

## **Statement for election to ECREA Executive board as Section Representative**

*Göran Bolin, Södertörn University, Stockholm, Sweden*

As the European project has been facing serious challenges over the past few years, it has become increasingly important to defend the European institutions, one of which is the institution of higher education. For this task ECREA and other academic organizations are faced with the important task to overcoming boundaries of various kinds, and to encourage and provide the frameworks for cross-national collaboration.

Coming from a small language community such as Sweden, international cooperation in both research and education has always stood out as necessary; not a necessary evil, but an activity that enriches and deepens the research experience, and widens educational perspectives. If being elected, I will work towards further integration of the ECREA research community, and to encourage research initiatives that can bridge linguistic, cultural and institutional boundaries as they appear in today's Europe, but also to promote the meetings between European research traditions and those from other parts of the world. In a world where English increasingly has become the "lingua franca" of transnational research and education, it is important to be sensitive to the cultural varieties that the European language palette offers, and to uphold the diversity that comes with the cultural and linguistic plurality of Europe. I believe that there is still some work to do within the framework of ECREA to integrate the European research and education community, which will be one of my priorities.

### Short bio:

Göran Bolin is Professor in Media & Communication Studies at Södertörn University, Stockholm, Sweden. His research is focused on the interrelations between media production and consumption in the wake of digitization, on the role of the media for the generational identity, and on mediatization processes more generally. He was an active member of the COST Action ISO906, "Transforming Audiences, Transforming Societies" in the role of chair of one of the Action's working groups. He has been visiting professor in Germany, Portugal and England.

He was board member of NORDICOM between 2008-2015 (vice chair 2012-2015), and is presently a section committee member of the section Film, Media and Visual Studies for the Academia Europaea. He has been a member of international research evaluation panels for research councils in Portugal, Denmark, Norway and Sweden, and on panels for evaluation of European Joint Master Degrees for ENQA.

He is the author of *Value and the Media. Production and Consumption in Digital Markets* (Ashgate, 2011), and *Media Generations: Experience, Identity and Mediatized Social Change* (Routledge, 2016), and the editor of *Cultural Technologies. The Shaping of Culture in Media and Society*, (Routledge 2012).

A full CV with publications list can be found [here](#).