FUNKY EUROPE – A CONCEPT BASED ON THE LATEST DEVELOPMENTS IN THE COMMUNICATION STRATEGIES OF THE EU AND CROATIA

Abstract: The reason why we have chosen to write about ‘Funky Europe’ is that such a theory enlightens the new concept to understand the European Union. It started upon the prediction and found that in the latest developments of the both the EU and Croatian communication strategy a core concept is missing. They both are in an evident phase of development, aiming to close the democratic deficit gap and inform their citizens in order to educate them, as the major reason for this gap is the lack of knowledge. However, the analyses have shown that both lack the enthusiasm as they rely purely on technical steps. Without a vision, materialized through all possible sorts of concepts, this gap is difficult if not impossible to bridge only by citizens themselves. Therefore, the concept of Funky Europe aims to resolve this gap by employing studies on cultural theories, political communication and media. The concept is based on Swedish professors’ analytical studies of media influence which emphasised the need for infotainment. ‘Funky Europe’ is a possible solution of the problems currently facing the EU and Croatia, the next-in-line EU member which will hold an informative campaign before the membership referendum. Only time will show how the EU and Croatia will approach its difficulties.

Keywords: communication, media, cultural theories, infotainment, Funky Europe

INTRODUCTION

Fifty years ago, the very beginning had been spectacular. After two world wars, years of depression, unification was followed by peace and unprecedented development in the history of Europe. That process culminated in 2004 when Europe, divided by the Iron Curtain, re-unified. Most of the European countries are today unified. What is still missing is the Southeast of
Europe. But peace and stability are now taken for granted, enthusiasm for enlargement is gone, though it was proven that only enlargement is the best option for spreading liberal democracy. Europeanisation is a process often metaphorically portrayed as bicycling. The reasons for that are not found in the idea of Europeanisation itself, but in the way that the EU has been taking shape through crises and consensuses. Every period has brought about new challenges, which were not dealt with at the same speed. However, the last problem the EU is facing is a consequence of the first. If communication really is the central research question, it might answer our other questions on how to address the essential problem. It is not surprising that increasing the democratic deficit has become a priority in the EU ever since the rejection of the Constitution. Mr. Barnier, after the rejection of the Constitution, described the process to the council as "an opportunity to go beyond the Constitution."

As stated, all three pitfalls are related and one is consequential of the other. The lack of leadership is seen as either a combination of the lacking knowledge and enthusiasm, or the lack of knowledge itself. Structured through their common pitfalls, the main variables of the research came in pairs. Those are politics and media, ideals and culture, unity and diversity, knowledge and information, individual and collective. They are all together as a basic matrix for bridging common pitfalls, a concept based on a Swedish newly realized know-how in political communication and post-modern cultural studies.

I FUNKY EUROPE AS A CONCEPT

The term funky is meant to mean something we rather enjoyed, which is widely adopted. The main variables of the research are the ones on the other side. They are both the one side and the other side. The hypothesis that connection is the essence of all problems and solutions is a product of a post-modernism, characterised primarily with fragmentation. These problems are found in a musical style. It is said that funk de-emphasizes melody and harmony, and brings rhythm which often consists of quite complex sounds, and in which every instrument plays a different melody, while all sound together like a puzzle. Therefore it can be transformed into something that is clearly and pure transparent.

On the other hand, when knowledge is provided, knowledge nomads are free to know, go, do and use it. Comparing it to partnership, it means that having a partner is worth not twice but four times as being alone.

The term infotainment has been coined to describe material where informative elements are embedded in a product of a post-modernism, characterised primarily with fragmentation. It is not surprising that the primary goal of each EU communication strategy is providing information and power of choice. Metcalfe’s Law suggests that the value of a network is proportional to the square of the number of people using it. Comparing it to partnership, it means that having a partner is worth not twice but four times as being alone.

The second research question centres on communication, and poses hypothesis that encouraging the lack of knowledge is detrimental to the lack of enthusiasm. Normally, the primary goal of each EU communication strategy is providing information. However, people voted more on the last episode of the TV-show 'Survivor' than in the EP elections. Within the time, the word funk and its adverb funky gained a lot of different connotations, namely all standing for something positive, amiable, especially to young, representing something of pioneers. The Swedish newly realized know-how is a product of a post-modernism, characterised primarily with fragmentation. These problems are found in a musical style. It is said that funk de-emphasizes melody and harmony, and brings rhythm which often consists of quite complex sounds, and in which every instrument plays a different melody, while all sound together like a puzzle. Therefore it can be transformed into something that is clearly and pure transparent.

