

## ETHNOGRAPHIC STUDY ON TELEVISION AUDIENCE IN MEDELLIN (COLOMBIA). Habits, use and contexts of consumption

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### Summary

This article presents the habits, uses and contexts of viewership consumption in Medellín-Colombia. This is one of the objectives of an ethnographic study carried out by the research group of the faculty audiovisual communication of Politécnico Jaime Isaza Cadavid. Hereby, the sense of television viewing is explored, as well the perceptions that people from Medellín have about the public and private television, in regards to the digital TV system. These results would be present in a future edition.

Families of the 16 zones in which Medellín is divided, participated in the study. The findings showed that families in Medellín watch frequently reality shows, soccer games, soap operas, series, movies, humor shows, and news. It can be heard: "Nothing than watch the small screen", or select the Spoiler as one of the programs with highest rating in the city during zapping and zapping.

Watching TV for people in Medellín means to have a moment to share with family members or friends, where comments and critics about the programs, news or actors are recurrent topics. They use to watch TV in the afternoon or at night, however they report no to be tied to any specific program, and these do not make part of their routines, they never wait for programs or follow series neither. For younger people TV is for "desparchados".

**Keywords:** TV Audiences ethnographies, viewership in Medellín, televisión, Television uses, consumption habits, families and TV.

**Recieved:** May. 28, 2014 - **Accepted:** Aug. 28, 2014

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## INTRODUCTION

Reception studies are developed from the 80 and are considered as a new research trend in relation to the audience. Trend in which the processes are analyzed and meaning is constructed through the media exposure. From this perspective the audience is considered a dynamic agent. Klaus Bruhn Jensen (1992):

“... TV audiences have the ability to provide own meaning to the media, and in this process of media reception a range of interests and legitimate pleasures of the audience are satisfied.”

The study of the audience, not only takes into account the sensors and media content, but also emphasizes in the contexts where receptors live, so they create the appropriate frameworks from the messages make sense. It is clear that everyday family life can be defined as a context of reception.

“... Ethnographic observation of television viewing by a viewer within the household is a situation that integrates television reception with the time and space of everyday family life (Fuenzalida, 2006, especially chapter 2). A diverse situation of the reception of other cultural consumption, where the everyday household is left aside to enter in other reception situation. Time and space conditioned specially under own regulations such as the movie theater, the theater, concerts and shows , sports fields, classrooms, library, workplace, etc. (Fuenzalida, 2012).

Everyday family life is the context in which television is viewed and interaction processes and media entertainment are experienced. Home is the place where people (through their interpretative and creative abilities) have their own occupations, and it is just into that place that inhabitants experience relationships with the media and other symbolic forms of communication (Lull, 1987, p320). In the study *Television and the Family. An ethnographic experience in the lives of three Colima homes*, it is argued that:

“The everyday is a happening; a presence in which the television course flows as a daily presence within families” (Bautista, Covarrubias and Uribe Lameiras & Galindo, 1994, p.107).

The family is a social space (Bourdieu, 1983), in which rules and regulations should be enforced to maintain permanent coexistence relations. Into the family environment, individuals learn their first socialization practices, an actions, and confidence are acquired, and class habitus are incorporated. The family is a complex system of social relations, and mediations. (González, 1989).

Reception studies are also focused in the uses of the media. Jesús Martín Barbero, based on a study with schoolers, states some typologies related to the TV uses: ‘passionate use’, ‘worse is nothing use, and ‘environmental’ TV [1] use. He argues that television reception studies are a critical trend which involves the analysis of social media use, such as acquiring a certain power and social prestige to interact with “the other”. Bautista, Covarrubias and Uribe in the study of *Televisión y Familia. Una experiencia etnográfica en la vida de tres hogares colimenses* (Lameiras & Galindo, 1994, p.111), found **conscious** and **unconscious** TV uses. Among the conscious use it

can be seen, time regulation, support agent, regulation time, adviser agent, means that fosters conversation, entertainment media, means that empowers to make decisions. Among the “unconscious uses”, it was found that television is an instrument of power into the family: who watch or not the TV. Also, **the media is used as a catharsis**,” that is presented when television contents provides stimuli directed to the subjects’ sensitivity. The relationship with the media becomes vicarious providing to the subject a kind of relaxation.

For Neil Postman, meanwhile the media create a cultural content are also metaphors, hence reception studies should focus on the analysis of media as languages. Television is one of the languages with which reality is perceived, in this sense it would be like its languages [2]. According to this perspective, Fiske (1987) highlights the importance of studying the processes of meaning from the joint among the texts and audiences. Guillermo Orozco realizes the process in which audience members appropriate and produce sense, a process that is essentially cultural. Orozco says:

“[Audiences] enter into an” interactive sequence” that involves various degrees of involvement and processing of TV content, such sequence is attention “,” understanding “,” selection “,” appreciation of what is perceived”, “ storage “and “integration of previous information.”

Fiske, with the intention of recognizing that among the viewers of a program there are differences that should be taken into account, suggests using the term audiences in plural in order to blur the homogenizing implications of the term “audience” in the singular. Fiske says, there is not a homogeneous society, but the social system is crossed out by axes of class, gender, race, age, nationality, religion, politics, etc., all of them produce in a high or low level marked differences where power dimension is implied.

In the context of the television several challenges are offered for reception studies. For the Mexican Guillermo Orozco (1996) one of them is the difficult task of observing the fragmented, ephemeral, dispersed audiences. Audiences that apparently do not make any distinction between entertainment and news, or politics and pleasure, etc. That is way for Orozco, it is necessary to understand the audiences as agents.

“As subjects that are being developed in many ways and differentiated as a result of their particular interaction with television and, over all, as a result of various mediations that are in the game in their reception process.”

According to the British Morley (1996) the challenge is to be able to construct the audience as a social and cultural phenomenon, and the ability to recognize the relationship between viewers and the television machinery, and this relation are mediated by everyday life determination and the link to the audiences with other media technologies. Other challenges of audience studies is discern about what people are doing with, on and around the media (Gouldry, 2011) as well of studying the effects of anger, fear, and enjoyment, mediated by the mass media. Emotions that could “infect” quickly entire communities, nations, and even populations, sometimes with catastrophic effects (Gibbs, 2011). The commitment of audience research must go through the analysis of media

content, and their “cultural effects” of viewing violent content (Ruddock, 2011), also studies about fans and fandoms (Busse & Gray, 2011) and audiences differentiated ethnically (Madianou, 2011).

According to Fuenzalida (2012), an important field of research is opened with multimedia receivers. In this regard he suggests the following questions: How is the TV reception in the current media environment? What intertextual constructions are performed by multitasking users? What kind of interaction occurs in front of television programs? What kinds of programs will remain as the most attractive? What will be the relationship of these users with information genres TV. broadcasting, and the information exchanged through social networks? ¿Will some fictions massively conveners persist on cinemas and TV channels?

