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## Abstract

This Study, Theoretical and Methodological Bases of Reception Studies: An Analytic and Critical Study on the Nature of the Audience Researches in Algeria, is an attempt to evaluate an ensemble of academic researches conducted at the Department of Information and Communication Sciences, University of Algiers, relating to the media audiences, during the period situated between 1995 and 2006.

The Above named decade, conceived as a necessary time for socio-political and economic transition from oriented to liberal society, had witnessed an important development in media studies in general including the audience researches that statically have moved from less than 1%, before 1995 to nearly 20%, by 2005.

This new liberal orientation, generated by the globalisation process, and especially supported by the new information and communication technologies, seem to be the main factor leading to a new concentration of media studies on the audience as a market and an electorate mass.

Nevertheless, political and trade marketing considerations could not be the only factors to develop audience studies in the academic level.

In liberal societies, especially within the Anglo-Saxon sphere, audience studies have been developed throughout the last century following the nature history of the media and the ever-sophisticated developments in information and communication technologies.

Based on theoretical and methodological developments, the different approaches to study the media audiences have included the most recent technological and political events in an attempt to understand and explain behaviours of different individuals and groups toward, for instance, the use of the Internet as a domestic technology besides the use of TV; and the "war on terror", started in late 2001, after the famous attacks on the Twin Towers of the TWC in New York and the Pentagon Quarters in Washington.

Technically speaking, The Globalization process is, strongly, taking place through the generalization of TV and Radio Direct Broadcasting via Satellites (DBS) and the use of the Internet, that is not, contrary to the first generation of new technologies literature, a monolithic or placeless 'cyberspace'; rather, it is numerous new technologies, used by diverse people, in diverse real-world locations.

The suitability of the Ethnographic Approach to study the social and technical interactions in this “Cyberspace” comes from the premise that one cannot understand the one without the other.

The most suitable approach to study the media global audience behaviours starting from local communities, may have many things to do with the Ethnographical approach in use since 1980's, when David Morley started focussing on TV viewing, on Domestic technologies, on family dynamism and on social micro-analysis.

In inviting the global audience studies literature through the natural history of media researches and the nature of the audience researches in Algeria, we advocate a comparative ethnographic approach and we suggest that there are lines of enquiry, linked to dimensions of new media use, that can be usefully pursued across a wide range of settings; and that there are issues about social transformations in new media contexts that generally concern social science and other communities.

In this study, we rarely address the question of whether the ethnographic findings are specific to a determinate area, or common to many areas. We simply do not have grounds for answering such question.

The conclusion is a clear advocacy in favor of an alternative approach in the study media audience in Algeria, namely the ethnographic approach that is suitable for the specific global and local aspects of the Algerian society.



## Résumé

La présente étude : Les Fondements Théoriques et Méthodologiques des Etudes de la Réception - une étude analytique et critique sur la nature des recherches des audiences en Algérie, est une tentative pour évaluer un ensemble de recherches académiques menées dans le Département des Sciences de l'Information et de la Communication, de l'université d'Alger, concernant les audiences des mass média, entre 1995 et 2006.

La décennie susmentionnée, conçue comme un temps nécessaire pour la transition sociale, politique et économique d'une société dirigée vers une société libérale, attestait un développement important dans les études des mass médias en général y compris les recherches d'audience qui ont, statistiquement, grimper de moins de 1% avant 1995 jusqu'à 20% en 2005.

Cette nouvelle orientation libérale, engendrée par le processus de la globalisation et supportée particulièrement par les nouvelles technologies de l'information et de la communication, semble être le facteur principal conduisant vers une nouvelle concentration des études d'audience comme un marché et une masse électorale.

Néanmoins, les considérations politiques et de marketing commercial ne pouvaient être les seuls facteurs pour développer des études d'audience sur le plan académique.

Dans les sociétés libérales, en particulier au sein de la sphère Anglo-Saxonne, les études d'audience se sont développées durant le siècle dernier suivant l'histoire naturelle des médias et les développements plus que jamais complexes dans les technologies de l'information et de la communication.

