

## **Objectives ECREA section “Mediatization”**

The study of mediatization has emerged since the 1980s as a major research field involving both theoretical and empirical research. Mediatization may be understood both as a new agenda within media and communication studies and as a broad theoretical framework to understand the interplay between media, culture and society. As an agenda it is concerned with the empirical study of the long-term interrelation processes between media change on the one hand and social and cultural change on the other and how these changes may provide new conditions for communication and social interaction in contemporary culture and society. As a theoretical framework it tries to develop concepts, models and methods to understand these interrelationships based on a constructive dialogue with existing theories of media and communication.

The aim of the ECREA section “Mediatization” is to bring the European mediatization research together and to stimulate an open, rich and informed exchange on theoretical and empirical questions of mediatization. The following topics are key:

- Developing the theoretical discussions on mediatization and related questions of social and cultural change.
- Stimulating and discussing empirical research on mediatization, focusing on present as well as historical changes.
- Articulating a critical understanding of the interrelation between communicative, social and cultural change based on a well-informed approach of mediatization.
- Providing a forum for the development of collective research programs and international publications concerning mediatization research.
- Supporting a sustainable cooperation and exchange of mediatization research with other fields of media and communication research both within ECREA and globally.
- Stimulating the scientific dialogue with other disciplines. Given the growing presence of media in other domains of culture and society, an interdisciplinary dialogue is increasingly important.