



12th International LAB Meeting - Summer Session 2008
14th International Summer School

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Social Representations, Collective Memory and Socially
Shared Emotions: narrative and experimental approaches"

From 26th July to 3rd August 2008
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Key Lectures

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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Studying social representations in the making

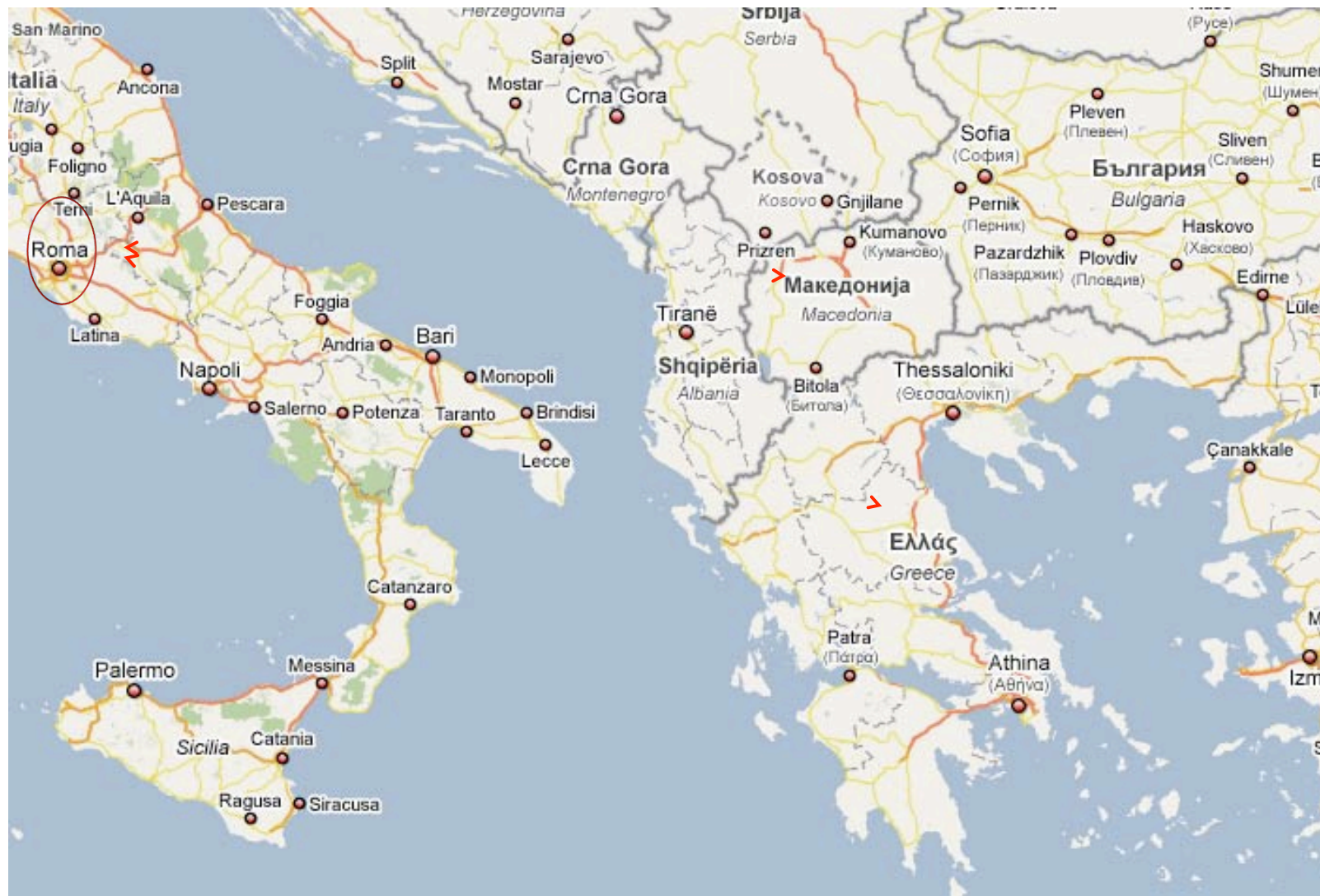
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...In the making

- The problem:
 - *trying to capture the most accurately possible, the reflection of a history being done in the conscience of those which live it in the present*
 - National identity issue
 - Conflictual political context
 - Diplomatic negotiations
 - Asymptotic mediatic rythm
 - Social representations in construction, negotiation, evolution
 - Social memory depending of present events

The case...