Basé sur les développements théoriques et méthodologiques, les différentes approches pour étudier les audiences des médias ont inclus les plus récents événements politiques et technologiques dans une tentative pour comprendre et expliquer les comportements des individus et groupes divers envers, par exemple, l'usage d'Internet comme une technologie domestique à côté de l'usage de la télévision ; et "la guerre sur la terreur", entamé fin 2000, après les fameuses attaques sur les tours jumelles à New York et les Quartiers du Pentagone à Washington.

L'approche la plus pertinente pour étudier les comportements de l'audience globale des médias à partir des communautés locales, pourrait avoir plusieurs traits en commun avec l'approche ethnographique en usage depuis les années quatre-vingt, quand David Morley avait commencé à concentrer ses efforts de recherche sur les téléspectateurs de la télévision, sur les technologies domestiques, la dynamique de la famille et sur la micro analyse sociale.

Techniquement parlant, le processus de la globalisation se produit fortement à travers la généralisation de la diffusion direct par satellite de la télévision et de la radio et l'usage de l'Internet, et cela n'est pas en contradiction avec la première génération de la littérature sur les nouvelles technologies, monolithique et 'cyberespace' sans base physique ; plutôt se sont des nouvelles technologies nombreuses utilisées par des gens divers, dans de divers localités réelles.

La pertinence de l'approche ethnographique pour étudier les interactions sociales et techniques dans ce 'cyberespace' émane de la prémisse qui stipule qu'on ne peut pas comprendre l'un sans l'autre.

Quant à la littérature des études d'audience globale à travers l'histoire naturelle des recherches sur les médias et la nature des recherches sur les audiences en Algérie, nous prôtons une approche ethnographique comparée et suggérons que des lignes d'enquête existent, liées à des dimensions de l'usage des nouveaux médias, qui pourraient être suivies utilement à travers un vaste rayon de cadres ; et que des questions existent sur les transformations sociales dans les contextes des nouveaux medias qui, généralement, concernent les sciences sociales et d'autres communautés.

Dans cette étude, nous nous adressons rarement à la question des résultats ethnographiques, i.e s'ils sont spécifiques à une région déterminée, ou s'ils sont communs pour d'autres régions, pour la simple raison, nous ne disposons pas de connaissances solides pour répondre à une telle question.

La conclusion est une recommandation en faveur d'une approche alternative dans les études d'audience en Algérie, à savoir l'approche ethnographique qui convient le plus aux aspects globaux et locaux spécifiques de la société algérienne

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(Offline Audience)

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:(Synchronization)

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(Mass Electorate)

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(Web Audience)

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(Clausse, 1968)

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(Larousse, 1983)

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(Interactive Media)

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: (McQuail, 1984) (23)

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Lack of Social Organization -

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(Social Class- Income )

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(Social differentiation) -

(Social Interaction) -

(Normative Control Systems) -

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(Blumer 1939, Mills 1956)

(McQuail 1984)

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(Internal Structure Proprieties)

(Gratification)

(Katz, Lazarsfeld)