In regard to the method, David Deacon and Emily Keightley (2011) claim for the use of quantitative and qualitative methods in the analysis of audiences. Murphy (2011) points that the key is the media ethnography, online or virtual, especially for the “deterritorialisation of the culture”, in accordance to Murphy, ethnography media expands to occupy new territories like the in the characters of the video game world or the ones of geographical dispersed audiences. Conversely, Deger (2011) highlights the importance of *in situ* research, based on intimacy and immediacy of practice ethnography that reached to document their experiences of watching DVD movies with his adoptive family Yolngu, Australian indigenous community.

Classical ethnography for observing was used in order to study the family group, due to they are situated audiences.

## METHODOLOGY [3]

The research was of qualitative and descriptive type. Traditional families were chosen to carry out the study, families made up by both parents and children. Those families with representation of children of both sexes, male and female were preferred. A code was provided for each family taking into account the social stratum of the family, for example number 1 for families of stratum 1, and number 2 for families of stratum 2 and so on. Also a code was assigned for each member of the family, like this: male parent of stratum 1 (P1), female parent of stratum 1 (M1), (H1), son of stratum 1, (HA1), daughter of stratum 1 in the same way were classified the members of stratum 2,3,4,5 and 6.

The selection of the families aimed to represent each one of the social stratum. Two visits were conducted in order to strengthen ties and create and effective immersion between the researcher and he subjects under study. During the first, they were told about the scope of the study, while they had a snack. On the second one, the consent was signed.

The observation process was carried out personally by the researcher during 3 days per week, and the other days it was done by recording videos, which was activated by any member of the participant family. Observation and recording sheets were also used, in which were recorded the “observations” of the everyday life of families: characterization, routines,

sets, mediations, consumption, and other uses. The record of observation was conducted from November 15<sup>th</sup> to December 15<sup>th</sup> of 2012.

## 1. FINDINGS

### 1.1 Consumption habits

In the “Ethnographic Study on Television Audience in Medellín”, in relation to the digital TV, it was found as common facts that the members of the family in question (4): male parents, female parents, sons and daughters watch generally football, reality shows, series (soap operas), movies and comedy programs.

According to the participant parents, there is nothing like the comfort of the bed. “The match is going to start”, said the male parent 5, folding the pillow, and then taking the remote control on a hand and on the other one the cell phone. The children watch the Fox channel, but the daughters occasionally watch football.

The female parents make comments about soccer, they constantly give opinions about the players and the game, and they feel exciting because a smart move. [M6] says:

“He was shown all the yellow cards [referee], they will get a red card for arguing and Yepes is claiming all the time. [and add] “I will get the soccer world cup album, just to see Falcao, Rodríguez and Yepes”... [M2 says excited: “ Look ! Falcao”].

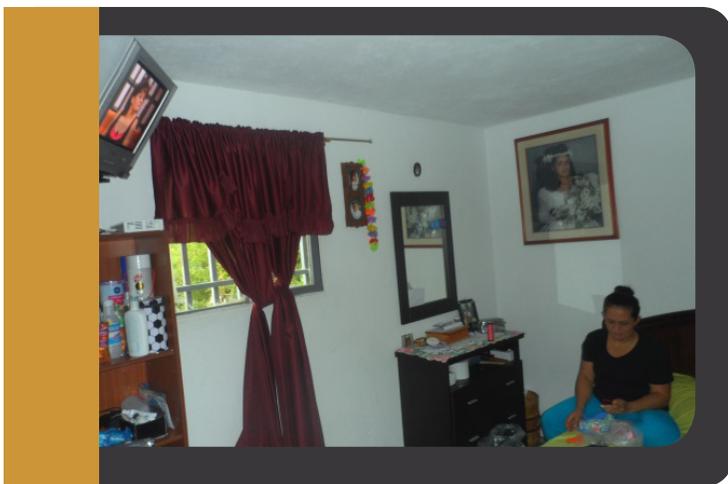
The favorite reality show is “La Voz Colombia”, from Caracol channel. Also, the daughters prefer “Mundos Opuestos”. The parents are interested on “La Voz Colombia”, at the moment the jury participates. Their appreciations help the male parent to confirm his opinion, contradict the jury or simply to legitimize his opinion in relation to his wife. The female parents uses to sing and follows the singer, they usually smile watching this program. On the opposite in relation o the reality “Mundos Opuestos “ one moher says to her daughter:

“...What an awful program [Mundos Opuestos] ... “I think [M 6] we are the only who watch that” [they both laugh].

The series programs (Soap operas) are also preferred by the family. It was observed, “Pablo Escobar el Patrón del Mal” was one of the most viewed series. Female parents from stratum 6, make differences between this series and the “The Capo” RCN.

[M 3 sits on her bed to remove the nail lacquer; she places on the bed the stuff to polish nails and asks] “Has the Capo started?” [Zaps looking for the series, and says: “it started at 9 before and It is 9.15 and It has not started yet. “].

The participant female parents, specially from stratum 1 and 2, tend to watch soap operas, they prefer: “El último matrimonio feliz”, “Escalera al cielo” and “Abismo de pasión” broadcasted by RCN channel, also the female par



Gitanos, Privace Practice, Séptimo día, fútbol and humor programas. The most viewed channels are: Caracol, RCN (national channels), NatGeo, Discovery, Super Canal, Teleantioquia (the local channel), Discovery Channel, History Channel, The Film and Art, y National Geographic Home & Health [on this channel they prefer “Adolescentes Rebeldes” and “Sala de maternidad”].

The local channels Teleantioquia, and Cosmovision as well as the Canal de las Estrellas are other channels consumed by female parents, especially from stratum 1,2 and 3 They visit them when the other channels are advertising. In Teleantioquia, the program El Colectivo and news are the most watched. Among the favorite programs are: “El líder de la Manada”, “Casa de Reinas”, a soap opera by canal RCN, and “Do Re Millones”, a TV show by Canal Caracol.

[M1 is watching “Do Re Millones”] “¿Will he win a car? ¿Someone who dress like that? It would be better he doesn't deserve to win!” [And she changes to another channel, El canal de las Estrellas”].

Female parents show predilection for Teleantioquia news.

[On the news, the Madonna concert in Medellín is announced, M 3 makes some comments about it. Then Yilmar Gómez, a TV host presents some news about the entertainment session of Teleantioquia news, he talks about Madonna's support to the LGTB community]. And she adds: ¿we make part of them too, don't we?” [Laughs] [5].

Programs focused on losing weight like female parents. . [Mother 3, talking by phone with a friend]

“ I am here watching a program called “Gorditos de Corazón”, It is about people who have lost weight. I will call them, they could probably help me losing 30 kilos” [She laughed and added ] “ I do not believe in that, I think the best is to close the mouth. “Before this program, I was watching The fitness Gym, oh! what a nice thing! It is a shame, not to prevent to gain weight”

She tells her friend “she doesn't have time anymore and also, she dislikes going alone to a gym. I did it before because I had it into my routine, but now I can't, due to the children, and over all because I had o help them with their homework”. And then, she keeps on talking about the program Gorditos de Corazón:

“... Look at this a woman that weighted 119 kilos and now she weights 77” [and repeats] “ 77, it means she lost forty kilos and something, much did it, “ poor woman”,

she started to cry because her husband left her for being fat; ¡aha!, due to this she made he decision, if not, she would have to rebuild the bathroom, I was too small for her. Her life was too sad, and she just wanted to die...”...[ she explains to her friend what food and drinks have a lot of calories, and the program advises about how to avoid gaining weight during Christmas time].