Geographic map



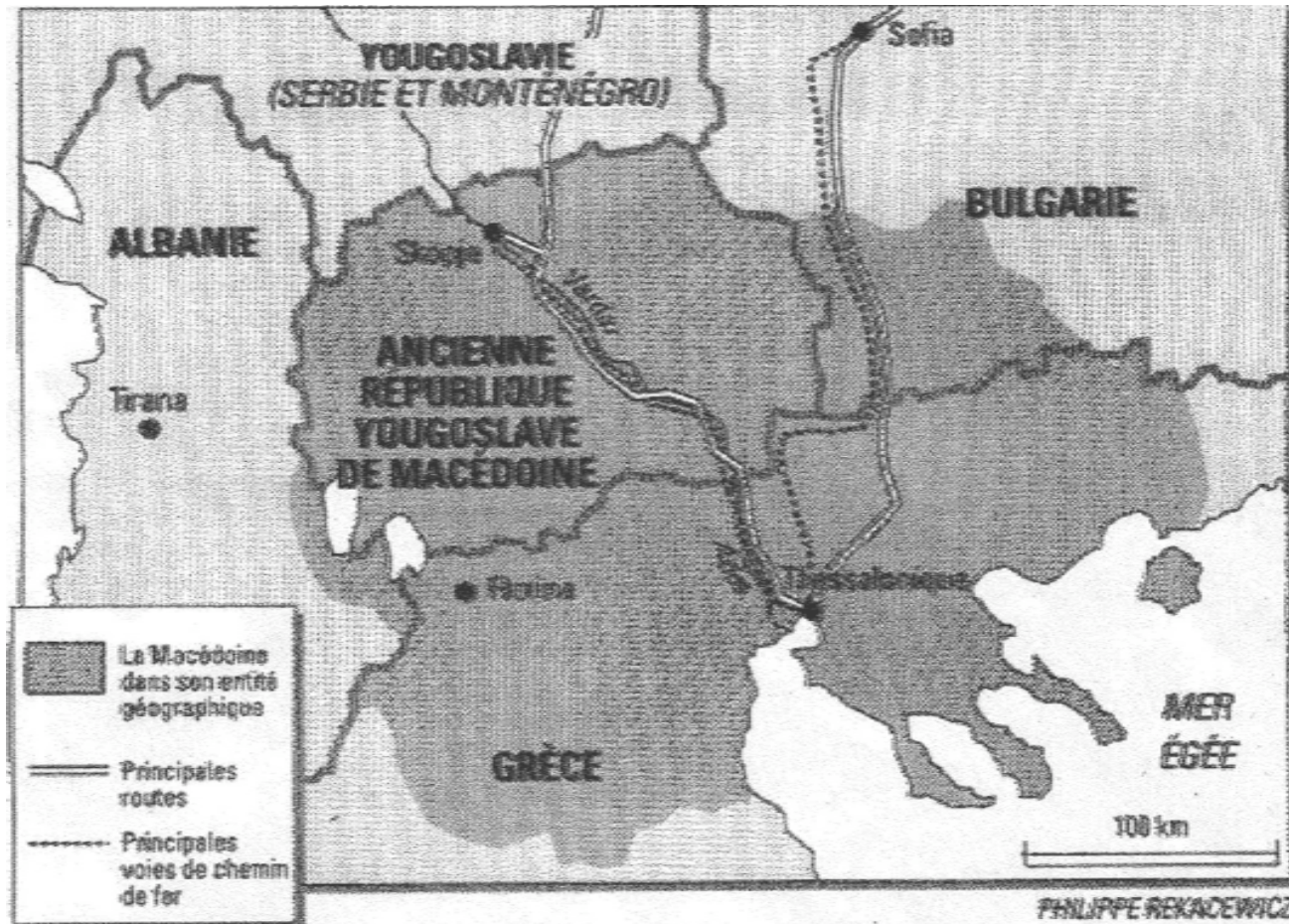
Official map of... FYROM



Actual map of...Greece



map after Bucarest treaty (1913)



Brief timeline

1991

- 17 February : The Parliament in Skopje **changes the name** "Socialist Republic of Macedonia" to "**Republic of Macedonia**".
- 8 September : **Referendum** on the future status of the "Republic of Macedonia": Voters were asked whether they were "in favour a sovereign Macedonian state, with the right to participate in a future union of Yugoslav states": **95.05% voted YES**.
- 13 November : The Greek government spokesman states that "**Greece does not intend to recognise an independent state with the historically Greek name of Macedonia**".
- 16 December : An extraordinary EU Council of Foreign Ministers meets in Brussels. It **accepts the disintegration of Yugoslavia** as a fait accompli and decides to **recognise** the independence of former Yugoslav republics subject to the following three terms:
 1. "to commit itself, prior to recognition, adopt constitutional and political guarantees ensuring that it has **no territorial claims** towards a neighbouring Community state,
 2. that it will conduct **no hostile propaganda** activities versus a neighbouring Community state,
 3. including the **use of a denomination** which implies territorial claims".



Brief timeline

FLAG

■ 1992

- 11 August : The Skopje parliament adopts the "**Vergina Star**" as the symbol of the state flag.



Ancient symbols / Modern semiotics

This 16-rayed star is the national Macedonian royal symbol of Philip of Macedon, **Alexander the Great**, and the ancient Macedonian Empire. This ancient Macedonian symbol is also known as the Macedonian Star, Macedonian Sun, Sun of Vergina, and Star of Vergina, after the location of the Macedonian royal tombs.



Ancient symbols / Modern semiotics

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“Ancient representations are imposed to us with all the strength that follows them from ancient societies where they have acquired a collective form. The **more ancient**, the **more powerful** they are...” “Every personage and every historical fact once entered into this memory they are transposed into a lesson, a notion, and a **symbol** ; they gain a sense; they became an element of the set of ideas of a society”. (Halbwachs, CM, p. 296)

mobilisations in Greece



slogans:

There is only one Macedonia and it's greek !

Macedonia is greek !

Macedonia is Greece !

mobilisations in Greece



mobilisations in Greece (2)



New vocabulary...