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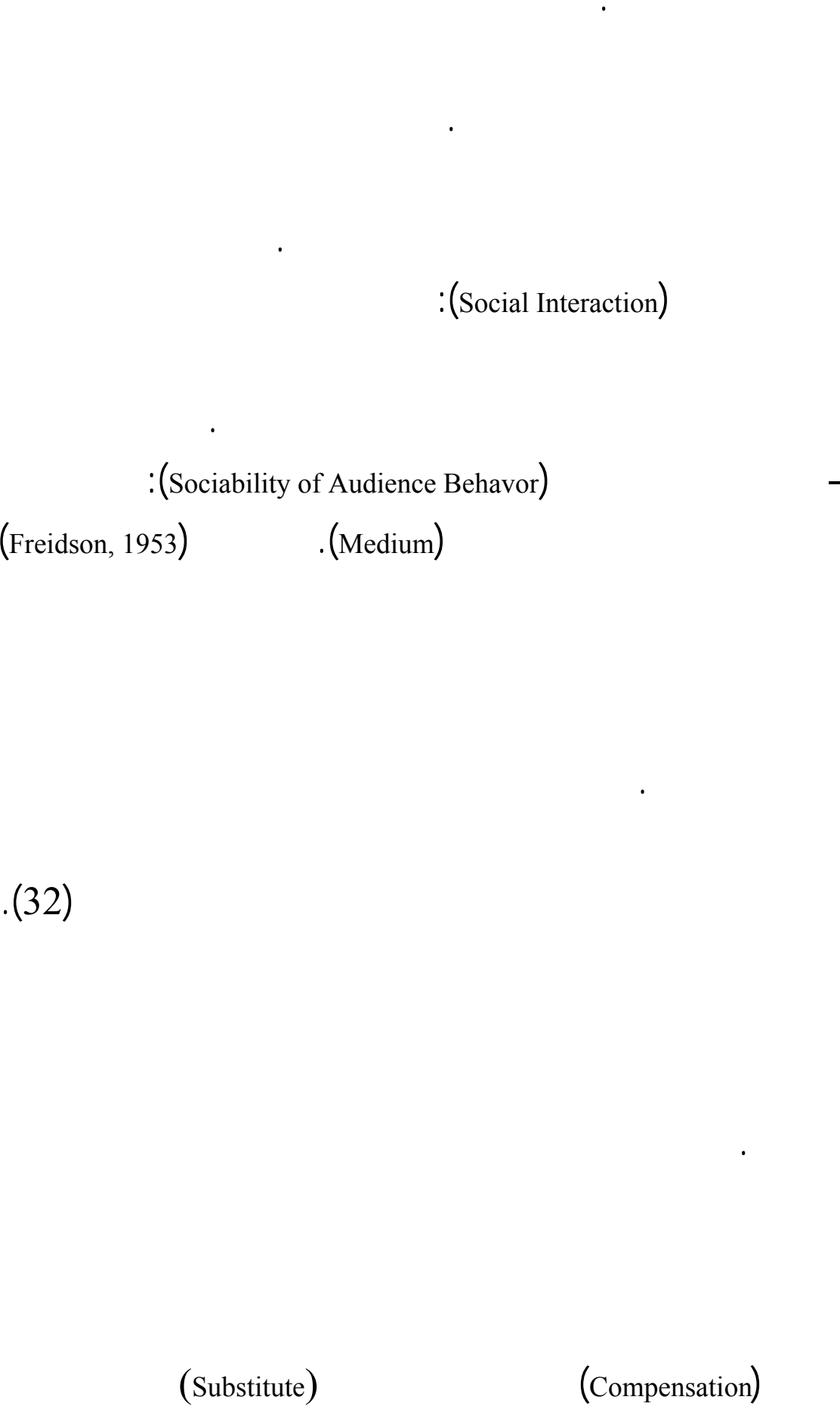
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(Opinion Leaders  
(Communication

(Effects)



:(Social Uses)

James Lull , 1982 –David Morley, 1986 -1992))

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(33)Social Use Typology

(Affiliation/Avoidance) / (Relational) (Structural)

.(Competence/dominance) / (Learning Social)

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:(Social Isolation)

(Self Isolation)

(Alienation)

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(Escapism )

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(Social Contact)

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:(Audience/Sender Relationship)

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(Modem)

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e-Social ) (Virtual Social Interaction) "

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(Interaction

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:Normative Control Systems

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(Media Behaviour) "

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.(Unwanted Influence)

(Conformity)

"(Free Market of Ideas)  
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(Propaganda)

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.(Powerful Leaders)

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(Advertising)

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 (Globalisation " ")  
 (Transnationality, Univerality)  
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## Audience Composition Theories

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(McQuail, 1984)



