



Call for Abstracts

Transnationalization Begins at Home

Unseen Dynamics in Public Communication

 **Library Albertina, Leipzig University**
 **29.10.2025-30.10.2025**
 **02.05.2025**

BACKGROUND AND OBJECTIVES

Transnationalization, digitalization and platformization are transformative processes that are reshaping public communication. In German communication studies, transnationalization is often perceived as something that happens “elsewhere”—in global media networks, international institutions, or at transnational interfaces. However, this view neglects the significant dynamics occurring in everyday life. Transnationalization begins at home: in private spaces, through digital media, and within everyday communication practices. Home is more than a physical place; it is a communicative hub where transnational connections are created, maintained, and negotiated. This phenomenon is particularly evident in a pluralistic society like Germany, where around a quarter of the population has a migration background. In these contexts, identities, narratives, and affiliations are simultaneously locally rooted and globally networked. This conference will critically examine the interplay of transnationalization, platformization, and diasporic communication, focusing on digital technologies and everyday media practices. Influencer culture, multilingualism, and micro-level negotiations of identity highlight the ways in which private spaces are connected to broader public discourses. As the third EC4SC event under the Media and Public Sphere of Afghanistan (MPS-AFG) programme, this conference aims to explore these often overlooked micro-processes and integrate them into broader communication study theories.

It seeks to uncover the power dynamics, communicative shifts, and methodological challenges associated with transnationalization and digital media in everyday contexts. The conference invites papers on topics including but not limited to:

- **Critical reflection on communication study approaches to transnationalization:** Why has everyday life been neglected, and how can this be addressed?
- **Home as a transnational communication space:** Exploring media practices, narrative negotiations, and everyday communication in transnational contexts.
- **Digital media and platformization in transnational communication:** Examining how digital technologies foster and shape transnational connections.
- **Diaspora communication and influencer power:** Analyzing how influencers act as transnational opinion leaders within diasporic communities and their integration experiences.
- **Multilingualism and language practices:** Understanding language as a tool for negotiating identity and belonging in transnational family networks.
- **Micro- and macro-level transnationalization:** Connecting private spaces with public transnational discourses.
- **Methodological challenges and innovations:** Developing new approaches for researching transnational communication in everyday life.

AIM OF THE CONFERENCE

This event aims to broaden the understanding of transnationalization and platformization in German communication studies. By focusing on the dynamics of everyday communication spaces, the conference encourages participants to rethink theoretical and methodological approaches and develop innovative perspectives for research into transnationalization and diaspora communication. We are looking forward to your contributions and a lively discussion!

SUBMISSION FORMAT

- Abstracts: Max. 500 words

IMPORTANT DATES

- Deadline for abstract submission: **02 May 2025**
- Notification of acceptance: **30 May 2025**

Submission

Please send your abstracts to
kontakt@transfertage-ec4sc.de

Mehr info hier: <https://transfertage-ec4sc.de/>