

# **International and Intercultural Communication Section ECREA**

## **Section Objectives - Mission Statements**

The field of International and Intercultural Communication has changed considerably over the last years. Globalization and its consequences have forced the field to broaden its scope considerably. Furthermore the field is challenged from the outside by other disciplines engaging in the debate on the role of communication in globalization processes. In this section we take a broad view on cross border communication in all its forms. We define cross border communication in terms of communication crossing national or/and cultural borders. We will both focus on mediated and personal forms of communication.

The International and Intercultural Communication Section provides a platform for discussing critical research in the cross border fields of international communication and intercultural communication. The focus of the section is on inter-, multi-, and transdisciplinary approaches to cross border communications in professional fields as well as academic fields in all areas of social human change.

To structure the field we propose the following sub themes:

### *A. Policy and Production*

This sub theme largely covers the traditional field of international communication. It focuses on policy related to cross border communication at the national, regional and international level. It furthermore looks at the production and production structures of cross border communication by local and transnational institutions e.g. national and transnational telecom and media conglomerates. It also links up with globalization processes in fields as journalism, marketing, etc. Comparative analysis of communication policy and production forms part of the field as we define it.

### *B. Cross Border Communication Products; Representations and Perceptions*

This sub theme focuses on communication products, their representations and perceptions in cross border public spheres. Traditional media products and formats and their flows around the globe remain an important focus of analysis. Analysis of products distributed over the Internet is an important challenge. The Internet as a de facto global media is often seen as a major innovation challenging existing media and information flows.

### *C. Intercultural Communication*

This sub theme addresses the complex relationships between communications (mass mediated and otherwise) and culture(s). The slipstream of globalization contains an increase in global forms of communication and culture, and intercultural communication is thus becoming a more important topic of research. With regard to this theme, the section gives a platform to theoretical explorations as well as to more practical transdisciplinary studies in the domain of cross border communications from a cultural perspective.

#### *Main Topics of Interest:*

Appropriate Technology  
Communication and Cultural Identity  
Cross Border Theories  
Cross Cultural Broadcasting  
Development Policies  
Distance Learning  
Globalization / Localization  
International Communication Policy and Regulation  
The Global Internet  
Transnational Media