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:(Differential Leisure Resources)

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(Audience Research)

(Audiomètre, People Meter)

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(Survey Method)

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(Case Study)

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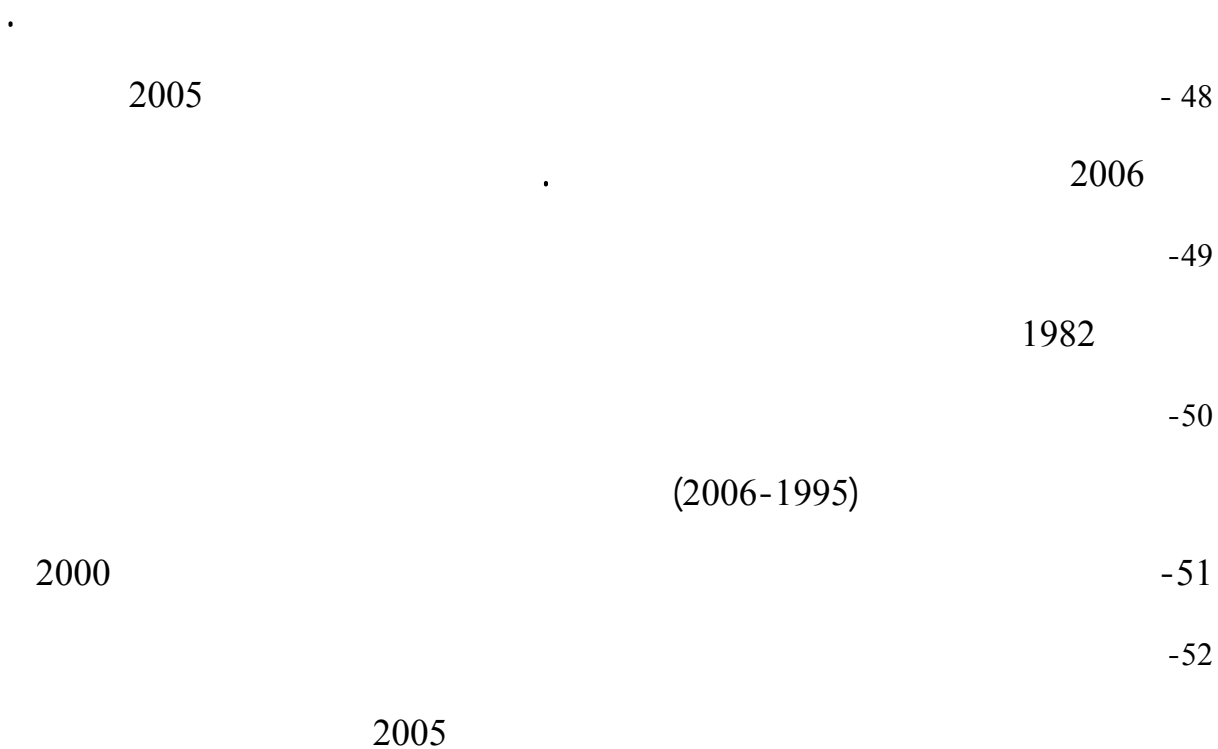
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(Applicability-Validity)