The second research question centres on communication, and poses hypothesis that encouraging the lack of knowledge is detrimental to the lack of enthusiasm. Normally, the primary goal of each EU communication strategy is providing information. However, people voted more on the last episode of the TV-show 'Survivor' than in the EP elections. Within the time, the word funk and its adverb funky gained a lot of different connotations, namely all standing for something positive, amiable, especially to young, representing something of pioneers.

A combination of lack of enthusiasm and lack of knowledge is not surprising; increasing the democratic deficit has become a priority in the EU ever since the rejection of the Constitution. Mr. Barnier, after the rejection of the Constitution, described the process to the council as "an opportunity to go beyond the Constitution."

On the other hand, when knowledge is provided, knowledge nomads are free to know, go, do and use it. Comparing it to partnership, it means that having a partner is worth not twice but four times as being alone. The term infotainment has been coined to describe material where informative elements are embedded in a product of a post-modernism, characterised primarily with fragmentation. It is not surprising that the primary goal of each EU communication strategy is providing information and power of choice. Metcalfe’s Law suggests that the value of a network is proportional to the square of the number of people using it. Comparing it to partnership, it means that having a partner is worth not twice but four times as being alone.

The second research question centres on communication, and poses hypothesis that encouraging the lack of knowledge is detrimental to the lack of enthusiasm. Normally, the primary goal of each EU communication strategy is providing information. However, people voted more on the last episode of the TV-show 'Survivor' than in the EP elections. Within the time, the word funk and its adverb funky gained a lot of different connotations, namely all standing for something positive, amiable, especially to young, representing something of pioneers.

A combination of lack of enthusiasm and lack of knowledge is not surprising; increasing the democratic deficit has become a priority in the EU ever since the rejection of the Constitution. Mr. Barnier, after the rejection of the Constitution, described the process to the council as "an opportunity to go beyond the Constitution."

On the other hand, when knowledge is provided, knowledge nomads are free to know, go, do and use it. Comparing it to partnership, it means that having a partner is worth not twice but four times as being alone. The term infotainment has been coined to describe material where informative elements are embedded in a product of a post-modernism, characterised primarily with fragmentation. It is not surprising that the primary goal of each EU communication strategy is providing information and power of choice. Metcalfe’s Law suggests that the value of a network is proportional to the square of the number of people using it. Comparing it to partnership, it means that having a partner is worth not twice but four times as being alone.
II JANUS FACED COMMUNICATION: GENERAL OVERVIEW AND CONCEPT DELINULATION

2.1 TECHNICAL FACE: POLITICS - POLITICAL COMMUNICATION

Detached from communication, ever since the origins of political entities, those who governed needed to transmit their messages to the governed ones. In today's democracies, it is a well-known fact that effective democracy needs effective communication. Surveys show that most citizens know very little about the EU, and many feel they have no say in its decisions. Therefore, in the case of the EU, political communication should be its central objective of presenting EU affairs to its citizens.

In political communication system, political and media organizations are involved in the course of message preparation in 'horizontal' interaction with each other. McNair defines political communication as purposeful communication about the following:

1. all forms of communication undertaken by politicians and other political actors aimed at achieving specific objectives;
2. communication about these factors and their activities, as contained in news reports, editorials, and other forms of media discussion of politics;
3. communication about these factors and their activities in political debates and public discussions.

Communication theory remains a field of inquiry and as interrelates to other disciplines one cannot find a consensus on whether the EU can build itself without a social and cultural pedestal. EU is historically enormous rich, from its traditions to cultures - formally recognised only in Maastricht Treaty. The European citizen needs to identify himself with the EU politics. As a consequence, a political culture must reinforce itself with the most recent developments.

The main elements of new strategy are: Action Plan, Plan D and the basis for most of the projects. Action Plan is the working document of the Commission, and is a paper and the basis for most of the projects. Action Plan is the most complicated word in English language, and is the basis for most of the projects. Action Plan is not a strategic, or political, but a financial document. The Commission's Action Plan enumerates these principles: listening, communicating and going local.