- ▣ state = “**pseudo**-state”, “entity”, “**Skopje**”,
- ▣ history = “**pseudo**-history”, “**stolen** and **falsified** history”,
- ▣ people = “Skopjians”, “Balkans **Gypsies**”
- ▣ M. Hans van den Brooke = “Van der **Turc**”
- ▣ macedonian problem = **skopjian** problem

Brief timeline

■ 1995 : normalisation of relations

■ 13 September : **An Interim Agreement between Greece and FYROM** is signed in New York.

AGREEMENT

1. each side shall respect the territorial integrity and political independence of the other and reaffirms the inviolability of their international borders;
2. Greece shall recognise FYROM as an independent and sovereign state; the two governments shall establish liaison offices at the respective capitals;
3. FYROM shall refrain from using in any way the symbol which is now its flag;
4. FYROM shall provide specific and binding assurances that its Constitution will conform to the principles of international law and good neighbourly relations;
5. freedom of movement of people and goods is restored between the two countries.

New flag...

From 1995 to now



Brief timeline

■ 1996 until now...

- diplomatic discussions without end
- some rare but strong events (exemple)
- “flou” about the final official name
- less rigid positions than in the past

LETHARGY

Questions

- Our aims were related to this refusal and the argumentary forms justifying it from an identity point of view.
 - Importance of names in the process of representations of self/other
 - process of an ideal construction, a quasi-mythical setting of the historical memory of the national group
- At the same time, we were interested, from the synchronic point of view, on
 - The epiphenomena of the macedonian problem into the greek society
 - its traces into the recent national memory
 - and into the social representations of the “other” (state, people, region)

Theoretical schema

- ▣ Beyond ordinary groups: the **nation**
 - ▣ Tajfel/Hobsbawm/Gellner/Castoriadis/Billig
 - ▣ Beyond etiquettes: the power of **names**
 - ▣ Moscovici/Searle/Kripke/Putnam
 - ▣ Cultural memory/**myths**/social communication
 - ▣ Jodelet/Barthes/Durkeim/Halbwachs/Namer/Vernant & Vidal-Naquet
-

Theoretical schema

▣ Beyond ordinary groups: the **nation**

- ▣ A nation is the largest, the most complex and abstract human membership group ; and it is also a group which seems to be able to command at times a greater intensity of attachment than any other. (Tajfel, 1969)

▣ Beyond etiquettes: the power of **names**

- ▣ “(...) une chose non-classifiée et non-nommée est étrangère, inexistante et en même temps menaçante” (Moscovici, 1984)

▣ Cultural memory/myths/social communication

- ▣ "...Modern myth as a message is discontinuous: it doesn't appear in long narratives but only in discourse; it is a phraseology, a corpus of phrases; myth disappears but the mythical stays present."(Barthes, 1973).

Versions

- **“Institutional”** version (media, institutions)
 - **“Collective”** version (young greeks n=335)
 - **Historical** “objective” versions (documentary research)
-

Time schedule of the research

| Methodological tools | 1 st year | 2 nd year | 3 rd year | 4 th year |
|------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Exploratory study | ✓ | | | |
| Associative networks (n=150) | ✓ | ✓ | ✓ | |
| Textbook analysis | ✓ | ✓ | | |
| Press analysis (1995-2001) | ✓ | ✓ | ✓ | ✓ |
| Documentary research | ✓ | ✓ | ✓ | ✓ |
| Individual interviews (n=50) (A/T) | | ✓ | ✓ | |
| Focus groups (n=10) (A/T) | | ✓ | ✓ | |

Population: 335 young greeks (average age: 23) Athènes/Thessaloniki

French dictionaries

1740-1782

toponym

Different peoples

cooking

Different fruits

literature

Different styles of
litterature

jeu de cartes

Different cards

Depuis 1850 au sens figuré

un assemblage **hétéroclite**, par comparaison plaisante avec l'empire d'Alexandre habité par des peuples de diverses origines

Macédonien -ienne

1. De la Macédoine **contrée** située au nord de la Grèce
2. La **république** macédonienne de Yougoslavie
3. La macédonien : la **langue** slave du groupe méridional parlée en Macédoine yougoslave.

English dictionaries

Macedonia

1. ancient **kingdom**
2. **region** in the Balkans
3. **department** in the north of Greece
4. **Republic** of Macedonia.

Macedonian(s)

1. **inhabitants** of ancien Macedonia
2. **language** of ancien Macedonians
3. **natives** of the region
4. slavic **language** of the « macedonian people »

1846 -salade (orth. fr.)

Greek dictionary

Macedonia:

1. le **royaume antique de la Macédoine**
2. une **région** géographique large au sein des Balkans
3. le **département** géographique de la Macédoine de la Grèce du Nord
4. **(abuse) F.Y.R.O.M.**
(Former Yougoslav Republic of Macedonia)

By this name, a geographical concept became, by excess, national

Skopjjan: L'originaire de la ville de Skopje, ou plus généralement de F.Y.R.O.M.

Skopje:

1. Town of ex-Yougoslavia, capital of F.Y.R.O.M.
2. (according to the Greek side) **Skopje is the country whose capital is Skopje**



definition of tautology...

Macedonia in modern art...

