

## **Cultural Studies in the service of philosophical analysis of academic culture and science**

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Cultural studies, in particular research that uses qualitative methods, is probably the most attractive way to approach academic culture and science as practice in connection with philosophical understanding. It is not always the case that a philosopher can be involved in empirical study already at the phase of building up the research design and analyzing raw data, but if it is possible, then it is advisable to choose the method(s) that can be potentially combined with philosophical goals.

I argue that positioning theory and culture contrast method are rewarding approaches especially when the research enterprises and academia are concerned. Firstly, because both of them are suitable for investigating dynamic processes and, secondly, they have specific traits that do not overlap but rather complement each other.

Positioning theory helps to analyze what is present in discourse, mainly opens up the positions that are present in negotiations and conflicts. This method is, however, most helpful for preparing the general structure of the questionnaire.

Culture contrast method, on the other hand, helps to show things that are not clearly presented in the discourse. Culture contrast method aims to reveal what is considered obvious in scientific field and therefore often not articulated. It uses researcher's surprise for finding out contrasts with what is expected or evident for the researcher and their cultural background; therefore this method also reveals in a most organic way the standpoint of the researcher and that is very important because as the science or academic culture is concerned the researcher partly shares the background with the informants.