



Geoculture

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What is it?

Geoculture combines what is cultural and what is geographic by way of intercultural communication and international relations. It is about how what is the cultural (ideas, rituals, objects) get distributed across geography (space). Accordingly, geocultural scholars maintain that it is a super-culture of world politics and economics set across local and global geographies. The term is comparable to geopolitics and geoeconomics. Each considers a topic within a global framework. China's belt and road initiative is a frequent example of geoculture; Latin America is another; the Pacific Rim is a third. In all three cases, cultural ties are maintained across national boundaries and geographic distance.

Who uses the concept?

The term has not yet been adopted by those in Communication. It is mostly used by political scientists and economists who see geoculture as the third of a set (with geopolitics and geoeconomics). Public international and foreign policy makers use the term in transnational discourses and reports. Ethnic conflict resolution stakeholders make use of geocultural strategies to solve problems related to identity, ethnicity, religion and extremism. Think tank theoreticians and practitioners also use geoculture to manage culture-based lines across nations and peoples.

Fit with intercultural dialogue?

Exchange across a bewildering array of cultural, geographic and political barriers is the core concern of geoculture. Intercultural dialogue has a role to play in helping people communicate despite cultural barriers across entities even larger than nations.

What work remains?

Geoculture fits well with geopolitics and geoeconomics; research is needed to fill in the gap existing in this tridimensional continuum. It seems likely that diasporas are an obvious next topic to be studied from a geoculture perspective. If so, the connections between a diaspora's members and members of other cultural groups obviously require intercultural dialogue.

Resources

- Nurse, K. (2010). Diasporic spaces: Migration, hybridity and the geocultural turn. In H. Anheier & Y. R. Isar (Eds.), *Cultural expression, creativity and innovation* (pp. 78-85). Thousand Oaks, CA: Sage.
- Wallerstein, I. (1992). *Geopolitics and geoculture: Essays on the changing world-system*. Cambridge, UK: Cambridge University Press.