Reception studies show that viewers signify educationally some programs, when they recognize problems or significant issues for their family and social life, since the program they can explore ways to address them. This recognition is facilitated when the program is produced with testimonial forms from people who have experienced and faced these problems, instead of shapes made through abstract and general statements (Fuenzalida, 2011).

[Mother 3, laughing, calls her son and tells him] “look Roger, ha ha ha, they are removing hair to that hairy man with that wax, like this chaque” “[and she imitates with her hand, still watching the show and laughing ... try to pronounce the name of the program]” ridicule, ridicu... “[her child from the bedroom door says” ridiculous. “].

After zapping insistently, a female parent says: “... there is nothing to watch”.

Zapping from a news program to other, is frequent in male parents of stratum 1, 2,3 y 4. They surf from Caracol channel news to Telemedellin, and then to RCN and to NTN 24 channel. [I watch the news] “To be informed about what is happening in the country” [6].

Male parents of stratum 1 prefer sports news broadcasted by Teleantioquia ( the local channel), also they like “Nuestra Semana, Nuestra Tele and El Lavadero), this kind of shows are about the entertainment news, those shows are from RCN channel. Also, they watch “One ways to die” by Infinito channel, “Testigo Directo”, and The Suso's Show”, a stand up comedy casted by Telemedellin (a local channel), and Serenata by Teleantioquia (a musical show of typical Colombian music).

Male parent 4 enjoys watching “The Suso's Show”... at the same time he is zapping to Testigo Directo, that is broadcasing an interview with Popeye, one of the Pablo Escobar's lieutenant ]. I also like History, Medicine, decoration and cook channels” [Male parent 5] documentaries, public opinion programs, and movies by Film & Arts. I like documentaries [P3].

Discovery channel is chosen by male parents, as well as Cinemax. MegaStructures and Mega Machines are the preferred programs.

[P1], turns on the TV to watch the list of broadcast programs of the day (service provided by interactive TV), he adds: “ it is here where El Capo is broadcasted”, but it is too late. We'd rather zap to “Cinemax”. Other different observation day, male parent 1 enjoys an action movie starred by Jean Claude Van Dame.

Morley (1988) in some of his studies found that “the male approach to television tends to be more exclusive and dedicated” Fuenzalida (2012). Although, in the carried out ethnography this type of approach was not evidenced.

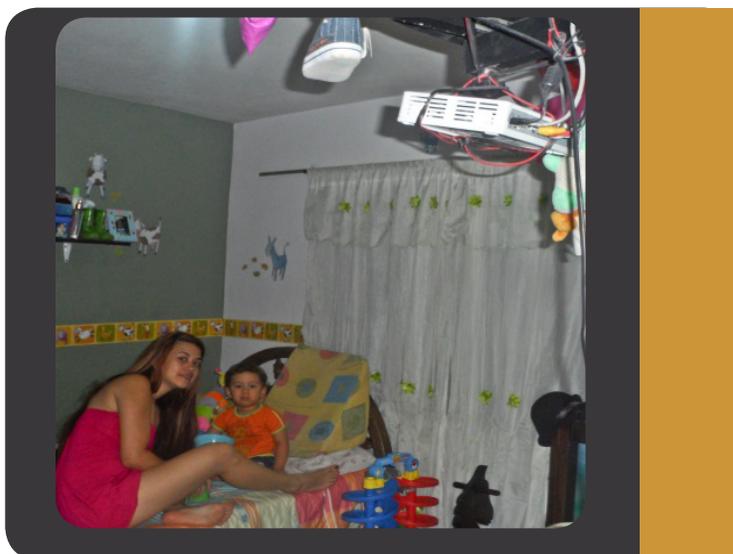
**Daughters choose channel broadcasting:**

Warner Brothers, NatGeo, Caracol channel, E! channel, Boomerang, Discovery, Home & Health, RCN, Space, Fox, Sony. The programs they select to watch are: Friends, The Big Bang Theory, Gente Única, El chico de media tonelada, Private Practice, Bank of Hollywood, Acumuladores, The Amazing Race, The X Factor, Grey's Anatomy. They occasionally watch soccer games and also news. They prefer Caracol news.

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They enjoy their preferred programs: Ones about humor and jokes. Other program that seems to be important for them is Séptimo día, but during advertising they do channel hopping, although they always return to the program.

[HA2] a 20- year-old single mother, is cooking while playing music. She places the lap top on a chair. She talks by phone about the weekend's party" Next, she goes to the bedroom and feeds her baby soup while she watches RCN news.

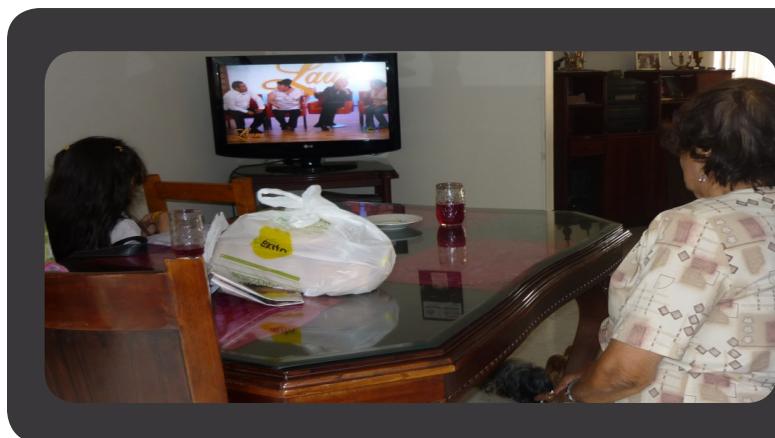


Another social applications listed in this ethnography is the use of social learning, in terms of Emeritus Professor of Communication Studies at San José State University, California, James Lull acts from early childhood, and is that generally adopt behavioral patterns imitating certain real or fictional characters; from this perspective the media constitute socializing agents of certain behavior.

Another social applications listed in this ethnography is the use of social learning, in terms of Emeritus Professor of Communication Studies at San José State University, California, James Lull acts from early childhood, and it has seen that some behavioral patterns from real or fictional characters are imitated; from this perspective the media play a role of a socializing agent of certain behavior.

[A 6-year-old daughter from a family of stratum 1, uses to watch "The jungle over wheels" program by Disney channel, while she does it, she sings, dances, draws and eats]. Also, she watches "Florería de Sofia". She loves Disney channel, her favorite program is "The world of strawberry". She zaps between Discovery Kids and Disney Junior, from the last mentioned, she likes "Olivia, la colmena feliz" and Tutti Frutti adventures. Also, the kid uses to long in on Youtube, to see Barbie movie, but she watches TV at the same time

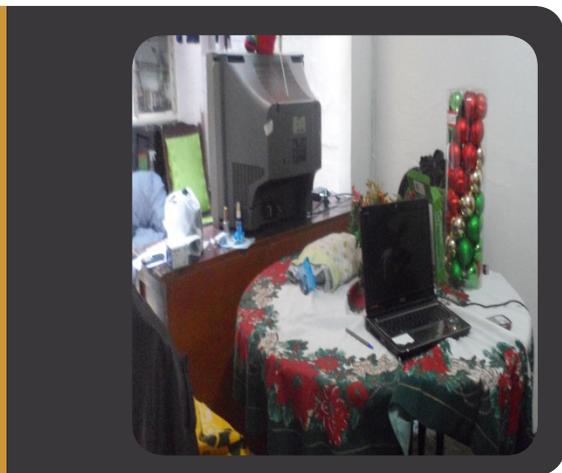
and she plays with her father's cell phone. Then her father comes into the room, lies down on the bed with her and starts to calls her "Olivia!... Olivia!... Olivia" the name of the character from the series by Disney Junior].