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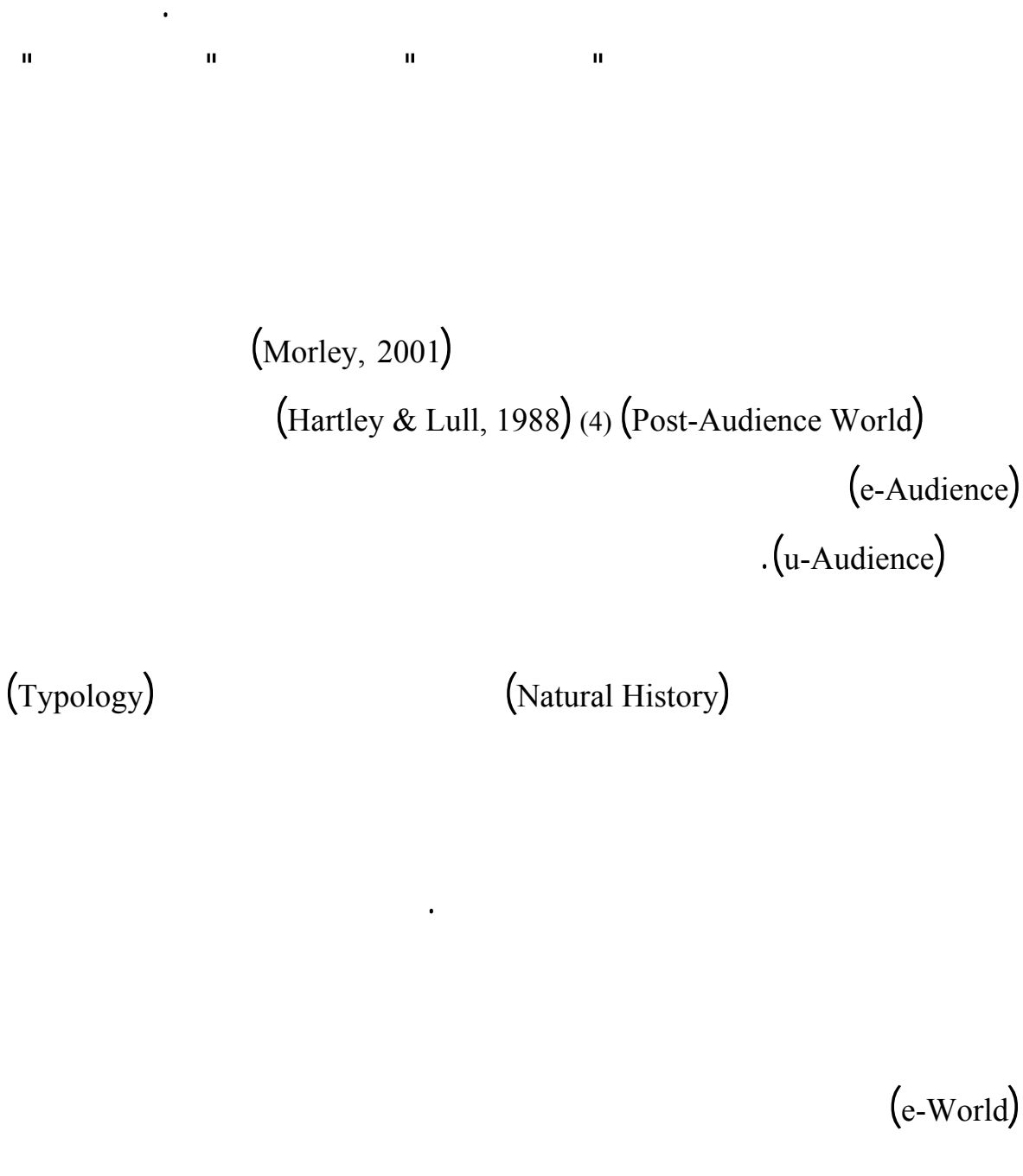
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(Lazarsfeld et al., 1944)

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(Hovland et al., 1949)