Macedonia

Thought to Action | 3D Printing

Information Full Caption Permalink

Macedonia fruit bowl. 2007

Janne Kyttänen (Finnish, b. 1974)

Freedom Of Creation (The Netherlands, est. 2000)

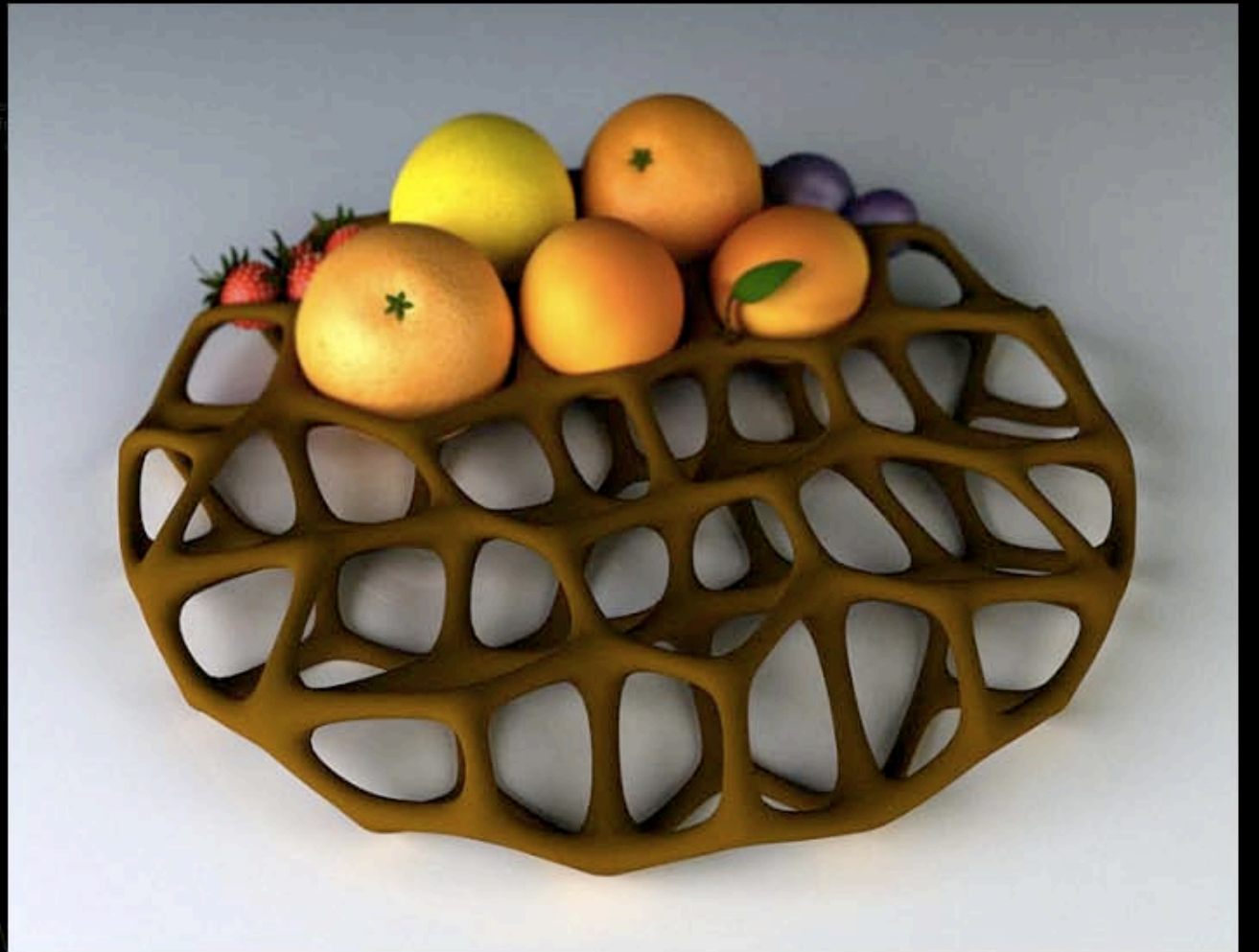
In Italian and Spanish, *macedonia* means fruit salad. Kyttänen fabricated this fruit bowl, inspired by the formation and structures of soap bubbles, from resin mixed with sand, proving that even when employing the most advanced technique and an innovative form, a conventional material can restore a balance between novelty and tradition.

→ algorithm

→ domestic environment

→ Return

Photo



The textbook on history

The Macedonia, History and Politics

textbook by the Greek Ministry of National Education and Religion, 1st edition 1992.

- ... the Roman colonists were gradually hellenised. ...
- the fundamentally Greek population of Macedonia remained effectively unchanged until the 7th century A.D., when various Slav races began to settle in the area of Macedonia.
- For a long time the Slavs lived peacefully in the European provinces of the Byzantine Empire and, as can be seen from Byzantine writers, **many of them were hellenised...**
- However, this short-lived empire, which preceded the Ottoman conquest of the Balkans, **had no effective impact on the ethnological nature of Macedonia,**
- ...With the support and guidance of the Greek clergy, **the Christian masses of Macedonia acquired a consciousness of their Greek identity....**The First World War which followed the Asia Minor campaign and its dramatic conclusion were to cause widespread movements of population which **stabilised the national homogeneity of Greek Macedonia.**
- In the period of sustained warfare (1912-1919) tens of thousands of Bulgarians left, and this shift was completed with the departure of a further 53,000 Bulgarians by virtue of the voluntary exchange of populations between Greece and Bulgaria. This left only the Slav-speakers principally in Western Macedonia, **most of whom had a Greek national consciousness....**In Greek Macedonia, the revolutionary ethnological developments led to the **emergence of homogeneously Greek population,** with only sparse alien elements mainly in border districts.

