Preface

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Introduction

From the 13th of June to the 24th of June 2010, the Faculty of Arts of the University of Groningen, the Netherlands, hosted an Intensive Programme (IP) European Studies, entitled “Europe between Europeanisation and Globalisation”. The IP is an intensive 10-day programme during which students are offered the opportunity to attend keynote lectures, participate in workshops, and present their own research in an international, interdisciplinary, and transcultural context. The theme of 2010 focused on Europeanisation and globalisation including its political, historical, cultural and sociological dimensions. IPs are important because they provide students with a strong intercultural group experience. Apart from paper presentations, a “career day”, training in project management, and workshops with relevant field experts form part of the programme. Since the start of the transnational, interdisciplinary Master of Arts Euroculture in 1999, IPs have been organised around an annual, topical theme. IPs serve to deepen the knowledge and understanding of students obtained during the two previous semesters by joint discussions and reflection. The staff of the organising university is joined by tutors of each of the European partner universities to comment the individual papers written by the participants. Euroculture: Europe in the Wider World (since 2006 an Erasmus Mundus Master of Excellence programme) is a collaboration of eight European Universities and four third-country partners: the University of Deusto (Bilbao, Spain), the University of Göttingen (Germany), the University of Groningen (the Netherlands), Jagiellonian University (Krakow, Poland), Palacky University (Olomouc, Czech Republic), the University of Strasbourg (France), the University of Udine (Italy) and the University of Uppsala (Sweden). Third-country partner universities are: UNAM (Mexico), the University of Osaka (Japan), the University of Pune (India) and the University of Indiana (USA). All Euroculture students from the partner universities join the international faculty staff as well as some guest professors from the third-country partner universities during this Intensive Programme.

However, IPs are not exclusively meant for Euroculture students. As the IP’s more encompassing “European Studies” label indicate, External Window students, for instance, or students of International Relations interested in the socio-cultural and political dimensions of
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the EU (specifically) and Europe (more generally) and the position of Europe in the wider world were able to participate in the 2010 IP edition. These “external” students were enrolled in a master programme at one of the Euroculture partner universities. Similar to the regular Euroculture students these external participants have advanced English writing and speaking skills and provided a paper topic with clear relevance to the annual IP topic.

**Yearly topic 2010**

In 2010 the IP theme highlighted the phenomena of Europeanisation and globalisation. These concepts point to a growing interconnectedness of social processes at the macro transnational level, while remaining firmly grounded and located to the micro level of the local region. It often is not easy to make a clear distinction between the two phenomena because the links between the mentioned processes are diffuse and highly intertwined. Although globalisation and Europeanisation are processes that may strengthen each other, the opposite is perceived as well: globalisation is often deemed and represented as a threat to Europeanisation.

The possibility to investigate other dimensions of globalisation – such as its twofold effect of producing difference and homogenisation – in conjunction with processes of Europeanisation constitutes an interesting challenge and opportunity. The success of European regional integration has turned EU integration processes into global processes: outside of the EU it is seen as a successful model of social, political, economical and cultural integration, and its structure, or parts thereof, is copied in other regions of the world. The functioning of the EU is also felt beyond the borders of Europe and its impact is felt in more than EU member states alone. Think for example of health or educational practice norms set by the EU for its member states, which have been accepted by third countries in other parts of the world. One may think here also of the specific attention for human rights, and the EU’s preference to act as a “soft power” in issues of international relations. Not only on a political and economic level are the effects of these two processes visible, but on a cultural level – an aspects which too often go by the wayside – its effects are evident too. Traditional alignments (the West and the rest) are being reshuffled. One might ask what consequences this has for markers and expressions of identity within a global context: how are these redefined and re-evaluated? All kinds of actors within the EU (think of governmental, non-governmental, corporations, institutions, individuals, etc.) are responding to these converging and diverging processes, and as a case study, Europe provides fascinating material to study how the dual
processes of globalization and Europeanisation is transforming society and giving meaning to living within such a dynamic world.

