



Image of Europe *as Another* in Political World View of Youth

ОБРАЗ ЕВРОПЫ КАК **ДРУГОГО**
В ПОЛИТИЧЕСКОЙ КАРТИНЕ МИРА
МОЛОДЕЖИ

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Main Points

- n Political world view: concept, structure and levels
- n Geopolitical images of world view and their role in the national identity formation
- n Image of Europe in representations of youth: Technique and the main Results of our Research

Relevance

- n The geopolitical reality is dynamically changing
- n We need to know how it is reflected to political world view of youth
- n We need to know the influence of these changes on the national and state identity of youth

Международный проект РГНФ – ГК МОН Республики Армения
16-23-20001/16

*Восприятие Европы в молодежной среде в контексте
современных геополитических трансформаций (на
материалах Краснодар и Еревана)*

Methodology: key concepts

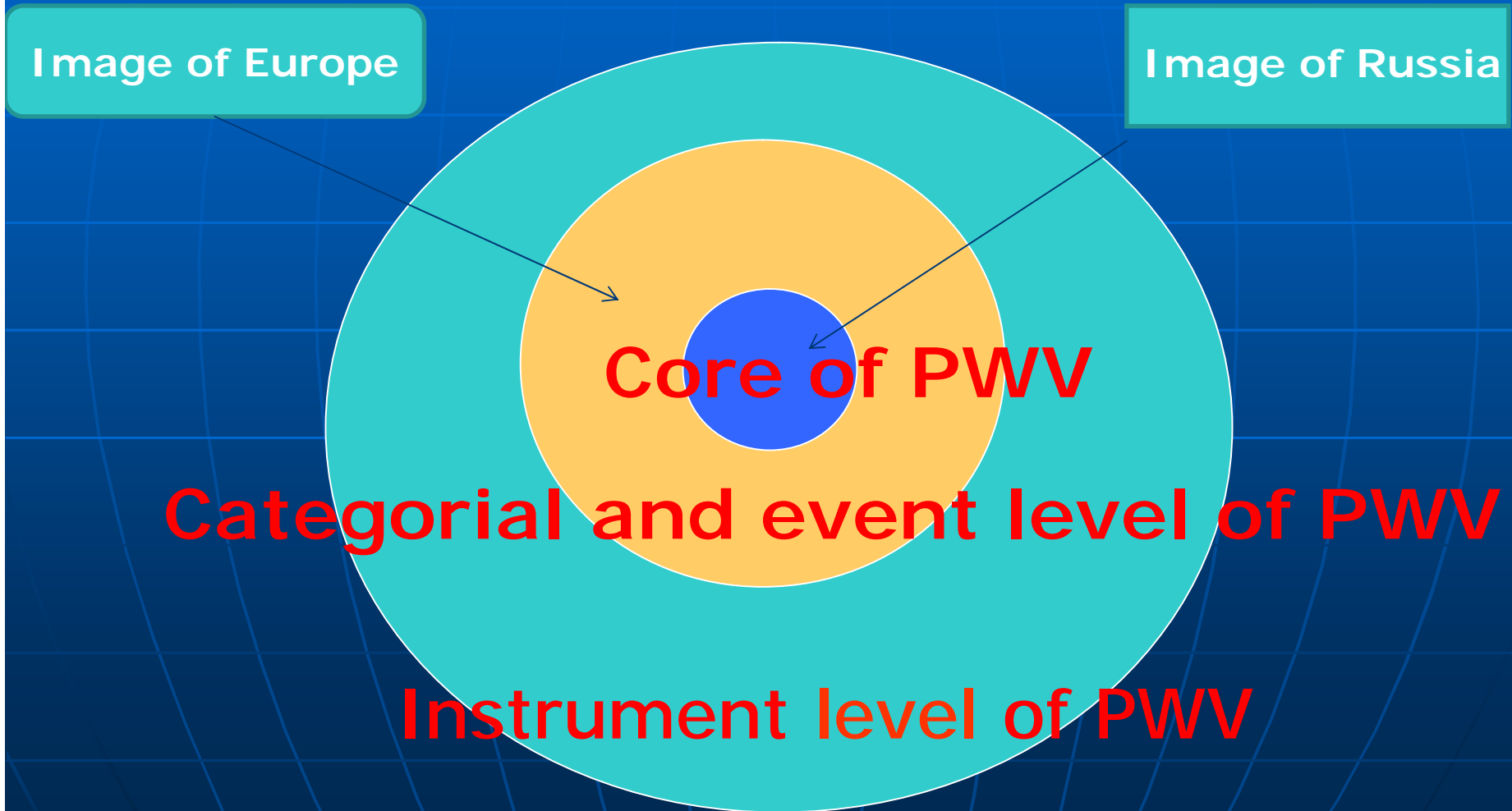
- n Subjective space of politics
- n National and state identity
- n *Self-Image* and *Another* in a political world view of youth

Research tasks

- to reveal substantial components and emotional coloring of an image of Europe in a political world view of youth
- to establish a congruence / incongruence of images of the country (Russia) and Europe in a political world view of youth
- to reveal the functions of the image of Europe as Another in formation of national identity of youth

- n Political world view– one of components of subjective space of politics -
- n *mobile system of the connected images and representations of power and politics, its structure and mechanisms*
- n and the result of an interiorization of the political world in individual and collective consciousness

