

IN SEARCH OF THE ‘THICK DESCRIPTION’ OF THE ROMANIAN RURAL AUDIENCES¹

Raluca Petre
Ovidius University, Constanța

Abstract: In the context of media reception studies, the essay focuses on the specificity of various audiences and their reception to American pop culture myths, noticing that, from the socio-demographic point of view, the major differentiation line is the characteristic of living in the countryside. The author believes that while some of the technological aspects have become obsolete as terms of differentiation, symbolic ones can still account for major differences.

¹ This work is part of the research project “Translations of American Myths, Icons and Brands in Post-Communist Romanian Culture (TRANSMIT)”, supported by CNCIS-UEFISCU, Project number PNII – IDEI – 802/2009.