

ZeMKI-Online-Forschungskolloquium

ZeMKI *Online* Research Seminar

via Zoom

26.01.2022, 16.15 – 17.45 (CET)

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(CONICET/UMET - UNER – UBA, Argentina)

Good time, information, and entertainment. About media consumption practices in a Latin American metropolis

Abstract:

Mediatization constitutes one of the main objects of interest in communication studies in the last sixty years. Such interest faces in recent years the challenge of investigating the growing complexity of media ecology that results from the appearance, consolidation, and expansion of new technologies based on the Internet and mobile devices. The relationship between the media industry and the individuals that make up its eventual audience or public has changed like never before in the 21st century, as a result of multiple factors: from progressive technological advances to new habits generated by socio-cultural mutations - and even, as is the case now, due to socio-sanitary phenomena.

It is not surprising, then, that media consumption practices have also changed, especially among young urban people. From a socio-semiotic and culturalist perspective, this paper presents the preliminary results of research on media consumption practices of young people in the metropolitan region of Buenos Aires (Argentina). What do people do when they consume media? What do audiences talk about when they talk about “listening to the radio”, “watching TV” or “watching a movie”? How are their consumption practices and their links with different devices? How are their routines and their consumption rhythms? What type of contract do they establish with the different media, with their main formats or genres, and with their main characters and hosts? To sum up, we are interested in understanding the link between audiences and media.

Bio:

Mariano Dagatti is an Associate Researcher at the National Council for Scientific and Technical Research (CONICET, Argentina). He is Professor of Semiotics at the National University of Entre Ríos (UNER), Professor of Visual Communication at the University of San Andrés, and Media Semiotics and Professor of Semiology at the University of Buenos Aires (Argentina). He's PhD in Linguistics (obtained in 2015) and he also finished a Master in Discourse Analysis (2011), both at the University of Buenos Aires. His different researches are oriented to the analysis of the relation between imaginaries, political field and media system in contemporary Argentina (2001-2019). His current research is based in the Innovation Center of Workers (CITRA, UMET/CONICET), where he leads the Communication and Discourse Hub.