

NATIONAL CENTRE FOR AUSTRALIAN STUDIES
SCHOOL OF JOURNALISM, AUSTRALIAN & INDIGENOUS STUDIES

presents

‘READERSHIPS AND RECEPTION’

A MASTERCLASS SERIES

Reception and the negotiation of meaning are key concerns in the field of cultural production, particularly in relation to authorship, publishing, journalism, television and now digital media. This Masterclass Series will concentrate on the ways in which we understand the activity of readers and audiences and the ways they make sense of cultural products. We will consider them spatially, temporally and materially, and will cut across a range of reception practices from in-depth reading to online browsing. How can we as researchers engage with these changing forms and practices of readership? What might we gain by bringing together insights from different media and contexts of reception? These Masterclasses bring together an illustrious, interdisciplinary panel of Australian and international experts to address these questions.

MASTERCLASS ONE: Friday 30th March 2012

‘The Persistent Audience’

‘To counter the Jay Rosen proposal that what we are dealing with now is “the people formerly known as the audience” - at least in theory and approach!’

Prof. Sue Turnbull (University of Wollongong)

When: Friday 30th March 2012 (9.30am – 4.00pm)

Where: The Wheeler Centre, Melbourne

Keywords: television, reception, readership, audience, memory

Dr Sue Turnbull is Professor of Communication and Media Studies at the University of Wollongong. Her research interests include media education, media audiences and television studies. She is currently writing a book on television crime drama for Edinburgh University Press and has recently co-edited a collection of essays with Dr Kate Darian-Smith entitled *Remembering Television* (forthcoming 2012), which brings together television history and memory studies. She is a former President of the Australian and New Zealand Communication Association and currently editor of the academic journal *Media International Australia* as well as co-editor of *Particip@tions*, the online journal of audience and reception studies. Sue is a frequent television and radio commentator and is crime-fiction reviewer for *The Sydney Morning Herald*.

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Please include a 100-word expression of interest. Readings will be provided.

Forthcoming Masterclasses ...

Dr Danielle Fuller
(University of Birmingham)
on reading communities
Friday 22 June 2012 TBC

Prof. Pat Buckridge
(Griffith University)
on reading experience
Friday 17 August 2012

Dr Alberto Manguel
Renowned author of
A History of Reading (1996)
and *A Reader on Reading* (2010)
Dates TBC