

## INTRODUCTION

The 11<sup>th</sup> edition of *Culture Crossroads* comprises a selection of articles that were presented at the international conference of the Latvian Academy of Culture “Culture Crossroads X” (2016). All authors of the articles are related in their research efforts to analyse local cultural phenomena in the context of global trends and topical theoretical research approaches.

The authors focus their research interests on a wide range of issues in the fields of art, culture and cultural heritage, both on a regional and international scale. Prof. Dr. **D. Georg Adlmaier-Herbst**, (Honorary Professor at Berlin University of the Arts, Berlin Career College, Germany; visiting Professor at the Latvian Academy of Culture) in his article *Global Relationship Management in a Digital World* investigates how digital media and technologies can contribute to a company’s global relationship management. The visiting researcher at the Latvian Academy of Culture **Andris Kairiņš** (Latvia) in his article *Awareness Raising and Protection of Archaeological Heritage* seeks internationally applicable solutions to improve the accumulation of statistics in identifying illegal excavations in order to strengthen archaeological heritage protection. **Agnese Treimane** (Research Assistant at the LAC Research Centre, Latvia) in her research paper *The Clash of Opinions Regarding Innovation in a Tradition: the Case of the Repertoire of Latvian Nationwide Song and Dance Celebration* studies the dynamics of the most important national tradition of the contemporary Baltic States – *The Song and Dance Festival* – and evaluates the changes in repertoire, based on extensive empirical data. The article of **Mathieu Bokestaël** (Katholieke Universiteit Leuven, Belgium) *Is Every Path the Right Path? A Semiological Analysis of the Axiological Choices in Mr Nobody (2009)* examines the application of different semiological models in film analysis in order to specify the axiological position of a film. In her research paper *Museum as an Object of Change* **Ieva Andžāne** (PhD candidate at the Latvian Academy of Culture, Latvia) investigates the paradigm of change in the field of cultural heritage and analyses the impact of the said paradigm on the planning of museum strategies. **Zenta Broka-Lāce** (Institute of Latvian History at the University of Latvia; Ģederts Eliass Jelgava History and Art Museum of Jelgava, Latvia) in her article *The Development of Archaeological Thought in Latvia during the Construction of the River Daugava*

*Hydropower Plants* examines local infrastructure development projects of different countries, focusing on the integration methods of rural landscape conservation and archaeological research in the planning of these projects. In his article *Personification and Embodiment in “The Bottle Neck” (Flaskenhalsen) by H. C. Andersen and its Translations into English, Latvian and Russian* **Ēriks Bormanis** (PhD candidate at the Latvian Academy of Culture, Latvia), in the context of translatology, analyses the connection of bodily experience with language and communication processes, and the manifestation differences of these experiences in several cultures. **Liene Galeja** (PhD candidate at the Latvian Academy of Culture, Latvia) in her research paper *The Use of Abuse: Themmatization of Victims and Perpetrators in the Context of the Historical Master Narrative of Latvia* detects trends in the instrumentalization of history, focusing on the development of various narratives (especially emphasising historical master narrative) and their role in the socio-political interpretation of the nation's past. In her research paper *Do Cultural Tourists Going to Regional Concert Halls Benefit Local Economies? A Comparative Induced Impact Analysis in Latvia* **Laura Bukbārde** (Stockholm School of Economics in Riga, Latvia) develops the methodology for evaluating the economic impact of cultural events and estimates the impact of several concert halls across Latvia on the development of the specific region. **Ojārs Stepens** (PhD candidate at the University of Latvia) addresses the differences in the implementation of cultural policies in undemocratic political regimes.

As a whole these research studies reflect the possibilities of interdisciplinary approach for discovering original aspects of cultural phenomena and developing new research questions for future research.

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