

Intercultural Communication and Internet Studies

A Parallel History and the Need to Harmonise more?
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1) Intercultural Communications

- Roots 1960s North America: globalisation, tech advances
- Vastly interdisciplinary: field not a discipline
- Diverse institutionalizations e.g. Sietar, IKS, GAL
- Original focus on cross-border protagonists such as diplomats, expatriates or travellers
- Ladegaard and Phipps (2020): movement away from the examination of 'elite groups travelling for business, education and tourism'

1) Internet Studies

- Roots 1990s North America: globalisation, tech advances
- Vastly interdisciplinary: field not a discipline
- Diverse institutionalizations: *AoIR (2000)*
- Livingstone (2005) 'facilitating the technologically-mediated extension of human abilities to communicate across time and space and so enabling a greatly increased degree of connectedness among social actors world-wide'
- Splintering: Social Media Studies, Meme Studies, App Studies etc.

2) Harmonisation

1) Uniqueness of Internet: (mass) world-wide reach (Livingstone 2005) / Ladegaard and Phipps (2020): movement away from the examination of 'elite groups travelling for business, education and tourism'

- Digital agency as a type of (potential) intercultural agency

2) Harmonisation

2) Extension of lifeworld: Shanyang Zhao (2006) 'Instead of centring on the 'here' of my body and 'now' of my present, the reality of everyday life is now organised around both the 'here' of my body and the 'there' of my mediated reach'

- "There and Now" as an inherently (potential) intercultural space

2) Harmonisation

3) 'Critical Internet Studies' (Hunsinger 2020): mindful of materiality of the Internet ('owning and regulating hardware and software') and rapid distribution of meaning in the system of mass 'utterances' /

Zhu Hua (2020) 'intercultural communication could and should be studied as a series of social (inter)-actions, mediated by a range of forces and subjectivities'

- Discursive (often collective-oriented) interactions, mindful of power relations

2) Harmonisation

4) Lack of plausibility and known norms: interculturality

- (Ubiquitous) *Digital Interculturality*: hyper (potential) interconnectedness of online world, hyper (potential) lack of plausibility

Thanks!
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