



GLAT 2020 : May 6 - 8

THE CONNECTED WORLD AND INTERCULTURAL APPROACHES: TOWARD A NEW BORDER PARADIGM?

Faculty of Letters, University of Murcia (Spain)

13th International GLAT Congress chaired by Catherine Sablé (Group of Applied Linguistics - IMT Atlantique), Mercedes Eurrutia (Group of General and Applied French Linguistics - University of Murcia) and M^a Elena Baynat (Interuniversity Institute of Applied Modern Languages – University of Valencia)

The approach we have adopted is a phenomenological one, which posits that we co-construct reality with our perceptions and understanding of the world. The world is what we perceive, and our ability to perceive is often conditioned by factors that determine our conception of things, people, space and time. Our social relationships, socialization processes, technological advances and consumption of media content have led us to generate social learning processes that displace us culturally.

As a result of technological progress and changes in contemporary societies, we are living in an era in which two phenomena stand out. On the one hand, a new perspective is emerging towards an intercultural society that affirms the need for common norms and language, based on the recognition of cultural diversity, openness to different cultural groups and the acceptance of change. On the other hand, we are also living in a society in which information and communication technologies have taken a decisive place, particularly in the field of learning and intercultural competence, i.e., in the « way of analyzing cultural diversity » (Meunier, 2007).

Interculturality goes beyond a simple comparison and/or identification with another cultural group. It allows us to build bridges between cultures with the aim of exchange and mutual enrichment, while opening up a new perspective: that of intersecting views. Indeed, the concept of intercultural competence presupposes knowledge and skills of a linguistic nature, but also of a social and/or anthropological bent, adding a much broader dimension to the notion of culture. The individual is positioned as a social being and one of the main actors of his or her culture, going beyond a mere product. In this context, language and culture become « a stage for oneself and the other » (Abdallah Pretceille, 1999). What becomes of this performance in this permanently connected world, i.e. continually going through mediation as a « process of behavioural transformation brought about by the use of technology » (Burton et al. 2011).

Today, if we look at multiple fields that either are intended to be or simply appear to be ideal vectors for intercultural training, we can see that intercultural society, to use Verbunt's title (2005), is ambiguous. Thus, the same media spaces that foster intercultural relations or allow the construction of a global culture, such as the many European projects (training, research) and international economic agreements, also seem to promote ideological manipulation. Interculturalism becomes violence, recalling Demorgon's words: « Voluntary interculturality cannot ignore the fact that it is linked to factual interculturality, peaceful or violent» (2003: 45). Can we still refer to interculturality when it involves being closed off from the Other, when it accepts without question what Carroll (1991) calls the « invisible obvious.»

This question can be addressed through discourse in the media, social networks and various educational spaces, seen as intercultural microsocieties. The notion of borders should thus be reconsidered when faced with this virtual globalized world that crosses time and space. This new reality can lead both to openness and knowledge/recognition of the other, but also to the creation of new frontiers/barriers, for example globalized groups that find each other through hatred of the Other. Discourses expressing theoretically contradictory pairings thus seem to emerge when it comes to intercultural issues: global versus local, internationalization/hybridization, etc.

The objective of GLAT 2020 is to use an interdisciplinary and multilingual approach to question those connected spaces that promote the common within diversities, in order to understand which representations and paradigms on interculturality and relations to the Other these spaces seek to develop.

For this 13th edition of the GLAT international conference, two round tables will be added to the invited talks and papers.

Submissions may be drawn from the following five thematic areas:

THEMATIC AREAS

I. Applied Linguistics and ICT: new intercultural exchanges

- New virtual spaces (pop-ups, tweets, text messages, blogs, social networks, etc.), new intercultural issues.
- Mediatization and ambiguity of discursive interactions in specialized fields (intercultural tourism, ecological and legal discourse, etc.).
- Economics: new challenges in intercultural mediation.
- Cybermarketing and cyberadvertising.

II. Interculturality and ICTs: new linguistic and literary approaches

- ICT: multi-lingual and interlinguistic cultural crossroads.
- Translation: new intercultural challenges on ICT.
- Construction, deconstruction and reconstruction of media discourse.
- ICT and interculturality: to discover new imaginary worlds (fun events, humorous events, etc.).
- ICT, linguistics and literature: the influence of science fiction on the construction of cyberspace.