These findings are consistent to Fuenzalida (2012) that points that television attention suggests several types. Collet (1986) found that children play, move and interact while watching TV, laugh, tease, etc. Barrios (1988) noted that some children watches TV while doing homework and others play with their own toys while watching TV. Studies on CNTV about child television consumption show similar results in Chile; consumption with lower infant interaction is related to the upper social classes that provide televisions for each of their children in their own rooms (NTV, 1995). Although children do not appear passive, there are not studies yet that realize the "hypnotic" state "in which apparently television involves them. Some of the questions to guide the research on the relationship between these children and television are: Actually, What do these children really learn from the television and the videos? What did they need to learn from television?, What do they really learn? (Krcmar, 2010) What are the implications of this early exposure to television? Each question has opened a broader range of questions (Rodriguez, 2012).

**1.2 The "viewing modality" [7]** is other of the ways in which viewers are linked to the television, some features of the act of watching TV are determined by the fact of if the programs are fully or partial viewed, other activity is done while watching TV, or programs are watched carefully, concentrated or not. In the Ethnographic Study on Television Audience in Medellin, it is evidenced among the viewing activities: "... listen to the TV", Pay for watch TV, Does no one watch TV? And something else, during advertising zapping and zapping.





[Young, from the participant families watch Film Channel, TNT, Film Zone, “documentaries about Life” (H03), Horror Movies This routine includes checking the Black Berry, “listening to the TV”, and coming and leaving constantly from their room the other parts of the house. At a stratum 1 home, the child watches on NatGeo Channel, “Mayday: Air Disasters” and ESPN Sports channel, (H02), also watches Taboo, and Nat Geo channel. Camilo a stratum 6 guy [H06], watches friends, but he constantly channel flicks across programs , and ended up watching nothing].

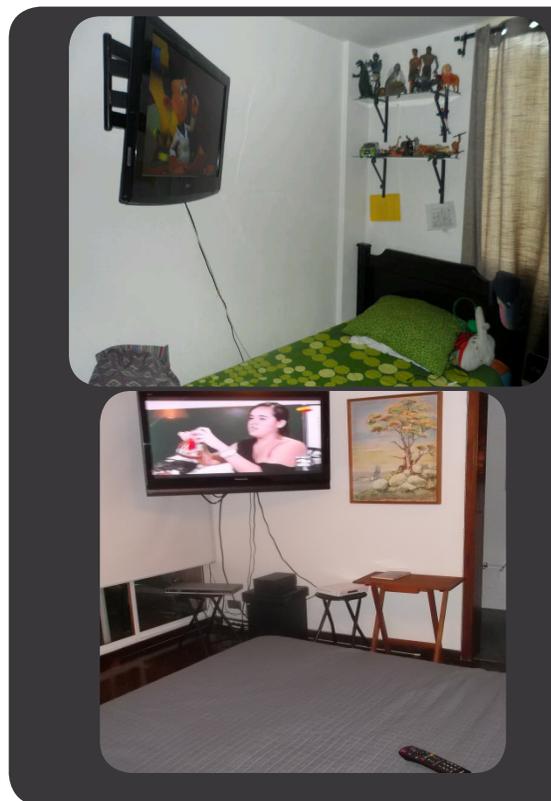
This habit of consumption, perhaps is associated with what Bauman (2008) [8] called the syndrome of impatience, a mood he considers abominable spending time where consumerism characteristic of these times is not defined by the accumulation of things but the brief enjoyment of them. This new order of “accelerated” life, not by necessity, but for the obligation of taking advantage of the several offers of happiness, allows the individual being “someone new” each time.

[The 6-year-old daughter of stratum 1, 6 years, HA1] ... is returned to her room with a cell phone in her hand, concentrated playing with it, sits on the bed while the TV is on, she rarely turns to watch the programming channel. Minutes later she lies in bed and still playing with cell alternating it with the TV. The game called her full attention; she just listens to the TV; She gets mad when he loses the game and starts it again another one. She rarely watches the movie and she does it, it is for only a few seconds ... then, she pauses the movie.

“The credit is over,” she explains “there is a prepayment plan DirecTV for a TV set, cause the ones in the bedrooms has a service of interactive television UNE.(a national company) The mother’s boyfriend say goodbye, and she talks to him in a recriminating way: “as the TV shuts off, you leave me ”.

### 1.2.3 ¿Does anyone watch TV?

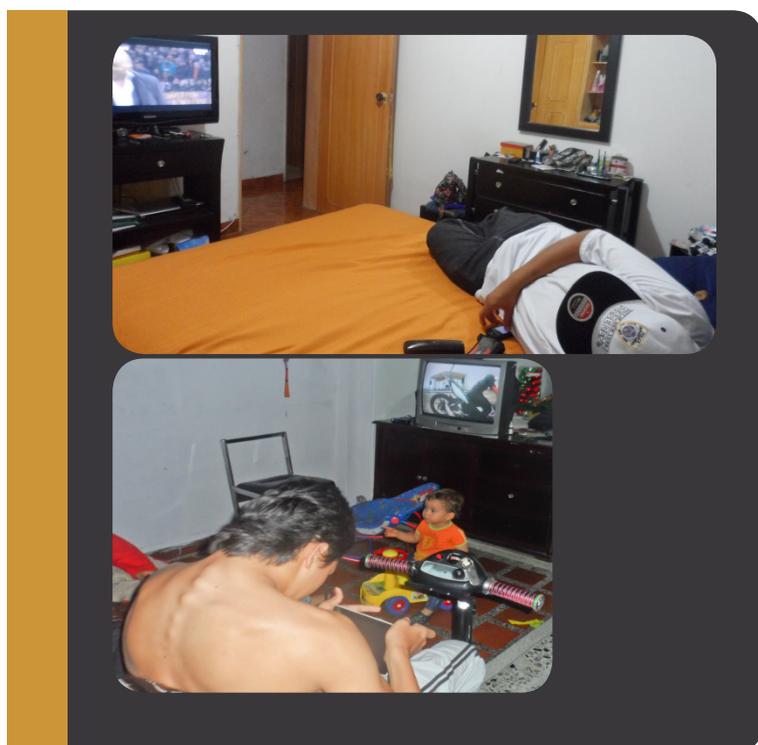
At stratum 2 home, the mother turns on the TV on RCN channel, It is broadcasting the Mexican soap opera “Maria la del barrio”, the mother leaves the room, no one is watching TV.