The Macedonia, History and Politics (2)

- ...Overlooking the fact that the Slav-speakers who had chosen to remain in Greece **thought of themselves largely as Greeks,**
- ...During this period some of the **Slav-speakers underwent a crisis of consciousness.**
- ...**The ethnological composition of Greek Macedonia, (...) is today homogeneous to an extent rare for the Balkan peninsula. ...**
- A second reason to which particular attention should be paid is the **sensitivity of the Greeks** towards the historical continuity of their race since antiquity through medieval Byzantium down to the present.
- **It is quite natural that the Greeks, a historic people, should be particularly sensitive towards anything tampering with their historical heritage.**

The Macedonia, History and Politics (3)

- **The recognition of a state with a concrete name gives the right to its citizens and only to them to use it. If the right to call their country as Macedonia is given to the Skopjians and also to call themselves as Macedonians, we, the Greeks-Macedonians, will not be able to use a second national characteristic (a part from Greece-Greek) that associates us with the history of Macedonia which is the history of hellenism.**

 - **Political context of publication – political publication**
-

Textbook identitary axiom

Ancient Macedonians = Greeks (+ greek language)

Moderns Macedonians-Greeks= Greeks (+ greek language)

=> Moderns Macedonians-Greeks = (héritiers) Ancient Macedonians

“Skopjians” = Slavics (+ slavic language)

Slavics = No Greeks = No Macedonians

=> “Skopjians” = No Macedonians

The interviews/focus groups

Individual interview (Greek/macedonian)

R. The name Macedonia it is something which belongs exclusively to the Greeks and even if the name had been given to another people it would never have the same contents as it has for us. We, we are related to the name Macedonia, we lived things, we have a whole history. Skopjians or any people cannot use it and it will not have the same significances as those which it has for us. And even if finally they will use it, for us it is something very particular, while for them... For them it is only one name which they chose in the dictionaries and which want to use. It does not have the historical and political value and as it has for us.

Paradox

geographic inclusion

versus

nominal exclusion

ethnological argument

- *the Greek part was the only one to be inhabited by Greeks in a constant and uninterrupted way*

historical argument

- *in the history of the region, only the Greek part kept the name Macedonia, and that, since almost always*
-

social geography

- *Not accept the sharing of the name for primarily cultural reasons*

nationalist argument

- *to reverse the nominal claim, with a right of Greek territorial claim*
-

A historically charged name

Lz/T : The name Macedonia is so historically charged that it is undoubtedly impossible to use it on a geographical basis. When I pronounce the name "Macedonia", **it is charged 95% historically and 5% geographically**. And I do not speak about his various departments, nor of the republic in north. I want to say that it is an idea, an idea in the sens of the history. It is difficult to conceive it geographically.

What's in a name ?

- Name *versus* etiquette
 - Representation *versus* stereotype
 - Anchoring

What's in a name ?

- The uniqueness and immense pragmatic convenience of proper names in our language lie precisely in the fact that they enable us to refer publicly to objects without being forced to raise issues and come to agreement on what descriptive characteristics exactly constitute the identity of the object. They function not as descriptions, but as pegs on which to hang descriptions. Thus the looseness of the criteria for proper names is a necessary condition for isolating the referring function from the describing of language.
- SEARLE J. (1958). Proper names. *Mind*, 67, 166-173.

An undesirable homophony

Chr/A : But you know, the problem it is that Greece, finally I mean, the word [Ελλάς] you hear it and you read it in the foreign press like “**Greece**”. While the word “**Μακεδονία**” (in greek) you hear it like such: **Macedonia** [in english]. Here is the problem. You hear the word exactly such as it is.

Principles of use of the name

- right to the exclusiveness in the name that only its owner has
 - primacy as regards the name which results in an archaeology of the membership
 - the **consubstantiality**, namely the inseparable between the Greece-Macedonia couple. The non-observance (or even the violation) of this principle, of this tautology, between Greece and Macedonia, risk to confuse, make similar the two people.
-

Which name do you prefer?

| NAME WISHED | <i>t</i> (%) | Thes. (%) | Ath. (%) |
|--------------------------------------|-----------------|-----------|----------|
| Skopje | 53 | 61 | 45 |
| Any, without the name "Macedonia" | 35 | 38 | 32 |
| F.Y.R.O.M. | 11 | 0 | 22 |
| | 100% | | |

Of which nationality are they?

| Nationality | t (%) | Thes. (%) | Ath. (%) |
|----------------------------|-------|-----------|----------|
| No idea | 22 | 20 | 24 |
| Yougoslavians | 20 | 31 | 9 |
| Skopjians | 14 | 14 | 12 |
| No-Greeks | 11 | 10 | 12 |
| Human beings | 11 | 10 | 12 |
| Albanians | 5.5 | 3 | 8 |
| Slaves | 5.5 | 3 | 8 |
| Bulgarians | 5 | 6 | 4 |
| Slavomacedonians | 3.5 | 3 | 4 |
| Macedonians of Yougoslavia | 2 | 0 | 4 |
| t | 100% | | |

A national identity which comes by far

□ "If we don't accept a part of mythology, if we don't accept that mythology contains some truths, we can not accept the greek nation. We can not accept it as an ethnically-based nation. Mythology is a essential part of greek oral tradition. Since recently it has been transferred mouth to mouth. ...I think that a large part of greek tradition, ancient or modern, is based on oral discourse. Everything that has been transferred mouth to mouth and nobody had the brilliant idea to write, on the other hand, nobody has ever claimed that the Iliad or the Odyssey where fictional events, that where? epical works where Greeks didn't fight each others."

