

# Seeing films: audiences reaction to local cultural media products\*

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## **Abstract.**

This paper discusses the results of a large survey conducted in 2006 on the perception Portuguese movies' audiences have of their own locally produced films and compares those with later results on internet based consumption of media among specific local audiences. Audience's reception of locally produced media contents, namely films, is marked by the rejection of the consumption of these objects as a result of a bias against locally produced cultural artefacts. The prejudice shaping this relationship, not only demands for new cultural and social politics, but also raises a number of questions on local and European media industry's ability to cope with its own audiences' expectations. Finally, broader considerations are made on the different ways contemporary audiences are shaping media technologies, and their respective cultural artefacts, through their own use and reception of those technologies and artefacts. The results of both surveys allow us to discuss on the role locally produced contents play amongst local audiences and how the evolution of technology is shaping that relation and the construction of local cultural identities through the use and consumption of media.