With regard to James Lull (1992), one of the social uses of television is the structural use, It considers that in some families, the TV is used as a background for everyday life, in other words, television is part of the family atmosphere, it is a kind of company especially for people who use to spend home alone. Several types of television uses are evidenced in this study. It was observed that the TV is used as a monitor to display, browse on internet, watch movies online, and play video games.

Respected to the family of stratum 1, both PC and TV are located in the room. In the living room the 6 –year-old daughter and her cousin are watching a Barbie movie on YouTube. The TV is also used for playing video games. A female mother of stratum 3 plays video games in his son bedroom, during the game they speak, laugh and shout.

Children and parents hold their cell phone while watch TV, and they receive calls. They usually talk about work or study. Also, they turn TV with the tablet use, and sometimes they read magazines like JetSet. Parents alternates the TV with the book of the moment, both things are always on the bed. Finally, the tube catches their attention, and they focused on the final stage of “La voz Colombia”.



While the TV set is on, all family members do an alternative activity (they are on the computer, cooking, handling mobile devices, doing homework, talking, eating), especially teenagers who have other forms of entertainment, so the TV it is a second choice.

“Since mi son was a child has been sitting next to the TV on, playing with his cars” M16.

Zapping as a particular way of watching TV, it is a practice, an evidence of the psychological need for a fast pace in television programs, as a result of the modification of perceptual habits of the younger generation (Ferres, 1994). In this ethnography, it was observed that the first few seconds of the adverts catch the attention of the parents, who take a short look at them, even they are caught by a book [P6], or while a program starts [P4], food is always present during the adverts or even during a match or a reality show.

Female parents, of strata 4, 5 and 6, do not generally watch advertisements, and when these show up they channel hoop. Excepting, if it refers to the Spoiler [9] of their preferred *program or soap opera*, they keep watching it and say: “¡They will kill him! ¡They will kill him!. Talking about “Pablo Escobar, el Patrón del mal”, series. In regard to the daughters, they always channel hoop during adverts.

HA1 a 6-year-old girl, of stratum 1, turns her back to the TV while they are advertising [10]. A 2-stratum girl watches the adverts of the living room TV while cooking in the kitchen.

Female parents of strata 1 and 2, watch commercial announcements. Mother of stratum 2, sits on the sofa and watches the news. The advert of Maxipowers is broadcasting and she said to her boyfriend:

“... Honey, That Maxipower is sold downtown for \$2.500”.

During other observation period, pampers are advertised, and the mother of stratum 2 makes comments about someone who is going to have a baby.

[Someone asks:] ¿Where that Montaner (a singer) from?” [M2, answers with a joke, he is from Urrao (a town in Antioquia), and they laugh. The singer is from Venezuela. The **Spoiler** of “Rafael Orozco, el ídolo” is transmitted, all of them watch it silently, M2 jokes: “ when I was his girlfriend, we did not have those kind of problems”. M2 keep watching the adverts by Caracol channel and adds: “I was a better TV watcher at night before, Now I get asleep watching La Traicionera soap opera”.

When the news ends, Mother 2 takes the control and zap to RCN, sports news is broadcasting, so she starts zapping and stays on NatGeo channel, it is advertising. Mother 3 zaps during adverts, leaves he room, comes back, read a document around 7 minutes, but then folds the paper into the night table, and gets comfortable on her bed and skips channel and finally, she stays on RCN. In other moment of the observation:

[Mother of stratum 3] lies on the bed and watches the ad carefully, she plays with the control waiting for her soap opera, she sings part of the song in a hush voice. Her daughter says to her: Are you crying? And she answers, “I ‘ve already stopped crying” and laughs.

A spoiler about a new Korean soap opera is broadcasted, and Mother 1 says to her nephew:

“... But these ones are very ugly, the ones of “Escalera al cielo”... were more handsome... [The actors]. “Song Joo should not know it, [ one of the characters of the series], and she continues: “ That is he, the one who is caressing her”, ay ! no! She dries her tears and keeps on watching the soap opera. Then, advertising is broadcasting; she goes to her bed and says: “You see? it is over.

[M4] surfs to an international channel, watches for a while, they are talking about fashion, she focuses on it, and next she puts the control on the bed and lies comfortably. [M3] is sitting on the bed watching the soap opera “Abismo de passion” on RCN channel, she seems to be too concentrated, but after ad she zaps to a musical channel, she smiles and stays there, she holds the control in her hands and lies on the bed, later she zaps to RCN and zaps again to the other program. M3 is waiting the series by RCN starts again, she smiles while watches TV, zaps a couple of times, she return to RCN, Maria la del barrio is transmitted, she gets up from the bed.

The participant parents like zapping too. Father 1 smiles during the Flamingo advert by the humorists “Tola and Maruja”. Father 3 is zapping between Discovery and Natgeo each time advertising show up.

In relation to the teleaudiences and **habits of television use**, those aspects that express a more physical relation with the TV are involved. In this relation takes place the parts of the house where television is usually watched, the schedules, the parts of the day, the length of time dedicated every day to be exposed in front of the tube, as well to consider, if the act of watching TV **is individual or group**. In these ethnography habits of consume as The kit: Cell phone, bed and TV were found.

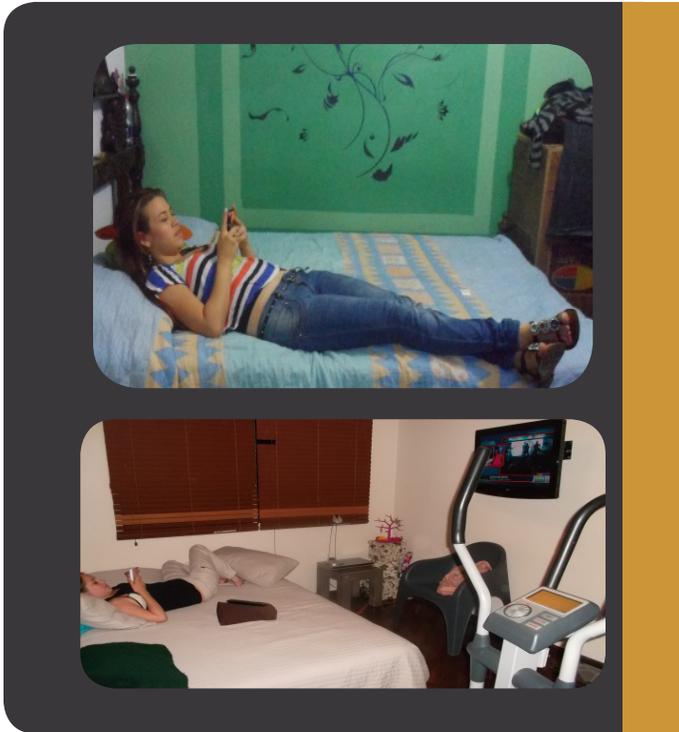
## 2. CONTEXTS TO WATCH TV. THE KIT: CELL PHONE, BED AND TV

Parents use to watch TV after doing work issues, checking the mail or the facebook.... Computers of parents of stratum 5 and 6 are in the library, a difference with the TV that is in their bedroom. Stratus 1, 2, and 3, generally place the TV set in the living room, as well as the computer. They have dinner in the dining room with the TV on, and talk about the things of the day.

