
RESEARCH TRADITIONS IN DIALOGUE

COMUNICACION
STUDIES IN LATIN
AMERICA AND EUROPE



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Research Traditions in Dialogue Communication Studies in Latin America and Europe

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by Mónica Rodrigues for JOCIS

Research Traditions in Dialogue - Communication Studies in Latin America and Europe is the outcome of the IAMCR (International Association for Media and Communication Research) conference where the researchers from the ALAIC (Asociación Latinoamericana de Investigadores de la Comunicación)¹ and ECREA (European Communication Research and Research) meet annually.

Having as conductive axis functionalism, critical theory, cultural studies, alternativism, post-colonialism and feminism, the chapters sought to include a historical standpoint, a detailed analysis, and theoretical and methodological proposals on future perspectives, highlighting that not all themes developed in the same way nor at same pace on both sides of the Atlantic. "Functionalist traditions have had a greater development on North America, critiques in Europe and post-colonials in Asia, and, in the meanwhile, alternative currents are strong in Latin America, and the culturalists find roots in Europe and Latin America". However, these currents were present everywhere.

The compilation of an equal number of chapters by European and Latin-American authors results in a balanced dialogue

between the two outlooks. However, the book's strongest point resides in the debate between authors from both continents closing each theme, thus providing the reader with a more global understanding of the phenomena. In these debates confrontations arise as a consequence of the difficulty in defining a concept, due to the different schools of thought of each continent.

With authors of different nationalities (Spanish, Portuguese, Mexican, Brazilian, Argentine, English, Italian, Cuban, Uruguayan, German, Bolivian, Belgian), it becomes evident that one cannot pass up this diversity of sources of information. Furthermore, it is necessary to work together to create initiatives that provide fluidity of communication, fill the scarcity of translations of documents in this area and thus enrich pre-established concepts.

To be published soon by Media XXI in English and Spanish, confirming the willingness of the researchers to emphasise the importance of everyone's understanding and being involved, **Research Traditions in Dialogue - Communication Studies in Latin America and Europe**, coordinated by Fernando Oliveira Paulino, Gabriel Kaplún, Miguel Vicente Mariño and Leonardo Custodio, constitutes a comprehensive and enlightening read.

¹ - Latin-American Association of Communication Researchers