The role of media in the life of audiences has experienced a noticeable transformation during recent decades due to rapid technological transformation and the integration of media into social and institutional practices. As the emerging technology age begins its re-organization of everyday life, the study of media audiences has taken on renewed importance. This is not just because more information is mediated; it’s also because people are integrating both old and new media technologies into their lives in more complex ways. Consequently, the concept of ‘audience’ itself has shifted to embrace new perspectives and approaches. Starting from the era of mass communication in which audiences were either conceived of in terms of motivations and effects or as an aggregated audience as public, we increasingly recognize the new potential of audiences as members of mediated social networks, as consumers of diverse media contents on complex combinations of modes of deliver and as content-producers.

Today being ‘audience’ is even more complicated and media environment is much more cluttered because of more sets of media, new forms of reception or media layering. All of which challenges traditional flows of communication in which audience research placed television as its core medium in a domestic context of reception. The tensions inherent in the study of audiences of linear media often focused on a debate over the power of the media and of the audience –between the passive and the active audience. In contrast, the new media environment engages audiences in a variety of contexts, for a range of purposes and with varying forms of being and audience. With the rise of new media the line between producers and audiences has become blurred resulting in prosumers, produsers and prosumerism. We invite papers that deal with the ways people are getting involved in contemporary communication configurations, reflecting on how individuals, broader social groups and institutions and media producers frame the variety of forms of audiencehood.

Call for Papers:

Papers based on empirical studies or discursive analysis and focusing on any of the following or other relevant themes are invited for the conference. The following list is only indicative and should not be considered as exhaustive.

- Networked Audiences
- Public Sphere and Media values
- Social media Audiences
• Young Audiences
• Children as Audiences
• Sub Culture and Audience
• Gendered Audiences
• Mobile Audiences
• Fandom
• Passive vs. Active Audiences
• Audience Ethnography
• Re(new)ed Theoretical approaches for media Audiences
• Validity of research methods to audience inquiry

Note: English is the official language of the conference.

Schedule for Conference

<table>
<thead>
<tr>
<th>Conference Dates</th>
<th>Feb. 26, 27 and 28th 2015 Thursday-Saturday</th>
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<tbody>
<tr>
<td>Submission of Abstract</td>
<td>Thursday, 15th January, 2015</td>
</tr>
<tr>
<td>Intimation of Acceptance of Abstract</td>
<td>Tuesday, 20th January, 2015</td>
</tr>
<tr>
<td>Submission of Full Paper</td>
<td>Monday, 16th February, 2015</td>
</tr>
<tr>
<td>Acceptance of Registration by DD</td>
<td>Monday, 16th February, 2015</td>
</tr>
</tbody>
</table>

Abstract:

Length | Up to 300 words
---|---

Format

| Title of Topic (16 pt Times New Roman bold) |
| Name of Author/s (14 pt bold Times New Roman) |
| Abstract along with key words (12 pt Times New Roman / Justified) (300 words) |
| Brief Introduction of Author/s (12 pt bold Times New Roman / Justified) |
| Only soft copy in MS Word or MS Word (97-2003) format |

Submission

By email to dcsconference2015@gmail.com on or before Thursday, 15th January, 2015
Conference Website:

For Further details please check the conference website to be launched on 1st December 2014. The link to conference will be made available on [http://www.unipune.ac.in/dept/science/dcs/default.htm](http://www.unipune.ac.in/dept/science/dcs/default.htm)

Registration

The Seminar will be useful for teaching faculty of Mass Communication, Electronic Media, Interdisciplinary groups, Research Scholars, Postgraduate Students, and people working in Research Organizations

The Registration fee is given below:

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<tr>
<td>Research Scholars &amp; PG Students</td>
<td>Rs. 500/-</td>
</tr>
<tr>
<td>Academicians / Industry</td>
<td>Rs. 1000/-</td>
</tr>
</tbody>
</table>

To Register, Please download the Registration form from the conference website. The registration fee is payable by Demand Draft (DD) drawn in favor of "The Registrar, Savitribai Phule Pune University". The registration fee will cover cost of delegate’s kit, and lunch/tea/coffee during the seminar.

Accommodation

Participants should arrange for their accommodation. Organizers may give information on request.

Conference Coordinator:

Mr. Ajit Gagare
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Ajit@unipune.ac.in

Office Contact:
020 - 25696348 / 49