□ (Greek/M, 21 years old)

Three symbolic functions of the name: synonymy, metaphor, reminiscence

■ Fonction of **synonymy**

- En entendant Grèce-Macédoine, ce qui te vient à l'esprit ce sont des mots très particuliers comme Alexandre par exemple
- Il est l'alpha et l'oméga du mot Macédoine. Ou, si tu préfères, le M et le A du mot Makedonia [prononcé en grec]. Parce que tout lieu a une idole, une légende, c'est comme ça que l'hellénisme et les Macédoniens ont Alexandre le Grand

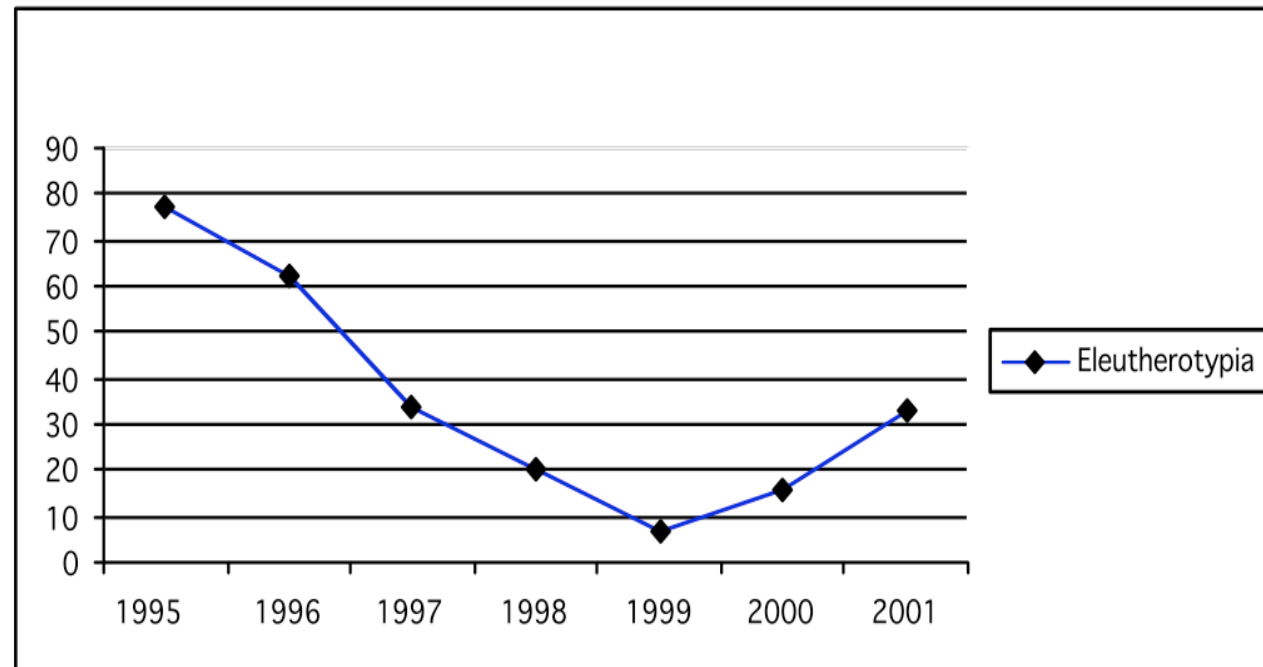
■ Fonction of **metaphor**

- Alexandre représente pour moi un argument indéfectible. C'est l'histoire même. L'histoire grecque. C'est le meilleur argument. Il est à nous et non à eux.

■ Fonction of **reminiscence**

- On criait des slogans pendant les manifs comme "Alexandre est vivant"
- Je me souviens qu'avant, à l'école, quand ils nous parlaient d'Alexandre le Grand etc. je l'imaginai comme un héros et j'ai en mémoire une statue à lui qui était à l'école et je me souviens de lui comme un héros terrible etc.

Temperature curve of the frequency of publication of articles relating to the problem (1995-2001)



Who forgot it?

| Macedonian problem | t | Athens | Thessaloniki |
|--|-------------|---------------|---------------------|
| | (%) | (%) | (%) |
| I did it, but everybody did the same thing | 57 | 27 | 30 |
| I did not, but the others did it | 21.5 | 13.5 | 8 |
| Nobody forgot it | 21.5 | 16 | 5.5 |

Three explanations of the decline

- Normativ: “new problems”
 - Instrumental: mediatic disinterest
 - Psychologic: greek mentality
-

Anchoring in recent historical past

- 1453 : Constantinople
 - 1922 : Minor Asia
 - 1974 : Cyprus
 - 1992 : Macedonia
 - 1996 : Egean incident
 - 1998-1999 : Cyprus
-

Figures of some very special neighbors...

