: May 2014 (preprint)/ July 2014 (impress).