

International Conference

Images of Nations: Strategic Communication, Soft Power and the Media

Athens, 4/5 February 2009

www.gpsg.org.uk/athens



Professor George Pleios

«Images of Europe, images of EU in Greek television News»

(Abstract)

In most European countries' news bulletins, European affairs are considered mainly as foreign ones. Domestication of the news is considered as an appropriate approach in the analysis of this kind of news. Domestication of the news in a great extent is depending upon four factors: financial restraints in media's work, commercialization of media system, the relation between tradition and modernization of society and the ideology of news culture. In Greece, it seems that the most important role in domestication of foreign affairs including European ones, play the relation between tradition and modernity on one hand and the ideology, especially nationalism on the other. Greek media's stance towards Europe and EU is an ambivalent one: it is positive regarding social, economic and political development of the country, but conservative on cultural issues.

For this reason, in the empirical analysis of news bulletins, one may expect that it will be obvious an extent introversion, or focus on stories from the country/ Greek interest: an essential dissimilarity between Greek and European cultures: ethnocentrism in EU news stories etc: EU will be considered as a powerful factor of economic development and welfare as well as an influential political entity for the solution of political controversial issues, especially in foreign policy. Furthermore, is expected that news stories on socio-economic and political EU stories will be most numerous, especially if they concern Greece, than cultural ones. Terms "Europe" and "EU" it is more likely to have almost the same notion in socio-economic and political news while in cultural news a distinction between these terms or lack of term "European" it is quite possible. Beyond that, on the basis of the theoretical analysis which already has been conducted, a more large number of cultural news stories deriving from various European countries comparing similar stories regarding EU as a whole is also expected.

In order to control these presumptions we conducted a secondary analysis of the data which were gathered by four research projects of the Laboratory for Social Research on Mass Media, of the Department of Communication and media Studies, of the University of Athens. Most of the hypotheses were fully verified, some of them were verified partially and some other not. What our analysis conclude is that EU attain notion of contemporary "Gesellschaft", while the nation state acquire the notion of a contemporary Gemeinschaft, a place for living,

George Pleios Short CV

George Pleios has studied Sociology with postgraduate studies (MA & PhD) in the Sociology of Culture and Media and he is Associate Professor and Director of the Laboratory for Social Research on Mass Media at the Department of Communication and Mass Media, University of Athens. He has also taught in the past at the University of Ioannina and University of Crete. George Pleios is author of the books "Moving picture and artistic communication" (1993), "The discourse of image. Ideology and politics" (2001), "Culture of image and education" (2005). He has also published alone or in collaboration with others over 30 papers in Greek and foreign scientific journals and has participated in numerous scientific conferences in Greece and abroad. His current interests are focusing on the relation between consumer capitalism, ideology and visual culture in various social institutions.