▣ Albanians : poor, robbers, uncultivated /not-civilized, malignant, underdeveloped, malicious, combative

Athenes

▣ Turks : warriors, imperialists, chauvinist, provocative, hard, ugly, nationalist and religious, violent ones, barbarians, underhand, fanatic, chauvinist, nationalist

▣ Greeks and Italians: beautiful, romantic, sensitive, generous, jovial fellows and cultivated; (gangster and liars for the Italians, and lazy for the Greeks)

Thessaloniki

▣ Bulgarians and Fyrom : patriots, nice, hospital, but also hostile, arrogant and oppressed.

Threat

▲
imaginary (name)

▲
objective (territorial)

▲
representations

beliefs

historical memory

mythology (“message” / communication)

Anchoring

- serves to weave kinship ties between the **new** significances resulting from the social sphere and the reserve of knowledge **already existing**, culturally available and accessible.
- It is brought up to date by :
 - need for undervaluing the share of uncertainty contained in the novelty
 - to cope with the unknown which the novelty represents
 - the desire for reducing the *vacuum* of comprehension and communication in connection with this novelty.

Familiarization

- **Social “thirst” for familiarization**
 - Progressive integration
 - priority (*time*)
 - value (*assessment*)
 - hierarchy (*classification*)
 - name (*naming*)
-

Two visions of anchoring

- **Conservative** vision : **normative** meta-system
 - mechanical incorporation,
 - dynamics of change directed towards the interior,
 - passive transmission

- **Idealist** vision : **pacifying** receptacle/mechanism
 - confer on the category its novelty,
 - transform partially the prototype,
 - active transmission of change

Beyond familiar

- Politics of incorporation
 - « Positive » familiarisation
 - What can we do/say with « impossible » familiarisations ?
 - Alterity (for ex. racism, nationalism, xenophobia)
 - Sensible historical transmissions
-

Hypothesis

- familiarisation traditionally allotted to anchoring can also function in the opposite sense :
 - transmitting the non-familiar
 - guaranteeing the non-familiar
 - making sure that the non-familiar remainder thus
 - instituting strangeness

Two forms of anchoring

strangeness



STIGMATIC

ANCHORING

SOCIAL THINKING

SYMBOLIC



familiarisation

What's in a name?

Le Monde & The Wall Street Journal - avril 2008

Stabilité régionale: un défi à relever

Qu'y a-t-il dans un nom?



Stabilité régionale: un défi à relever

*** Pourquoi la question macédoienne est-elle si délicate et complexe ?**
Le terme « Macédoine » n'est pas exclusivement lié à un pays donné. Au contraire, il a toujours été utilisé pour décrire une région géographique élargie, dont 51% environ appartient à la Grèce, 37% en Bulgarie et 1% en Albanie. Le fait qu'un seul Etat ait choisi de monopoliser le nom « Macédoine » — dont la majeure partie est située à l'extérieur de ses frontières — ne reflète pas la réalité géographique et politique, ni ne contribue à la stabilité dans les Balkans.

*** Pourquoi la Grèce oppose-t-elle à l'appellation République de Macédoine ?**
Le terme « République de Macédoine » ou « Macédoine » n'est certes ne résout pas le problème, dans la mesure où il ne permet pas de faire la distinction entre ce nouveau pays et la région de Macédoine, au nord de la Grèce, ou encore les parties de la Macédoine dirigées par la Bulgarie et en Albanie. En outre, ce nom renvoie à l'argument en faveur de l'unification de la Grande-Macédoine — une politique conçue par Staline et Tito et poursuivie par les dirigeants de l'ARYM jusqu'à aujourd'hui. Par conséquent, le nom est lié à une politique en cours prévoyant une introduction d'une partie du territoire de la Grèce, qui revêt une identité grecque depuis plus de trois millénaires et ne saurait être associée et souffrirait vaine par les peuples de la région.

*** Pourquoi la Grèce est-elle en faveur d'une appellation composée ?**
La Grèce, contrairement à l'ARYM, a déployé de gros efforts pour tenter de régler la question du nom, sous les auspices des Nations Unies, et a fait plus de la moitié du chemin afin de parvenir à une solution. Elle est à la tête des négociations depuis 1995 et c'est elle qui propose à considérer une appellation composée telle que « Macédoine du nord », qui inclut le terme « Macédoine » — certes mais suivi d'un adjectif qui permet de faire la distinction avec la province grecque du même nom. Cela est logique et juste pour les deux parties. Autrement dit, c'est une solution mutuellement bénéfique.

*** Pourquoi est-il temps de clore le débat ?**
Aujourd'hui, les conditions permettent de sortir de l'impasse sans plus que situations. La Grèce est le plus grand investisseur en Ancienne République yougoslave de Macédoine. Athènes soutient la candidature de l'ARYM à l'OTAN et à l'UE. Toutefois, cette question cruciale doit d'abord être résolue. Des alliances et des partenariats ne peuvent être établis entre les pays qui n'ont pu établir une relation de confiance mutuelle et respecter les relations de bon voisinage.