[Father’s 1 nephew is approaching from the kitchen, father 1, takes out the earphones, and they both start to watch and listen to Vallenatos, they sing, laugh and make comments about the singers... F1 goes to his bed to watch a movie, and holding the control says:] “! That man does not know how to dance!” [Referring to a movie scene where some are dancing at a wedding party].

The cell is recharged, most of the time in the same jack of the TV, in the bedroom, or living room. Mothers watch TV in bed with the cell phone in their hands or near the bed; sometimes they alternate with the computer, when they are on the PC the TV is always on, in other moments they alternate with the housework too, such as serving food to her husband or children. Mothers’ TV set is located in the bridal chamber, they usually watch TV at the edge of the bed for getting the bedroom in or out easily.

If the husband or children are in the bridal chamber, watching TV, they rarely attend when the mother makes a suggestion “change the program”, this is sometimes done when it is advertised, and most part of the time it is omitted.



Daughters [5 and 6] prefer to watch TV in the bed, either in their bed rooms or in their parents' one, on one side is the cell phone and on the other the control. If they are in the parents' bedroom, they are in charge of the control, zapping.

“Ahhh, You did not allow me to see nothing”, the mother says [6], “It is while it starts again”, the daughter answers, referring to the program her mother was watching]. Between zapping and zapping, the mother has to watch the daughter's choice.

Each 10 minutes, the daughter changes the channel. Her mother (6) says “Your finger is too activated The daughters watch two programs at the same time, but additionally they speak to their parents, check the cell phone messages, and talk by phone.

HA6, gets a cell phone call and bothered, says “How did they get my number?” [She asks to be withdrawn of the database, she is not interested in partying offers, she hangs up and talks about the issue with her mother. Continue watching the program, the channel advertises and shows a preview of another channel program. Ask your mother about the call she received] “One cannot demand legally that?” Her mother says, “No, surely you signed something somewhere, they took your data and there is nothing to do.”

H5 [goes to the kitchen for a coke and gets back to the bedroom, lies on the bed and keeps interacting with the cell phone. Next, she goes to the library, uses the computer, turns it off. She walks, takes out from her bag a lap top, She turns it on and charges for a while, later the telephone rings, she turns down the TV and talks about her job issues, she hangs up the call and gets back to the bedroom, she starts zapping and watches for a while. Finally, she gets up again...]

The television is always on, when they are “inside their rooms.” Sometimes children go to their parents room, they change the program, make comments

about the University or family issues and speak, later they return to their rooms, they sit next to the computer and while doing their coursework, “listen TV, or just keep it turned on at low volume.

The TV is always on, when they are “inside their rooms.” When they leave, go to the room of their parents, change the program, make comments about programs, talks about the university or family issues and return again to their rooms, they sit next to the computer and while the do homework, “listen to the TV, or just keep it turned on at low volume.

[Son of stratum 2] interacts with the laptop, checks his email and logs in on Facebook. [Son stratum 1] He takes he control and I and looks at today's schedule and says, “I will see this one and that one, too” [finished reviewing the menu leaves the page and continues watching the movie while is having lunch].

## 2.1 Uses of television consumption

Lull (1992) suggests that among the social television uses, the **relational use** is presented; it provides a common frame of reference that is used for exchanging messages in the family, in other words, it is a source for several issues of family conversation. This use is also defined in terms of a **complicit media**, which refers to providing entertainment to the consumer in the company of others.

In The Ethnography of Medellín **relational use** was evident; another of the elements of the ritual of television viewing is **conversation**. Parents use to talk to their wives or children about the programs. They talk about football, laugh, relate topics from reality shows with situations or people they know. Only a visit or phone call take away the parents from the comfort of the bed, mothers also make comments, such as when Home & Health will run a program about pregnant women and babies. And watching “accumulators” program she says : “ she keeps even diamonds” referring to the jewels the accumulator keeps.

[the program is about that person, who despite of his impairment must continue paying their computer studies, this causes a reaction in the daughter (6) who states “Ahhh” and tells her mother [who teaches computer and is short height] You see? Informatics is for disabled people. “The mother refuses the comment and said “you are crueller than me.”

In the study Television and Family, an ethnographic experience in the lives of three homes from Colima (Bautista, Covarrubias and Uribe Lameiras & Galindo, 1994, p.111) it was shown that one of the unconscious uses of the TV is the disqualification of some ridicule family member. In other words:

“... The image of the television speech is used to give” low blows “within the family context, it means disqualification to someone else.”

This use is evidenced. The questions is: How unconscious is it?

Following on the comments, The female participants make comments about the actors “... he performs on” Friends series too ... “, also, they talk about their children's college. By alternating the TV viewing with reading the newspaper or some magazine, whose topics is also the subject of conversation. This time

the note on “creative vacation” which is published in the newspaper is the chat of the Mother (6) with her daughter.

Father of stratum 1, his daughter and his nephew talks about a movie they are watching, the father tells the daughter “[the film] ... is about talking dogs and behaviors they do as if they were human.” They also talk about the actresses who appear in the film and previously been in other productions.

The son of this family is watching the “horse trainer” program, and he starts a conversation with his mother related to this topic: How much can a horse like it cost? [her mother replied and they talk about it for a while [11 ].

[Father 1] is having lunch in his bed while is watching a movies by Cine Canal, he laughs about what it is running on, his son [1] tells him “I have already seen it”, and he starts to tell the movie. They both laugh.

The **thematic communication** [12] is shown in the TV consumption in people from Medellín.

Mother stratum 1, asks her daughter about the characters and their features, she also asks about the situations the characters are experiencing. The program has an interactive trend in which the audience is asked questions. The mother repeats the question, and the daughter answers it.

[stratum 1] husband and a wife’s conversation:

[Mother 1. Gets into the bedroom and asks] “Has Laura started? [Laura in America]. [Father 1 answers] “It has not started yet” [ he skips to RCN and says] “!Oh, yes, it has just started!” [They both watch the program].

[Mother 1 makes up herself while listens to the TV, and makes comments about the reality. Is Cristian her husband? He is so young”. [Father1 replies] “Yes, and what an ugly woman”. [Mother 1 watches the program and enjoys about the host’s comments about beauty” ].

Mother 1 comes into the room again, and asks Father 1], Did you change my program? [ She sits on the bed with some threads a bag of bathing suits, Father 1, says to her] “! Here you are!” [he zaps to the reality of Laura on RCN,the one his wife wants to watch]. [ He is updating his wife about the program, but her cell phone rings and Mother 1 runs to answer it.She talks by phone about an accident her sister had, while stitches up some bathing suits.[Father 1 asks for the call. Mother 1 does not answer him. She hangs up the call and continues checking the cell phone and following the program “Laura in America”. [13].

Comments about news are always present.