Established headquarters in each MS are also tasked on their own – they communicate within themselves and report to the Spokesperson's service. Eurobarometer, Europe by satellite, CR's in Member States, Internet, and the most common way the European Parliament communicates is through publications, Europe Direct call centre and Europe Direct information relays and networks. In the end, that is what all European law is – a reflection of a legitimised opinion of those who govern emerging from their societal and cultural prism. "To deny a mobilising force of ideals is folly", said Mr. Markopouliotis, DG Communication, Head of Unit, Communication Planning and Priorities, Brussels, 8 March 2007.

The EU's new approach to communication is adjusted to the level of citizens' knowledge of the whole. It is not only communication but also of people, which means that stakeholders and decentralised management of policy delivery are part of it.

II ANALYSIS OF EU COMMUNICATION STRATEGIES

1. The EU needs to change the communication strategy to adapt to the level of citizens' knowledge. This new strategy has its general approach encompassing seven vectors. These are political commitment, in the first place, followed by professional orientation, demand, efficiency in better planning and continuous evaluation.

2. The EU communication strategy has been adapted to the level of citizens' knowledge. This new strategy is adjusted to the level of citizens' knowledge of the whole. It is not only communication but also of people, which means that stakeholders and decentralised management of policy delivery are part of it.
Therefore, the emphasis should be on the concept, which I am proposing in the funky way to increase citizens’ interest in the EU.

3.1. In Search for Legal Basis

So far, the Treaty does not grant any concrete competence on communication. Two proposals are still floating in the air – whether Article 167 or Article 321 TFEU (ex Article 151 and 308 TEC). Namely, using Article 321, the Treaty could be amended to establish a specific legal basis or it could emerge from culture vested Article 167. The decision will greatly influence the EU’s further development and the communication expertise. However, interpretation of the legal basis is found as an analogy of the case law within international public law – EU law competence clash regarding the promotion of human rights in the field of development co-operation with the third countries.\(^2\) Analogy with communication debate lies in this line - HR are in conformity with the primary law\(^6\) and with general principles\(^7\). The analogy is important in the sense that choosing the legal basis mostly depends upon the political will, namely, as agreed by Koen Lenaerts, a judge at the Court of Justice\(^8\), it legally can use both bases.

The question on legal basis will be solved sooner or later, as there is the overall will and need to do so. The chosen one would rather tackle the essence of communication and culture, and consequently influence future understanding of the European public sphere, European common culture, and the identity of the European citizen. Everything stated shows the debate’s touchiness and the political will, consensus, common approach and concept to be played to satisfy all other categories. It is left to the EU MSs and citizens to interact and find the solution, but, following legal basis, it is clear that culture and communications are both fundamental and Treaty-vessted, no matter which competence in the end will be decided for.

---

21 Ch. 4, EU of the European Union:
1. The Union shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore.
2. Action by the Union shall be aimed at encouraging cooperation between Member States and, if necessary, supporting and supplementing their action in the following areas:
   - promotion of the knowledge and dissemination of the culture and history of the European peoples,
   - conservation and safeguarding of cultural heritage of European significance,
   - non-commercial cultural exchanges,
   - artistic and literary creation, including in the audiovisual sector.

22 Ibid., if action by the Union should prove necessary, within the framework of the policies defined in the Treaties, to attain one of the objectives set out in the Treaties, and the Treaties have not provided the necessary powers, the Council, acting unanimously on a proposal from the Commission and after obtaining the consent of the European Parliament, shall adopt the appropriate measures. Where the measures in question are adopted by the Council in accordance with a special legislative procedure, it shall also act unanimously on a proposal from the Commission and after obtaining the consent of the European Parliament.


24 Art. 3. 6 TFEU, analogically relevant for communication

25 Communication related ones are transparency and principle of sound administration.

26 Koen Lenaerts, Judge at the Court of Justice, Institute for European Law, Katholieke Universiteit Leuven, Interview, Leuven, March 2007

27 Kolinda Grabar-Kitarovic, Interview held at the Opening of the Croatian Consulate in Brussels as a Minister of Foreign Affairs and European Integration, 3 April 2007, Brussels.

28 Maria Asenius, DG Enlargement, Deputy Head of Cabinet, Cabinet Rehn, Interview, Brussels, 28 March 2007

---
Formulating judgments about policies depends upon first, information and second, the opportunity and skill to convert this information into coherent media attention and generating public debates as much as possible. But these changes do not go without the institutional reforms and changes of mindset.