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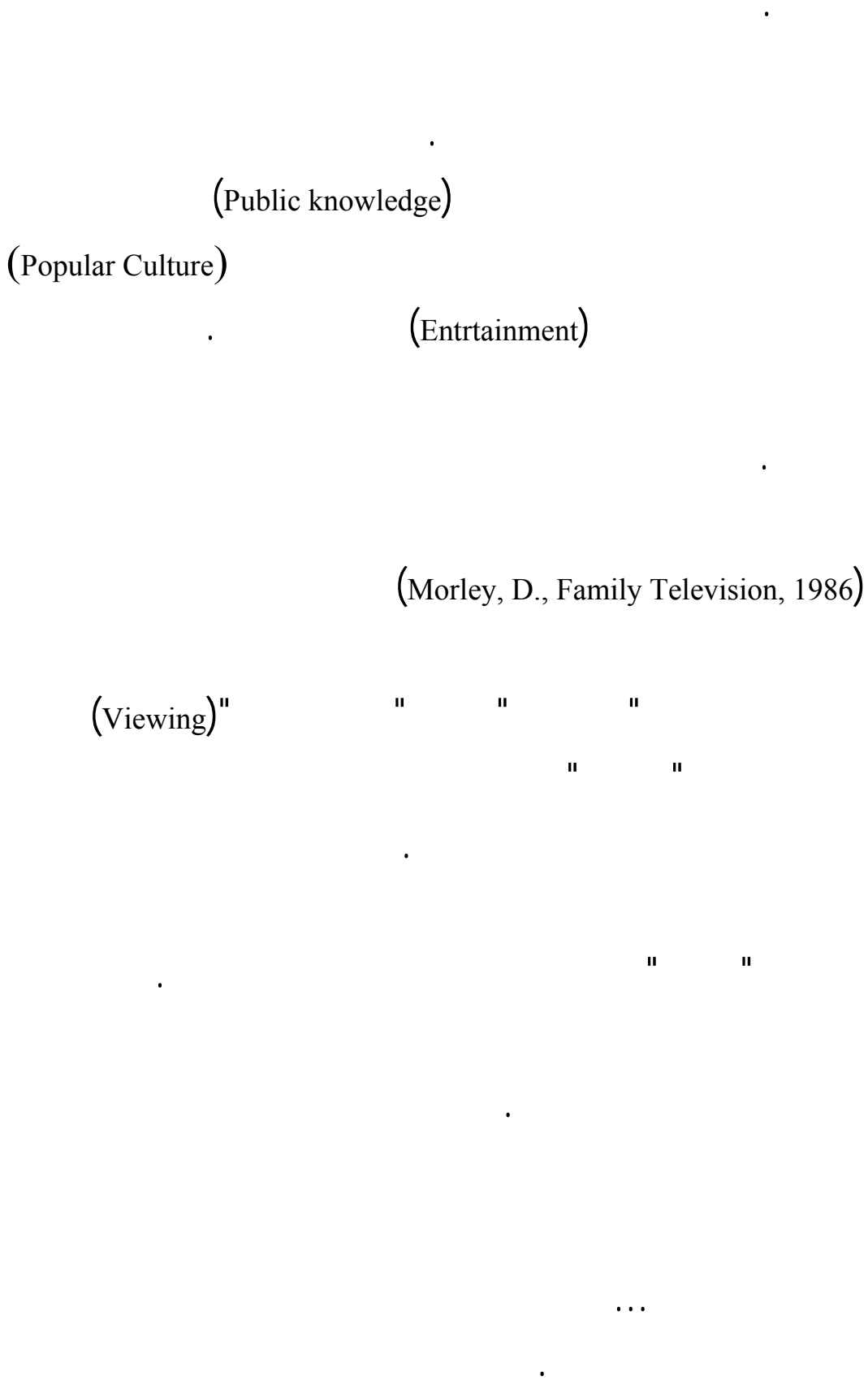
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( Third Generation of Reception Studies Aspects)

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(u-Audience)

(Mark Weiser)

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(Massification)

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1- Mcquail D, *Mass Communication Theory*, Sage publication, London, 1984, p.13

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Collins Robert

Klapper, J., *The Effects of Mass Communication*, New York, Free Press, 1960, p.8 “*Mass Communication does not ordinarily serve as necessary and sufficient cause of audience effects. But rather functions through a nexus of mediating factors*”

7- Morley, D., *Rethinking the Media Audience*, sage publication, London, 1999

8- Daniel Miller & Don Slater, *The Internet: An Ethnographic Approach*, Oxford Berg, 2000, chapter One, p.1

9- McQuail, 1984, Op.cit. P.177

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- 27- Morley, *ibid*.p.17
- 28- Dayan, Danielle, *Raconter le Public*, Hermès No 11-12, 1993, p.15

202.