Septembre 2008 - Le Premier ministre de l'Ancienne République yougoslave de Macédoine Nikola Gruevski, depuis son accession au mouvement de la gauche nationaliste, a déclaré avoir accepté une offre de la Grèce - Grande-Macédoine - à la suite d'une grande partie du nord de la Grèce, dans l'attente de la dissolution plus grande ville de Laçine, ainsi que la Province de Thessalonique, soit par environ 30% du territoire de la Grèce, qui ne membres de l'OTAN, depuis 55 ans. Cette attitude est-elle celle d'un pays ami et bon voisin ?

« Given this sensitive region's historical baggage, the monopolization of the term Macedonia by a single state is in no way conducive to good neighborly relations or regional stability. Perpetuating problems is always a recipe for trouble. »

April 2008

Opinion pool (avril 08)

Veto was the right thing to do

Victory of greek diplomacy



NSP/NRP

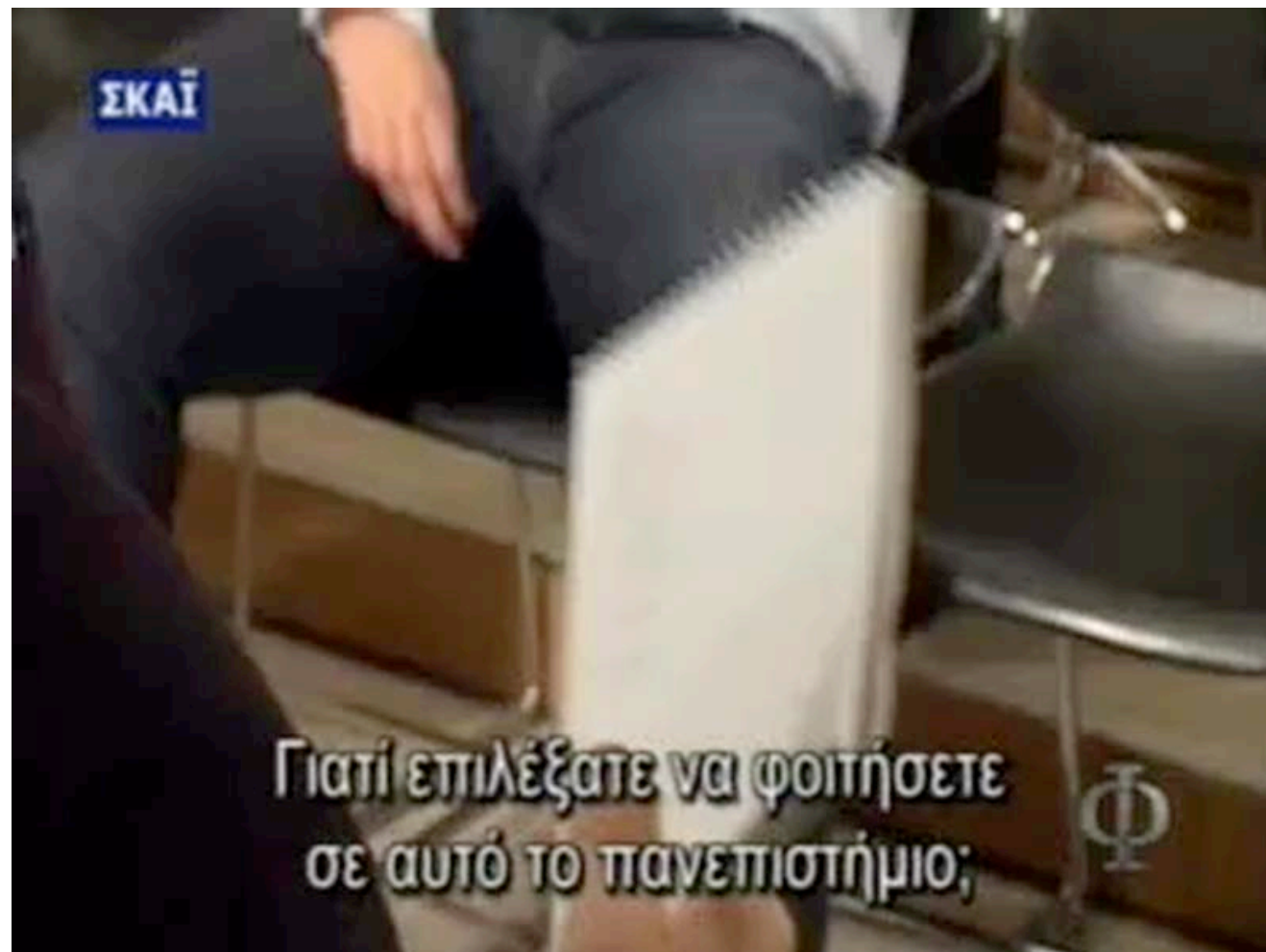
Veto was wrong

Skopje represent a reduced threat for Greece

02/2008 – Thessaloniki (tv movie)

Young people from Thessaloniki and from Skopje talking about the issue

A discussion between young people



Recent opinion pool about the name

- **81,7%** : the government must continue to clame hellenic positions about the name
- **70,4%** : against the name Macedonia into the official name of the state
- **66,6%** : against a “composed name”

ALCO, 22/02/2008, 1000 pers.