

## **Mission statement**

### **ECREA Digital Culture and Communication section**

The digital culture and communication section of the ECREA defines its main objectives as being to exchange and develop research and to build a research culture at the European level in the developing field of digital media and informational culture as this is broadly defined. We welcome work that crosses disciplines and that operates at the boundaries of what might generally be allowed to constitute media/communication systems. The section actively seeks both empirical and theoretical/critical work. Since digital culture and communication is one of the newest topics within the realm of media and communication research, it is (and should be) an important part of the European research agendas and deserves our full academic attention.

The section defines its work as follows:

1. To provide a forum for researchers who work on digital culture and communication in the broad sense.
2. To develop further research in the field.
3. To build the basis for collaboration at all levels.
4. To encourage junior researchers.
5. To communicate existing work in the section to the broader academic world and to the public (at ECREA events, at other conferences, through talks at non-academic events, through publications, etc.).
6. To liaise with other sections within the ECREA wherever possible.
7. To further the European research area.

Digital media technologies allow us – indeed force us – to rethink existing media and communication theories and approaches (as well as research methods). They also force us to redefine traditional boundaries – for instance those between traditional broadcast media and interpersonal communication – and to explore new forms of interaction. Developments in this field have repercussions for the field of media and communication research as a whole. Exchange with others in the wider field is therefore crucial.

The digital culture and communication section clearly adheres to the broader objectives of ECREA – which are to stimulate research on Europe and in Europe. We thus hope to bring together scholars from different European countries (starting with the section team) to exchange their ideas and develop plans to collaborate together either through joint research or joint publication. The section serves as a meeting place and a platform for intellectual and other exchanges.

We aim to research digital media as broadly as possible, bringing together work from different disciplines, with different foci and theoretical frameworks. The range here would include work on everyday life and new media, on new media as a cultural formation that may be explored within the remit of cultural studies, textual analysis/discourse analysis, political economy and sociological research including qualitative and quantitative studies. Methodological questions will remain key questions in this section. How is one supposed to research this contingent cultural space? Do traditional methods work well? What do they lack?

We envisage that the above-mentioned aims will be met through participation in ECREA conferences, through the establishment of an electronic network and through the development of further possibilities for the exchange of ideas.

Last, but not least, we aim to further network with other organizations in the field. These might include the Association of Internet Researchers (AoIR), a number of cultural studies organizations and/or networks (The Cultural Studies Association) and similar networks in Media Studies, at national and European levels. We would also want to use ECREA's links with the International Association for Media and Communication Research (IAMCR) to present work there.

Overall, we hope to be highly visible and attract an interesting range of projects and people to the section.