

REVISTA CIDOB D'AFERS
INTERNACIONALS **66-67.**
Representaciones e interculturalidad

Abstracts

ABSTRACTS

Culturality, representation and self-representation

Rik Pinxten and Ghislain Verstraete

In their research centre, the authors have elaborated a framework of reference that deals with identities and conflict. The analytical framework that has been developed distinguishes three different levels of extension: the action of the individual, the group and the community. On these three levels, identities are constructed based on three dimensions: personality, sociality and culturality. The model that they propose is deliberately non-essentialist, dynamic and multiple; and it has been used in a series of descriptions (from Latin America to Europe: Pinxten & Verstraete, 1998; Pinxten, Verstraete & Longman, 2004). The framework of analytical reference comes necessarily before any ideological analysis, since discourses on identity (cultural identity in particular) now form an integrated part of present-day political life.

Key words: cultural studies, cultural identities, interculturality, conflict, community

Real imaginaries and political reason for an intercultural hope

Mohammed Nouredine Affaya

In this text, the author attempts to clarify certain aspects of imaginaries in relation to the State and politics, but also in relation to violence and evil, in a context in which the dialectic of identity and otherness continues to be one of the structures of imaginaries. Imaginaries, beyond the exclusive sphere of representations, act on the world and on the evolution of history. But, the world also acts on imaginaries, and it is the periods of crisis that enlarge their manifestations, destined to “serve as a screen against fears.” In this sense, violence, in the face of which different attitudes can be adopted, becomes a symbolic element for interpreting our strengths. To what extent are we witnessing a new way of functioning of political and religious

imaginaries? To answer this question, the author discusses intercultural hope “in a world in which the will of the power of the tragic interferes with communicational impulses.”

Key words: cultural identity, politics, conflict, interculturality

Morophobia/Islamophobia and Morophilia/Islamophilia in 21st-Century Spain

Eloy Martín Corrales

According to the author, several episodes in history from the 7th century to the present day have favoured, on the part of Spaniards, a negative perception of Arabo-Muslims in general and of Moroccans in particular in which a whole diverse series of prejudices and stereotypes converge. The relationship between the negative image and the tolerant one has never been static, and it depends on the changes produced in the Spanish political context, in the Arabo-Muslim countries, and in the international sphere. Out of a desire for revenge or to recover what has been lost, the image of Moroccans has been demonised and identified with barbarism in different periods and circumstances.

Key words: Spain, Arabs, Muslims, Morocco, stereotypes

The intercultural in the face of the test of the dynamics between exclusion and social integration

Danilo Martuccelli

Globalisation forces sociology to reason on the margin of what, for a long time, has constituted its “natural” space for reflection – the idea of the national society. To be able to this, it is necessary to establish new perspectives of analysis capable of reflecting the dynamics between that which is global and that which is local. This article proposes one of these perspectives through the close fit between structural positions, social states and subjective tests. It will only be possible to study the current manifestations of social exclusion and cultural diversity once we have deployed this perspective and with the intellectual space thus uncluttered.

Key words: globalisation, interculturality, social structure, cultural diversity

Exclusion and dynamics of representation in the the context of globalisation

Burhan Ghalioun

With globalisation, the set of representations is called into question, and the relations between cultures change radically. There is a new sphere of cultural interaction and of new realities with new representations. According to Burhan Ghalioun, to understand the global competition that defines partners and adversaries, this new sphere of cultural interaction requires a geostrategic and geopolitical reading. The rupture of the established geopolitical and geocultural order calls into question the positions and the advantages acquired, which reinforce the feeling of threat and uncertainty. In this war of representations on a world scale, there emerges the need for orientation, but also for legitimisation. For the author, two different but complementary processes are developing to redefine the spaces and the criteria of inclusion and exclusion: the first one, of a geostrategic and political nature, and the second one, ideological and symbolic. In this process, the new representation of the world of Islam is the product of a cultural and identity reduction.

Key words: globalisation, interculturality, civilisation, cultural identity, conflict, Islam

The dynamics of social representations in a situation of immigration

Aicha Belarbi

For the author, globalisation, defined as the internationalisation of exchanges, involves bearing in mind the migration issue in great national and international strategic concerns. Discourses on migration are closely linked with social representations in migratory events. This article constitutes an attempt to focus on the dynamics of social relations in a multicultural situation generated by migration, the objective of which lies in deconstructing the social representations of the immigrant. With the aim of establishing a theoretical framework for capturing the dynamics of immigrants' representations and making the instability and fragility of these relations explicit, it presents a brief historical compendium of immigration, before situating the stages of the construction of the social representation, differentiating identity and otherness.