(Morley, 1992 )

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*« Within this formulation television's meanings, that is the meanings of both texts and technologies have to be understood as emergent properties of contextualized audience practices. These practices have to be seen as situated within the facilitating and constraining micro-social environments of family and household interaction.»*

30-Mick Underwood, *Reception Studies-Criticisms*, CCMS InfoBase, htm, April, 2006

“New audience research as the 'new revisionism' shows how many, much earlier; studies have demonstrated that audiences construct highly individual readings of media texts (Curran 1990). There is, however, certainly some justice in David Morley's claim 1997 that neither Curran nor anyone else could have written that particular history of cultural studies until the 'new revisionism' had transformed our understanding of audience research”.

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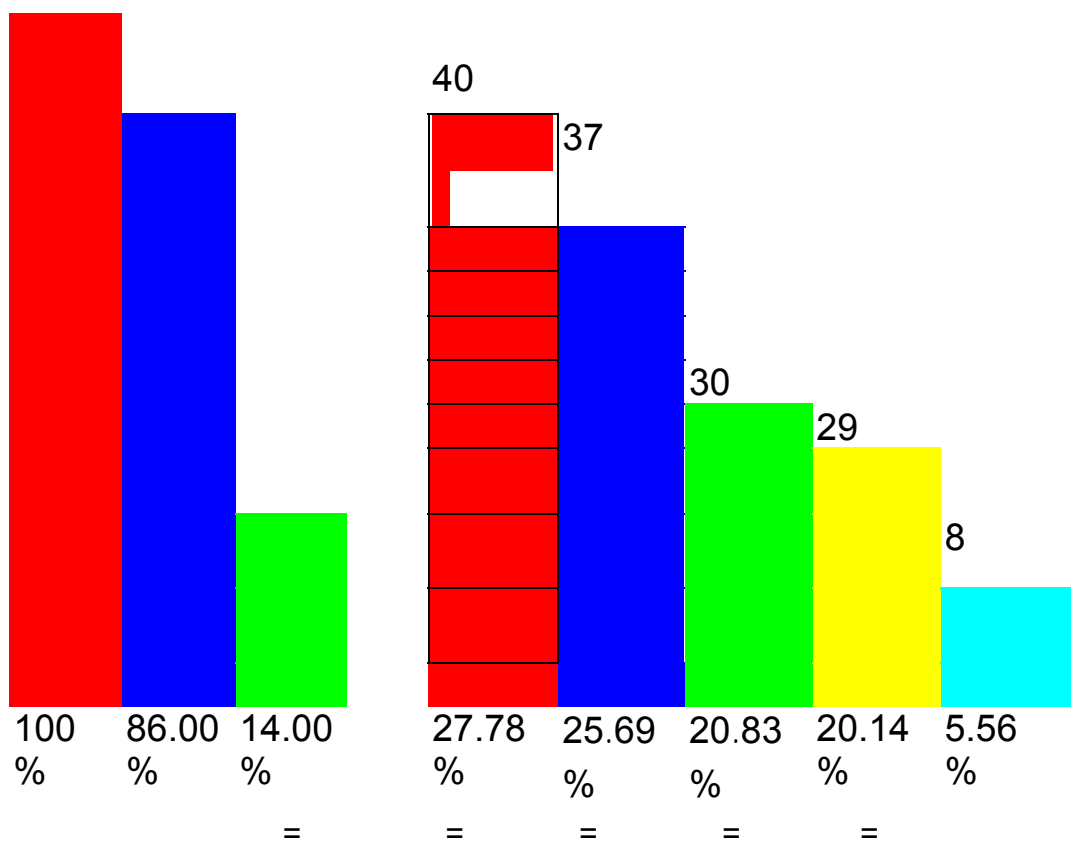
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8- Repertoire : Theses universitaires algeriennes en sciences politiques, administratives et de l'information, 1899-2005, FSPI, Alger, 2005	-9
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17- Maurice Angers, *Initiation Pratique a la Méthodologie des Sciences Humaines*, Casbah Université, Alger, 1997, p.45

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1- Maurice Angers, *Initiation Pratique a la Méthodologie des Sciences Humaines*, Casbah Université, Alger, 1997, p.

