

New actors of communication

The relationship between information, knowledge and communication is becoming today critical. Cultural networks, but also traditional actors of cooperation supposed to be interfaces between diverse cultural realities have become in the last decade also the mainstream professional information resources and/or providers.

Cultural cooperation, networks and communicating about diversity

Communication is a strategic instrument and, in some cases, becomes the only instrument for linking and rehabilitating individual values. Individual exchange between people coming from isolated and less isolated cultural realities are the base of engendering cooperation processes; but how do we communicate about our reality (how do we communicate in a world more and more used to dominant stereotypes - Dubravka Ugresic - 'A culture of lies').

A certain number of examples of alienating the content of communication because of the instruments and patterns that we use are going to be given

What active responsibility takes the networking communities today in order to ensure that the communication instrument we use is respectful of the cultural diverse realities?

Knowledge transfer, media and new technologies as communication tools

How much do we inform, how much do we perform 'knowledge transfer' and how much do we communicate about the cultural content today?

How much do existing communication technologies normalise these realities and how much the act of mediation is "imposing" models instead of inspiring new creative ways?

Is the new media and are the new technologies adapted to the protection of individual diversity and to the communication of artistic content or are they on the contrary, the instrument of standardised information circulation that produces a sense of knowledge that is flattening our cultural specificities.

Which are the consequences of both standardised communication and their global impact on cultural content?

The need for 'cultural content communication laboratories'

In which way remain the cultural networks laboratory like shapers of a certain way of communicating about the arts and the cultural system through and by the professionals involved and how to solve the tension between normalized tendencies and emergent new realities?

In which way 'content industries' are legitimating the idea that creativity has a role to play within the new mix of traditional and digital approach to culture and the transition from 'collective' to 'connective' culture.