The communication science literature suggests that media is the most important link between the media and citizens. It also emerges from the analysis so far made that the emphasis of media communication strategy is on the media's need for dependability, which is aware of the principles used by the media to engage people's interest.

Moreover, researches of the media role indicate that the EP and the Council are under-represented in the press coverage of EU affairs. Several studies on reporting about the EU have suggested that EU officials are inaccessible, which may translate into limited visibility in the news. Truly, without campaigns, political accountability is dependent upon media coverage to reach its citizens.

The visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement. The EU is visible in the news, but the EU is faceless and that the EU is invisible in the news. That the EU is faceless and that the EU is invisible in the news. The visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement. The EU visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement.

On the other hand, conventional wisdom of the EU visibility has been to produce a low output in media profile, with the little interest and support that may occur. What it implies though is the rise of awareness. EU affairs need to be presented in a communicable story but "the news that come across are boring and almost encourage people to change channel."

Analyses show that the EU is invisible in the news, that the EU is faceless and that the EU is invisible in the news. That the EU is faceless and that the EU is invisible in the news. The visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement. The EU visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement.

However, the higher amount of broadcasted news does not immediately lead to the conclusion that a higher interest and support will occur. What it implies though is the rise of awareness. EU affairs need to be presented in a communicable story but "the news that come across are boring and almost encourage people to change channel."

The EU is invisible in the news, that the EU is faceless and that the EU is invisible in the news. The visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement. The EU visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement.

Researchers of the media role indicate that the EP and the Council are under-represented in the press coverage of EU affairs. Several studies on reporting about the EU have suggested that EU officials are inaccessible, which may translate into limited visibility in the news. Truly, without campaigns, political accountability is dependent upon media coverage to reach its citizens.

The visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement. The EU visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement. The EU visibility of EP elections matters. Information about key democratic moments such as elections in the news is a prerequisite for enhancing public awareness and possible engagement.
A starting point in any attempt to define popular culture is to say that popular culture may or may not be able to establish the relationship between well performed and strong values. Good popular culture may be able to attract the attention of the public, but it is not necessarily able to influence the political decision-making process. A political communication system stands on the threshold of yet another period of integration into the European Union. Therefore, attention is paid to the formal and informal actors involved in the decision-making and implementation processes. Politicisation of posts and governance have their scope as well limit. And it is necessary to understand the process of communication in the EU institutions and national parliaments, in order to understand the role of popular culture in the construction of a common European identity.
and made, to however small degree, controllable by them. So the democratic legitimization itself lies in paying attention to this cultural sense of the world.

This article strived to inform on new possible directions and opportunities, and track the ongoing metamorphosis. As none of the changes ever came instantly, it is a step by step process that will eventually result in progress. The direction detected long ago will thus finally reach a point where the union of Europeans will be felt by all those connected with it, and it will be a sign that a process of living and enjoying a truly funky Europe has started.

CONCLUSION

This article pointed out a number of critical views on communicating Europe. It has been stated that communication strategy was too much of a technocratic one, therefore an interdisciplinary research has been conducted so as to refresh the formal, institutional and uncreative strategy via enlightening means other than technical and technocratic ones.

The Funky Europe concept with its matrix emerged from the analysis by stating that cultural content must be attached on communication channels in order to mirror the true nature of the EU, and if information is clear and transparent in content, then the communication channels are represented in a funky way.

The EU lacks originality in visibility and capability for making attractive relations towards their citizens. Citizens miss its enthusiasm and fear of its cold formality. Analyses show the EU lacks originality that goes beyond communication and data analysis.

So it can be concluded that the EU should be more funky. It would thereof benefit and it would also contributing to full transparency and adding values. In terms of transparency, the trend might be described as „It is the first time in history that propaganda and reality are becoming friends”. The conclusions that might be drawn from the course of the analysis are as follows:

- Funky Europe matrix
- The EU communications lacks a concept
- Croatian communication strategy is in a need of a concept as well
- Media are the most influential tool for reaching to the citizens
- Education is correlated to communication strategies
- Kaleidoscopic culture is emerging
- Popular culture is most desirable
- Infotainment is a post-modern requirement
- Swedish example is applicable to the EU and Croatia as well
- Networking as a necessary condition
- Networking as a necessary condition
- The bottom-up approach
- "European face" both on institutional and citizens'/local levels


44 Ibid., p. 54

45 Proved by networking results. The exchange of achievements, experience and know-how between all parties concerned.

46 The bottom-up approach has been EU’s solution since Delohre’s times.

47 The local-level population needs to see itself as actively participating in selecting, rejecting, making meanings, attributing value, resisting. Therefore, EU citizens must teach each other to know, to politicize for, to recognize the difference between different versions of reality, and to know that each can require a different politics.