The subject is about Nicaragua has sovereignty over the Colombian meridian. Mother 2 says to her boyfriend] “They talk about sovereignty, when the topic has already expired”

[Entertainment news starts], M2 listens to a new about the salsa singer Marc Anthony and says “papasito”... then, she goes to the kitchen and takes the cell phone for taking him a photo. Next, she listens to news about the president Juan Manuel Santos and asks “What did he say? And her boyfriend updates her... later news about Madonna is broadcasted and Mother 2 says to her boyfriend “Evangelicals say that Madonna’s shows are a tribute to the devil. ! ah!, you are evangelical, aren’t you?

After, news about Christmas lights in Medellín is broadcasted, M2 says, “that is so beautiful, today is appropriated to go to see it”. [And they talk about the Christmas lights for a while, then, they retake the topic about Madonna, and her photos running on Facebook ].

In other observation time, mother 3 is watching TV while her husband talks to her about work issues, suddenly; she interrupts him and makes a comment about something from the TV:

Look at him with a pelicano over, ha ha ha [she laughs while points to the tube], “and if it peaks his nose”. They both laugh.

Stratum 1 father does not retake the conversation, he holds the control and volumes up the TV. “her name is Bella, but she does not have any of that”, he starts zapping by FOX;FX;ID. In other observation time, they comment about rugby veterans from Antioquia, which played against a French team, it was transmitted by Teleantioquia.

[Father 1 says] “they are old and fat”, [during advertising he prepares the next-day clothes].

Father of stratum 3 and his son makes comments about football, they both shout “Gooooal”, the first half is over, so they start zapping and next return to Caracol channel.

[Father stratum 3] speaking loudly: Camilo, what was the score in the match between Millonarios and Gremio in Brazil?

During other observation period, Daughter 2 (D2) hurries to see the news about Radamel Falcao’s girlfriend, next, she stays watching a new about a foreign couple, she says:

“ I always wanted to marry to a foreign man” [she goes to the kitchen ... returns to the TV, and she watches a news about a director who’s is planning some students graduation out the official ceremony, because a suspected fraude at the institution, she says:] “what a stupid move” [she returns to the kitchen, but she keeps listening to the news...]

Some comments about the series “Pablo Escobar , El patrón del mal”,

Father 3] “ The jump cut of the scene is seen when they are taken from a side”[really? The mother replies], [Father 3], yes, “look, look”, “... mmm he makes that woman fucks his son”. “Who is that, asks the mother, jahh! He is the one who activated the bomb”, [son] “is Pablo’s brother? “No, he is his cousin”, [Mother 3]

Did you watch “ Escalera al cielo?”, “what a shame i”...[ the main character] knew she is going to become blind...” I think, i will cry a lot by the end of the soap opera”... “Corean are invading us” , [Corean soap opera, but they are good and short.[ Next, she refers to the long soap opera La traicionera].

[After, she comments with her husband about “Escalera al cielo”, I have been told about to follow it by internet [the soap opera], I could do that, I mean..., but I do not want to forward it, I prefer to continue watching it on TV.

That woman, Madonna, is so demanding, she requires once she has left the hotel room, everything must be cleaned well , because she does not want to leave any single hair in Medellín. [Daughter 2 sing a Madonna’s song-Music] “♪♪♪” Music makes the people come together.♪♪♪” [and she says] “ah, I have to

cook rice, [and she puts the cell phone aside and goes to the kitchen].

“Investigations about the conduct and behavior of consumers of television reformulate the concept of audience, from actions and social relations that have joined to television viewing. The term active audience (Callejo, 1995) defines therefore the behavior and actions of users of the media that have been implemented in daily habits of consumers through the reception process. The family space, the home, continues to be the privileged place of television use. Television and family share the same space, so that the consumption of television broadcasts sits on one’s family relationships “[16].

## 2.2 No everything is TV.

### 2.2.1 “We are not tied up”

The participant families use to go out to Explora park, the bothanical garden, to eat out or to the movies during their spare time. They also visit their relative, go to the country side, and watch TV together. On weekdays, they usually watch TV in the afternoon and at night. They point that televisión does not tie them up, they report not to follow any specific program, and their daily activities are not influenced by TV. Stratum 5 father says:

I don’t mind if I skip a program... in the past I liked to watch “El capo “, for some months. On the other hand father 4 says: “football matches are the only program that determines my routine, I try to schedule my activities, and I get home early to watch the game.

Martin Serrano: 1981, p46, in his analysis of television, found that in most cases the behavior of the subjects was determined by the television programming. As well as the working patterns, the feeding time, and the activities outside the family context. In the case of this study, it was found that television has a low influence on the programming of the daily life activities of the families.

In general, “watching TV” included in the observed parents’ routines of strata 1, 2, and 3 while they help their wives with household chores, this routine is observed, according to the their work schedule. . Strata 4 and 5 use to watch TV on weekends in their country houses.

[F5] I get up early, listen to the news on the radio, read the newspapers, work on the computer, write articles and read. I watch TV in my spare time. But I am not interested on television as before, I do not have a strong habit of watching TV anymore. [F6], I cook breakfast, take the children to the college, go to work, do personal training courses, paint, prepare classes, work on my students papers. [F1] in my free time, I like watching TV or “hanging around”. [F4] On weekends, I spend time with my family and watch TV. [F1] works as a watching man in a condominium and says: “ I watch TV at work” and adds with mischievousness: “ I use my eyes a lot at work”.

It was observed, that the participant families usually watch TV together, wives, husbands, and children and sometime friends are inclusive. Children according to their study or work schedule, do housework, study, go out with friends, play XBOX, play football and watch TV.

“[Stratum 1 son] I get up, do housework. I go to school in the morning; In the afternoon, I watch TV, I do sport near the church, I go out with the reggaeton band, I spend time on the computer. [Stratum 2 son], I get up early to go to college, in the afternoon, I watch some football matches, I play XBOX, I study, I spend time surfing on Facebook, and I go out with my friends. [Stratum 4 son], I sell shoes, I play football, I spend time surfing on Facebook, I play XBOX, I read, I go out with my mom”. [Stratum 6 son], I go to the movies or to the theatre, I go out with my friends.

### 2.3 Television is for “desparchados” . [18]

Daughters and sons say, they watch television when they idle or do almost nothing. When we want to rest, we turn on TV to be lulled by the sound. [17]. The most common schedules for TV consumption is from Monday to Friday, from 7.30 P.M when all family members have already arrived at home, until 10:30, from this time the TV is on without manipulation until they go to bed, it is around 12:00. On Saturday mornings, mothers and daughters set musical channels while they do housework, on Sundays, they use to download a movie by internet.

## CONCLUSIONS

The consumption of television broadcasts in people from Medellin (Colombia) is based on their own family relationships. Summing up, it presents a mutual understanding consumption of TV consumption. It means, member of the families enjoy watching TV together (parents, daughters, sons, housekeepers, etc). The male children of strata 5 and 6 prefer watching TV individually. Mothers of strata 4, 5 and 6 generally do not watch adverts and they skipped them. In contrast to mothers of stratum that occasionally see advertising and even make comments about them.

Male parents use to talk with their wives or children about the programs. **The topics about mass television consumption take precedence over topics related to study, work, or personal issues,** unless these have to do with the programs they are watching at that moment.

