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Title: Media and Multicultural Communication in Post- Communist Europe

Location: Milton Wolf Seminars on Journalism and Diplomacy „Technology,
Policy and Media,, The Diplomatic Academy of Vienna

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1. THIS SESSION

- deals with the assumption of mutual **interactions** between **media, Europe** and it's **status of multicultural integration**,
- and tries to analyse these interactions respecting the conditions of influence of political relations, which have **changed significantly** within the period of post-communist years.

1.1. THE CODES OF POST-COMMUNIST PERIOD

- symbolic politics:
new conditions of building a **framework of reference** for confidence and mutual credibility between former communist and non-communist societies
- symbolic cultures:
appearance of new **nationally or ethnically specified cultures** (language, religion, regional cultures – segregation tendencies within the former block systems)
- symbolic global interactions:
Increasing consciousness of **belonging to Europe** in synchronicity with shaping out a European body. European enlargement (different speed, different expectations)

1. 2. THE CODES OF POST-INDUSTRIAL (POST-MPDERN) PERIOD:

- Transformation of media systems (changes in system-structures, in technological and organizational systems, in quality- and value-orientation,)
- Transformation of the structures of global communication
- Globalization and new capitalism (market principle) as common public believing systems

2. THE TARGET AND THE AIM OF THE ANALYSIS OF THOSE INTERACTIONS IS:

- to approximate to some **theoretical explanations** of the role of media in intercultural understanding (and the role of the multicultural status in media-work) within the European framework,
- to become aware of the **potentials of difficulties**, crises or conflicts,
- but also to pay attention to the sources and **resources for enrichment and development** of mutual understanding, for integration, for unification under the conditions of internal variety and diversity.

3. THE FOCUS OF THE DIDACTIC INTEREST OF THIS ANALYSIS IS THE PRACTICE OF JOURNALISM AND OF PUBLIC DIPLOMACY:

- to understand the **challenges** for the **practice of journalism or public diplomacy** in the service of development of multicultural integration in Europe
- and to become aware of **advanced models of thinking communication.**

3.1. THE CONNECTION OF COMMUNICATION AND IDENTITY

- From closed to **open concepts**: communicative dynamics - enlargement of communication space, identity in a media society: multiple identity.
- From causality and linearity to **complexity** and **contextuality**
- From the construction of difference between me and the other by border-categories to a **concept of identification** by social addresses (relationships, social networks)
- From race-concept (ideological and deterministic construction of difference with fixed characteristic) to the **concept of ethnicity** (dynamic construction of identity on the basis of cultural relationships)
- From a concept of national border (= segregation of the communication spaces) as a concept of differentiation between national territories and power-systems (language, fate, homogeneity, administrative and political competencies, national public sphere) to **hybrid structures of communication.**

3.2. COMMUNICATION AS CONSTRUCTION OF SENSE AND REALTY BECAUSE OF AND IN RESPECT OF DIFFERENCE:

- communication in order to **discover difference** instead of confirmation)
- Reality as a **context of variety, diversity, multiplicity and plurality**

3.3. NEW ROLE OF JOURNALISM AND PUBLIC DIPLOMACY:

- journalism and public diplomacy as **agencies of self-observation** and critical self-reference of democratic societies and as agencies of intelligence of difference instead of relay-station within a socio-cultural (socio-political) system
- journalism and public diplomacy in media-society as **agents of public discourse**:
- media / journalism / public diplomacy as **agencies of mediation** instead of the position of opinion leaders gate keepers)
- myth „public sphere“ (**public opinion**) as an homogeneous space of building of public opinion (repressive model of public orientation and political identification)) has to be replaced by a concept of pluralistic construction of life-relevant **contextual discourse-systems** (media-discourse, milieu-discourse, everyday-life discourse - connecting communications)

3.4. PERSPECTIVES OF MULTICULTURAL MEDIA SOCIETY:

- local media as important space of reference of social environment and neighbourhood,
- minority media as important means of reference of belonging cultures
- supranational and global media as referential system of communicating the and symbolic (politics, culture, society) reality

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