



Einladung
zum Vortrag von

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(Masaryk University, Brno)

Czech Audiences in the Digital Age: Between Liberation and Surveillance

Zeit: Dienstag, 17.11.2020, 17:00 Uhr

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Zum Vortrag

Drawing on original research into contemporary Czech audiences, we will look at a specific audience portfolio segment – convergent audiences. Due to the technological evolution and user possibilities brought by social media, subscription video-on-demand services, advertisement on-demand services, or piracy, we are witnessing monumental and sudden changes in the notion of what it means to be an audience member nowadays. That is why, while conceptually standing in between techno (or user)-optimistic and techno-pessimistic theories, we will reflect on the changes happening in the small peripheral AV industry market of the Czech Republic regarding the existence of convergent audiences. The talk will be based on the results of a three-year project during which semi-structured interviews with audiences (n= 98) and industry representatives (n=12) and one representative survey (n=4294) were conducted.

Zur Vortragenden

Iveta Jansová is Assistant Professor and coordinator of audiovisual courses at the Department of Media Studies and Journalism at Masaryk University in Brno. She holds a Ph.D. in Media and Cultural Studies from the Palacký University in Olomouc and her main research interests are audience studies and fan studies, as well as representations of gender in the media, mainly in the crime genre. Publications include *Powerful/Powerless media fans: Television series as a source of semiotic battles between fans and producers* and *Female heroines and their portrayal in Czech Crime TV Series*. Currently she is working on consumption practices of senior audiences, and representations of gender identities in crime TV series.