III. Intercultural dialogue and ICT: Lexicology, terminology and lexicography

- Glossary, terminology and phraseology: dialogue between cultures on ICTs (pictorial expressions, external borrowings, culturemes, etc)
- Lexicography and ICT: towards an intercultural dimension.

IV. Moving toward a new didactics of languages and cultures through ICT

- What role can ICT play in an interactionist, social and socioconstructivist approach to learning ?
- What tools can be used for a class to discover interculturality ?
- Linguistics and ICT: What are the challenges for language learning ?

- Francophony: Integrating ICT into teaching for a connected intercultural universe.

V. A sociological, anthropological and cultural approach to a connected world

- Interculturality in the era of globalization: In search of identity.
- Interculturality, ideological manipulation and mediation
- Stereotypes and cultural clichés on social networks.
- Social networks and gender: multiple perspectives.
- The Blurring of real and imaginary boundaries: toward integration and interculturality.
- New myths about intercultural society

INVITED SPEAKERS

Veronica Crosbie, Assistant Professor, Dublin City University, Ireland

Alison Gourvès-Hayward, Professor, Head of the Department of Modern Languages, IMT Atlantique, Brest campus, France

Brigitte Lépinette, Professor, Faculty of Philology, Translation and Communication, University of Valencia, Spain.

ROUND TABLES

Two projects: Machinima (Second Life) and Webquest

Chaired by Mercedes Errutia Cavero, Professor, University of Murcia, Spain

With: María Elena Baynat Monreal, Mercedes López Santiago, Mercedes Sanz Gil, Universitat de Valencia, Universitat Politècnica de Valencia, Universitat Jaume I de Castellón, Spain

Mediations and manipulations

Chaired by Juan Miguel Aguado, Professor, Faculty of Communication and Documentation, University of Murcia, the exdirector of Murcia Television, Spain.

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HOW TO SEND PROPOSALS

Proposals for papers may be submitted in **French, Spanish, English, Italian or German**. They must be accompanied by a **brief biographical paragraph** and presented in Word or Word-compatible format: **title** (in the chosen language as well as in English), **thematic axis**, **keywords** upload these documents to the website <https://glat2020murcia.sciencesconf.org>, **before January 15, 2020**.

Authors will be informed of the Scientific Committee's decision, as well as other important dates, by 24 February, **2020**. Registration will be open from this date.

DEADLINE (abstracts):-February 29th 2020

CONFERENCE WEBSITE: <https://glat2020murcia.sciencesconf.org>,

UNIVERSITY of MURCIA WEBPAGE: <http://eventos.um.es/go/GLAT2020>

COMMITTEE DECISION: **before 24 March, 2020**

DEADLINE (full articles): 31 May, 2020.

FURTHER INFORMATION: catherine.sable@imt-atlantique.fr or malena.baynat@uv.es

PRESENTATION FORMAT

The languages of the conference will be English, Spanish, French, Italian and German. All slides (PowerPoint or other) will be written in a **language other than the oral presentation language** to facilitate understanding by conference participants. For example, if you are making a presentation in a **Romance language**, your slides could be in **English**.

The presentations will be 15 minutes long, followed by 5 minutes of discussion.

REGISTRATION FEES

170€ - Early bird price, **before March 25, 2020** (for presenters and non-presenters)

200 € - From March 26, 2020 (for presenters and non-presenters)

130 € - doctoral students

These rates include 3 meals, coffee breaks and online proceedings.

20 € - Final Year BA, BSc, Masters and Doctoral students

These rates include coffee breaks

REGISTRATION: on the **CONFERENCE WEBSITE:** <https://glat2020murcia.sciencesconf.org>,

ARTICLE SUBMISSION

A Review panel will select contributions for publication, either in the scientific journal *Anales de Filología Francesa* (<https://revistas.um.es/analesff>) or in a collection of articles. **Please follow the journal's publication norms** and submit for blind peer review **by May 31, 2020**.

Please send a copy of the items to: catherine.sable@imt-atlantique.fr and melena.baynat@uv.es

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