Key words: globalisation, migrations, Europe, Maghrebis, cultural identity, social interaction

Beyond the intercultural: the challenges of co-inclusion The intercultural: enthusiasm, litotes and euphemism

Felice Dassetto

In the context of new plural, multicultural societies, Dassetto aims to demonstrate that the term intercultural is a kind of euphemism used to cautiously express the uneasiness caused by the new postures related to the current processes of cultural encounter in Europe. These postures make reference, on the one hand, to the form of intercultural processes and, on the other hand, to the questions that are posed in the face of new social realities, like that of young adolescents, who work with different cultural and identity codes and, above all, who are unadapted to contemporary societies. To this, one must add an encounter with Islam, which goes beyond the simple cultural encounter and involves deeper layers of the collective organisation, that is, civilisations. Thus, Dassetto aims to make the terms that underlie “interculturality” in Europe explicit with relation to immigrant populations, and to question, in short, the representations relating to interculturality.

Key words: globalisation, multiculturalism, interculturality, Europe, Islam, civilisation, immigration

Different, Unequal or Unconnected

Néstor García Canclini

The author proposes three key elements for dealing with the subject of interculturality and globalisation: difference, inequality and unconnectedness. He wonders not only about how to recognise the differences or correct the inequalities, but also about how to connect the majorities to the global networks. For this, in the first place, he situates inequality and difference, and he deals with the latter from the theorisations of ethnic studies. And, secondly, he takes up the articulation of differences and inequalities proposed by Pierre Bourdieu and modified by authors that developed different perspectives based on their initial collaboration with him, such as Claude Grignon, Jean-Claude Passeron and Luc Boltanski. Canclini is attracted by these authors’ attempts to “open up the national horizon at a time when interculturality is globalising.”

Key words: cultural studies, globalisation, interculturality, social inequality, communication, intercultural negotiation

Media identities and media-influenced indentifications Visibility and identity recognition in the media

Víctor Fco. Sampedro Blanco

The media establish, in large part, the patterns of visibility and public recognition of collective identities. We define media identities as those that are the object of production and diffusion by the media. From this discourse, the communities and individuals elaborate media-influenced indentifications; that is, processes of recognition or banishment; (re)articulating the identity markers that the media offer with other cognitive and emotional sources. The generation and appropriation of the identities are subjected to a media hierarchisation that influences their normalisation or marginalisation. The identities presented by the media and assumed by the audience as part of the official, hegemonic discourse are normalised, whereas the identities and indentifications formulated in popular and minority terms are marginalised. After presenting this conceptual and analytical framework, this study attempts to outline the logics that condition the presentation, on the one hand, and the public recognition, on the other hand, of contemporary identities.

Key words: media, cultural identity, cultural consumption, marginalisation

Peripheral cinematographies in the global distribution system: structural tensions

Josetxo Cerdán Los Arcos

The article proposes an approach to the critical discourses that are generated in the film distribution processes, and it focusses its analysis on the case of minority, peripheral and quality-orientated cinemas. While much is known about the processes through which the so-called commercial films arrive in movie theatres, there are few studies that delve into the distribution conditions of minority cinemas (as if their distribution process could come about in a naturalised way, due to these theatres' goodness). Nothing could be further from the truth. The circulation of these films originates from very concrete representations, which emanate from some specific centres, and they are the ones that end up configuring the terrain of uses and abuses for the consumption of these films.

Key words: cinema, cultural studies, cultural identity, distribution, cultural consumption

Branding, subvertising and markets of experience Culture, counterculture and globalised advertising strategies

César San Nicolás Romera

In the current sociocultural and commercial context, transnational companies base their communication policies on a phenomenon of expansive branding of their own brand names, converted into products of symbolic consumption. In the face of these policies, founded on the use of cultural and countercultural elements as circulation strategies, a whole series of cultural resistance movements attempt to counteract the actions of the large multinationals with strategies similar to those that these companies employ. In this article, the author analyses this game of attack-counterattack, calling attention to the “reversible” nature of such actions, founded on the commercial exploitation of the expressive experiences of their social targets.

Key words: culture, transnationals, marketing, cultural consumption