48 Emotional communication is the one that excite, energize and trigger enthusiasm. Research in neuroscience now suggests that the brain’s limbic system, which governs our feelings is much more powerful than the neocortex that controls intellect.


40 Emotional communication is the one that excite, energize and trigger enthusiasm. Research in neuroscience now suggests that the brain’s limbic system, which governs our feelings is much more powerful than the neocortex that controls intellect.

A funky way of a communication strategy which is clear, substantial, fast, culturally empathic, e-motional.

So if that concepts’ approach is taken and approved of, then each official would freely serve as a rolling stone towards accepting changes on the one hand and on the other, citizens would also become more receptive. That would bring on simultaneous work, giving the EU a face, whereas still each person will have the possibility to preserve his/her uniqueness and individuality. I propose that to be the European ideal, well diversified and well post-modern. And by doing such changes enthusiasm is stimulated and generated, and the EU can keep on bicycling in full power.

The EU needs audacity in these post-modern times just to „be itself” so that EU crisis can be surmounted. „A task is to find ways which do not fall victim to disabling tendencies of, on the one hand, a dismissive elitism, and on the other, a disarming anti-intellectualism.”

A trend already started and will continue in the growth of „increasingly vocal” generation which being able to choose its attitude in any given set of circumstances, but most importantly, with the satisfaction and pride of being all different in the unified Europe.

The emperor is getting dressed in communicational terms!
GLOSSARY

3D  Democracy, Dialogue, Debate
AP  Action Plan
COREPER  Committee of Permanent Representatives
CR  Commission Representations
DAS  Democratic Audit of Sweden
DG  Directorate General
EC  European Commission
EP  European Parliament
EU  European Union
HR  Human rights
LEADER  Leader Community Initiatives
MEP  Member of the European Parliament
MFAEI  Ministry of Foreign Affairs and European Integration
MS  EU member state
OJ  Official journal
TFEU  Treaty on the Functioning of the European Union
TEC  Treaty of European Community
TEU  Treaty of European Union
WP  White Paper

BIBLIOGRAPHY

Bruter, M., Citizens of Europe?: The Emergence of a Mass European Identity, Palgrave Macmillan, London, 2005
Communicating Europe - The Commission’s Action Plan, European Commission, Brussels, 2006
Communication Strategy aimed at informing the Croatian public about European Integration Process of the Republic of Croatia, Ministry of Foreign Affairs and European Integration, Zagreb, 2006
Ertugal, Ebru (PhD Candidate), Local Development Strategies in the EU-The case of Leader in Rural Development, KULeuven University
Fiske, John, Reading the Popular, Unwin Hyman Ltd, Boston, 1989
Fiske, John, Television Culture, Routledge, London and New York, 1992
Franklin, Bob, Packaging Politics Political Communications in Britain’s Media Democracy, Edward Arnold, 1994
Lenaerts, Koen, In the Union we trust: Trust-enhancing Principles of Community Law, KULeuven University, Constitutional Law Reader
Lenaerts, Koen and Gerard, Damien: The Structure of the Union According to the Constitution for Europe: the Emperor is Getting Dressed, Sweet&Maxwell, 2004, KULeuven University, Constitutional Law Reader
McNair, Brian, An Introduction to Political Communications, Routledge, London-New York, 1999


Quintin, Odile, Dans l’Europe d’aujourd’hui, la dimension culturelle est plus que jamais nécessaire, La Lettre de Confrontations Europe, October - December 2006


Street, John, Mass Media, Politics and Democracy, Palgrave, London, 2001


Weiler, J.H., The Constitution of Europe: Do the New Clothes Have an Emperor and Other Essays on European Integration, Cambridge UP, Cambridge, 1999