As Neil Postman expresses “We do not see the world as it is, but as our languages are”, in this sense television would be one of these languages; “they are metaphors through which we conceptualize reality in one way or another”. The question that remains is: What kind of culture, and dialogue with the other, is suggested to people from Medellin since the TV?

The findings of this study shows that young people are more interested in economic news than before, and television is being consumed by female parents as a learning strategy for their younger children, using it as memory exercises, checking their children comprehension, and understanding of other view of the world.

Strata 4, 5, and 6 show a consumption of TV at the same time of print media, such as specialized or celebrity magazines and general books. Generally, **all strata alternate television consumption with cell phone and internet use.** Although the last mentioned, are not used o complement TV contents,

they are not even in the specific case of reality shows. These types of interactions could be understood as a trend, but they were not evidenced at all in this study.

Zapping during adverts is a habit, unless a *spoiler* (description of an important plot development in a television show, film or series), is being broadcasted. It seems, *the spoiler* allows to be updated about any program, or follow a series or some news. It is useful for being in touch in a fast way.

TV has become the background of everyday life in the teleaudience of Medellín. "Does nobody watch TV?", Do they just listen to it?, It was not tested in this study, Although, the TV is simply on while they are interacting in their daily life. It was found in strata 1, 2, and 3 that they hire a prepaid cable TV by DirecTV (communication Company), it means, a service for weeks, days or hours, this modality differs from the monthly payment many people contract with UNE (communication Company). All strata consume international channels.

On the other hand, the parents tend to watch **shows about celebrities' news**. In Colombian society, it was supposed these programs were preferred by women before. They like "El Lavadero" by RCN channel; they also prefer programs about history, medicine, decoration, and cook.

Programs about football, humor and soap operas are preferred by the teleaudience of Medellín. The conscious use of TV has been established as an agent of support and advice, it is a mean that fosters conversation, entertainment, and decision making. A variation in regard to time regulation or routines that were previously determined by the TV programming is presented. Among the unconscious uses it was seen, that sons and daughters determine the programs to watch, unlike previous studies in which it was observed that parents determined what younger children should watch. A high tendency to use the contents of the TV for disqualification or mocking any member of the family. The use of the media as catharsis is evidenced significantly, especially in mothers of strata 1, 2 and 3.

The Television audience in Medellín makes comparisons among channels, and programs. They make comments about programs. They expect the programming of the channels is broadcasted as it was scheduled. There is a great tendency "to watch" weight loss programs. Female parents of strata 1, 2, and 3 like to follow day by day the soap operas, they are not interested in forwarding chapters on internet. They like short series. There was not evidence of "customer loyalty" for any channel or program.

In Medellín, television is not the focus of the family life, it is at home, it is listened without not much attention, and it is often off and interchanged with other media.

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## NOTES

[1] Ciencias Sociales Magazine in its article ¿Cómo “consumen” televisión los escolares?.

(How is TV consumption in schoolers?)

[2] Cited by CASTELLS, Manuel. La era de la información, la sociedad red, Vol. 1. Siglo XXI Editores, primera edición en español, Madrid, 1999. 590 pp. Pág. 360.

[3] The methodology developed in this study will be presented in detail in another article, product of this study.

[4] Families of strata 1,2,3,4,5 an 6 of Medellín.

Conventions. [P] it is referred to the male parent, [M] to the female mother; [HO] to the male children and [HA] to the daughters.

[5] .They mean the TV presenter made part of that group. Night observation. 28/11/2012, in the living room.

[6] P16.

[7] Sgammini, Marcela. Televisión por cable: hábitos de consumo y tipologías. Escuela de Ciencias de la Información. Disponible en <http://www.toposytropos.com.ar/N6/tesis/sgammini.htm>

[8] Bauman, Zygmunt (2005).

[9] Spoiler. “It’s called spoiler information that advances important parts of a fictional story, that is what Roland Barthes, in Introduction to the structural analysis of the story, called ‘cardinal functions’: ‘True’ knots ‘narrative’ to inaugurate or conclude an uncertainty “. Marcelo Pizarro. It is the description of an important part of the plot of a TV show, movie, book, etc; before it is displayed to the public or before any specific person has seen it.

[10] Tuesday observation 13/11 a las 2:30 pm., en la sala.

[11] observation on 29/11/2012, en la noche)main bedroom.

[12] Chavero, Haydeé; García Muñoz, Núria (2005). Los hábitos del consumo televisivo de una comunidad extranjera: el caso de estudiantes latinoamericanos en Barcelona. Revista de estudios de comunicación. N19. Disponible en <http://www.ehu.es/zer/hemeroteca/pdfs/zer19-09-chavero.pdf>

[13] Wednesday observation on 21/11/2012,(main bedroom).

[14] The number of subscriptions to fixed telephony has been reducing gradually .The results show that fixed telephony penetration has been declining over the past five years. At the end of 2014 there will be about 100 million less subscriptions to fixed telephony than in 2009, figures published ITU ICT 2014 Mobile broadband penetration is about 32 percent, three billion of Internet users by the end of the year. Accessed 05/05/2014. available on: [http://www.itu.int/net/pressoffice/press\\_releases/2014/23-es.aspx#.U2gr7IF5Ovc](http://www.itu.int/net/pressoffice/press_releases/2014/23-es.aspx#.U2gr7IF5Ovc)

[15] There are almost seven billion mobile cellular subscriptions. At the end of 2014 there will be nearly 7 billion mobile cellular subscriptions, of which 3600 will be in the Asia-Pacific region. The increase was primarily due to the growth in developing countries, which have 78 percent of the world’s mobile cellular subscriptions. The data show that the growth rate of cell phone has reached its lowest level ever (2.6% worldwide), indicating that the market is approaching saturation. Africa, Asia and the Pacific, where penetration will reach 69 percent and 89 percent, respectively, in late 2014, are the regions with the highest growth in cellular mobile (and where the penetration rate is lower). The penetration rate in the Commonwealth of Independent States (CIS), the Arab States, America and Europe have reached over a level of 100 percent, and the expected growth might be less than two percent by 2014 The region with the highest Mobile cellular penetration rate is the CIS. Accessed 05/05/2014. Available on: [http://www.itu.int/net/pressoffice/press\\_releases/2014/23-es.aspx#.U2gr7IF5Ovc](http://www.itu.int/net/pressoffice/press_releases/2014/23-es.aspx#.U2gr7IF5Ovc)

[16] García, Muñoz Nuria. Comportamientos y hábitos de consumo televisivo del niño en el ámbito familiar. Ballaterra, 1996.

[17] Family of the zone 16. stratum 3.

[18] Desparchado means idle. A person who is not doing anything.

<http://www.spanishcentral.com/translate/descuidar>

### To cite this article:

Valle, F. Mónica; Ruiz, M. Ruiz & Otras. (2014). Ethnographic Study On Television Audience In Medellín (Colombia). Habits, use and contexts of consumption. Revista Luciérnaga, Año 6, N11. Communications Research Group, School of Communication Studies, Politécnico Colombiano Jaime Isaza Cadavid-PCJIC. Colombia & Escuela de Ciencias de la Comunicación - Universidad Autónoma de San Luis Posotosí- UASLP. México. ISSN 2027- 1557. Pages 15-27.