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37-Rogers E.M, *Diffusion of Innovation*, Free Press NY, 2003

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1984	Master	University of London	A Biometric Study of the Literature of Technological Management	Badia Yacine
1982	Master	University of Leicester	Media and Development in the 3 <sup>rd</sup> World	Badaoui Omar
1986	Master	University of Birmingham	A Study of Relationship between Verbal and Non-Verbal Information in Technical Report	Belkhanchir Khadouja
1982	Master	University of Leicester	Media imperialism : The Role of Local Factors	Boumaiza Said
1984	MPh	City University, London	The Global Communication Debate History, Issues and perspectives of a North-South Controversy	Bouras Khalifa
1983	Master	University of Lancaster	Remote Sensing technology	Kattab Ali
1984	Master	Indiana University ?USA	The Flow of International News in the Associated Press.	Kirat Mohamed

1988	Master	Wales, Cardiff, UK	The Transnational Flow of Information	Ali Kessaissia
1985	PhD	USA	Structuralism and its Contribution to Sociological Theory	Azzi Abderrahmane
1987	Phd	Indiana University, Usa	The Algerian News people: A Study of Their Background, Professional Orientations and Working Conditions	Kirrat Mohamed
1975	3ème cycle	Université Paris I	Contribution à l'étude du cinéma: un reflet de la société	Alkama Mohamed
1976	3ème cycle	Université Paris II	Le Droit à l'information et l'idéologie Politique en Algérie	Brahim Brahim
1976	3ème cycle	Université Paris II	Interaction du développement économique et du développement des mass media en Algérie	Bisserki Fayçal
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1976	3ème cycle	Université Paris II	Algérie Presse Service. Une agence de Presse d'un pays en voie de développement	Madani Belkacem
1976	3ème cycle	Université Paris II	L'information en Algérie (1962-1974)	Sayah Lahouari
1976	3ème cycle	Université Bordeaux II	L'image du monde arabo-musulman et la politique française à travers la presse quotidienne en 1920	Zangar née Khaddar slaiwer
1977	3ème cycle	Université Paris II	L'information étrangère en Algérie (1962-1976)	Ahcene-Djabbalah Belkacem
1977	3ème cycle	Université Montpellier 3	L'émigration africaine en France vue à travers le cinéma	Bensalah Mohamed
1977	3ème cycle	Université Marseille I	Un essai de théâtre populaire (L'homme aux scandales de caoutchouc) de Kateb Yacine	Louanchi née chaplan
1977	3ème cycle	Université Aix-Marseille	Le discours mythique dans (Le cercle de représailles) et dans l'œuvre théâtrale de Kateb Yacine	Nekkouri Khedidja
1978	3ème cycle	Université Paris II	L'histoire de la presse (indigène) en Algérie de originaux jusqu'en 1930	Ihaddaden Zahir

9	3ème cycle	Université Paris II	L'Algerie à travers la presse française et algérienne de gauche de 1945 à 1955	Chaouche-Ramdane Zoubir
9	3ème cycle	Université Paris II	La presse algérienne face au débat de mai 1976, sur l'avant Projet de la charte nationale	Mostefoui Belkacem
6	3ème cycle	Université de Paris III	La contribution des étudiants volontaires aux cotés des paysans pour l'application de la révolution agraire de 1972 à 1980 en Algérie	Boumerkhoufa Rabah
0	3ème cycle	Université Toulouse II	Champ de production et conditions de production dans le cinéma algérien	Merghoub Ahmed





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