Willis, Paul, Common Culture, Open University Press, Bristol, 1990


INTERVIEWS

Rodin Sinisa, Professor at the Law Faculty in Zagreb and Chairman of Jean Monnet Programe, E-mail Interview, Leuven, 8 November 2006

Irena Andrassy, Office of the Chief Negotiator, First Secretary, Brussels, Interview, 7 December 2006

Koen Lenaerts, Judge at the Court of Justice, Institute for European Law, KUL, Interview, Leuven, 5 March 2007

Georgios Markopoulos, DG Communication, Head of Unit, Communication Planning and Priorities, Interview, Brussels, 8 March 2007

Antonis Papacostas, Opinion polls and media monitoring, Head of Unit, Interview, Brussels, 19 March 2007

Maria Asenius, Deputy Head of Cabinet, Cabinet Rehn, Interview, Brussels, 28 March 2007

Sten Ramsted, Member of Cabinet, Cabinet of Mrs. Margot Wallstrom, Vice President, Institutional Relations and Communication Strategy, Interview, Brussels, 28 March 2007

Jan De Bock, Ambassador of the Kingdom of Belgium to the EU, COREPER, interview, 29 March 2007


Opening of the Croatian Consulate in Bruges, a lecture held by Kolinda Grabar-Kitarovic, Minister of Foreign Affairs and European Integration, 3 April 2007

Branko, Baricevic, Head of Mission-Ambassador, Representation to the EU, Interview, Bruges, 3 April 2007

"The idea of Europe: Croatia - Discover where Central Europe meets the Mediterranean", Debate with Ljerka Alajbeg, Ambassador of the Republic of Croatia to the Kingdom of Belgium, 17 April 2007, KULeuven, Leuven

Francesca Ratti, Head, DG Information Cabinet, Director General, E-mail Interview, Brussels, 4 May 2007

Henri Webber, MEP, PSE, France, E-mail Interview, 14 May 2007

Syed Kamall, MEP, EPP-ED, United Kingdom, E-mail Interview, 14 May 2007
PETRA KOMADINA, mag. iur.
Dr. sc. Tunjica Petrašević, asistent Pravnog fakulteta u Osijeku

FUNKY EUROPA - KONCEPT ZASNOVAN NA NAJNOVIJEM RAZVOJU KOMUNIKACIJSKIH STRATEGIJA EUROPSKE UNIJE I HRVATSKE

Sažetak

Razlog za odabir rada na temu “Funky Europa” je taj što ova teorija otkriva novi koncept razumijevanja Europske unije. Započela je na predviđanjima i pronašla da u najnovijem razvoju komunikacijskih strategija kako Europske unije tako i Hrvatske bit koncepta nedostaje. Obje su očito u fazi razvoja s ciljem popunjavanja praznine demokratskog deficit a i izvještaju svoje građane kako bi ih poučili; glavni uzrok ovoj praznini je nedovoljno znanje.

Međutim, analize pokazuju da u oba slučaja nedostaje entuzijazma budući da se oslanjaju isključivo na tehničke korake. Bez vizije, materijalizirane kroz različite koncepte bit će teško ako ne i nemoguće popuniti ovu prazninu od strane samih građana. Stoga je cilj koncepta “Funky Europa” rješavanje ove praznine primjenom studija o kulturološkim teorijama, političkoj komunikaciji i medijima. Koncept se zasniva na analitičkim studijama švedskih profesora o utjecaju medija koje naglašavaju potrebu za tzv. infotainment (prezentiranju informacija na zabavan način). “Funky Europe” je moguće rješenje problema koji se suočavaju i Europska unija i Hrvatska kao sljedeća u nizu članica Europske unije koja će održati informativnu kampanju prior referenduma o članstvu u EU. Samo će vrijeme pokazati kako će EU i Hrvatska pristupiti poteškoćama.

Ključne riječi: komunikacija, mediji, kulturološke teorije, infotainment, Funky Europa

Petra Komadina, mag. iur.
Dr. sc. Tunjica Petrašević, Fakultät für Rechtswissenschaften in Osijek

FUNKY-EUROPA: EIN AUF REZENTEN ENTWICKLUNGEN IN KOMMUNIKATIONSSTRATEGIEN DER EU UND DER REPUBLIK KROATIEN BERUHENDES KONZEPT

Zusammenfassung


Schlüsselwörter: Kommunikation, Medien, Kulturtheorien, infotainment, Funky Europe