The participants of the IP were asked to write a paper focusing on one of the four sub-themes of study:

- European Integration: a model for the wider world?
- Positioning the EU: image and imago
- Socialising the global in Europe: micro-level local and regional developments
- Constructing cultural identity in Europe and beyond.

This publication comprises the best papers of the IP European Studies 2010 which have been selected by the tutors of the different working groups during the IP. We, the organising committee of the IP European Studies at the University of Groningen, would like to express our thanks to all students and tutors for their enthusiastic and energetic input, discussions and debates. This has made the 2010 IP a wonderful experience and success. Also we would like to thank, arranged alphabetically, Marleen Folkerts, Hub Hermans, Marek Neuman, Dieneke Niks, Senka Stanivuković, Herman Voogsgeerd, Marloes van der Weij and Aimée Wijnacker who have helped with planning, organising and so many other things involved in hosting an IP.
Introduction to the papers

Christina Luca
The first sub-theme aims at analysing if and to what extent the European example stimulates policies in other parts of the world. Aisling Boyle studies the success of the European budget airline which is not considered only the result of economic factors but of deeper notions such as sustainability and shifting customer attitudes. Ronja Dornberg treats the evolution of the relationship between the European Union and the African, Caribbean and Pacific countries group after the Treaty of Maastricht, placing emphasis on the sector of development aid. In the contribution by Noémie Schoen, she analyses the notion of the decline of nation-state power in relation to the development of cross-border cooperation. The case study of Tyrol-South Tyrol and Aldo Adige Trentino is taken into account, while Salena-Lorine Lee looks for the reasons why the Common Agricultural Policy was adopted despite the fact that it has been widely criticized by scholars, the media and international organisations. According to her research, the reasons lie in a set of reactive sequences and self-reinforcing patterns of history.

The second subtheme considers the “imagological” aspects of the EU as a transnational institution. Nicholas Bishop looks at communitarian values, which emphasize the role of the community, in relation to the French policy of assimilation. The 2009 European election campaign is described and investigated by Nynke Hofstra in terms of goals, discourse analysis and public opinion as highlighted by the Eurobarometer. Discourse analysis is also one of the aims of the contribution by Borislava Miteva, whose paper aims at emphasising how the Copenhagen criteria, the Constitutional Treaty and the Lisbon Treaty contribute to the institutionalisation of “European” values. Viviane Louisa Otto in her contribution focuses on worldwide competition in higher education by making a comparison of semiotic analysis of website strategies to attract global audience.

In the third sub-theme the local effects on international processes such as Europeanisation and globalisation are considered. In her contribution, Cristina Luca describes the effect of migration on the European and Italian educational systems with particular reference to a methodology that can successfully be used to integrate under-achieving students. Chiara Nacchia’s research question is if the European Union Strategy for the Baltic Sea Region can
turn out to be a pilot project for other regions. The attitude towards the European Union in Germany since the reunification of the two Germanies until the present is considered by Felicitas Rabiger, with specific emphasis on the tendencies of popular Euroscepticism. Therése Hultén explores how Swedish Euroscepticism can be defined and explained and how it is related to the idea that one day the European Union may encompass all countries of the continent.

The fourth sub-topic groups those papers together that focus on the transmission of specific values and norms, either by national institutions or independent ones. Joyce Lagerweij discusses one of the key features of the European Union’s foreign policies, i.e. the promotion of human rights with relation to the promotion of lesbian, gay, bisexual and transgender (LGBT) rights in Poland. Maureen MacGrath reflects upon the concept of ownership and the responsibility that donor countries have in developing aid relations; the case study of German-Tanzanian aid relations is taken into account. The paper by Iona-Alexandra Schiau analyses the nature of consumer culture in current-day Eastern Europe and its connection to the communist legacy. The final paper is by Beatrice White who presents the significance of murals in the Northern Ireland conflict, varying as they do in their tone, style and nature of the symbols and motifs and presenting diverging aspirations, interpretations, and representations of events and history.

For reason of space many interesting papers are missing here. This is a great pity. However, the best wishes that we may address to the authors of these papers, is that the words they have been writing and discussing represent the starting point of their personal and professional life; a life of commitment to disseminating European values and culture.