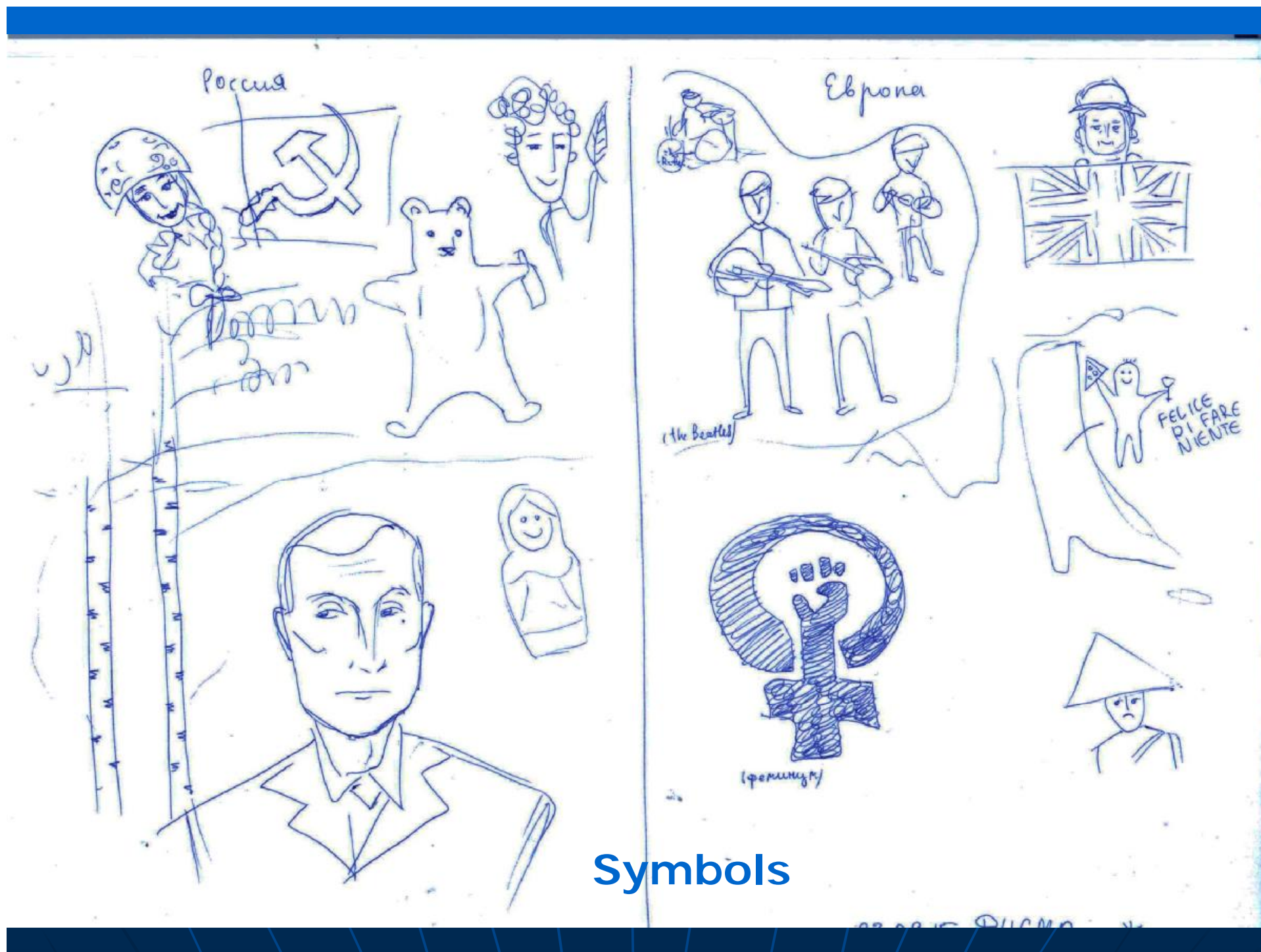
Geopolitical images in a political world view



Techniques

- n Projective drawing "Russia — Europe"
- n Focus group discussion (drawing – stimulating material)
- n Expert estimates

Preliminary results of approbation of a technique of projective drawing are reflected in these report

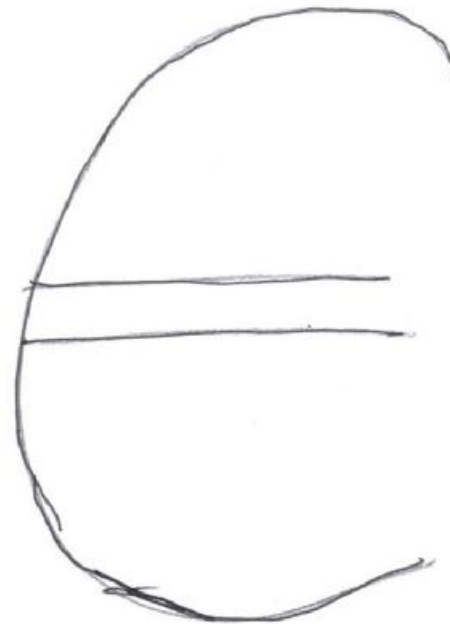


Symbols

Роскош

Symbols

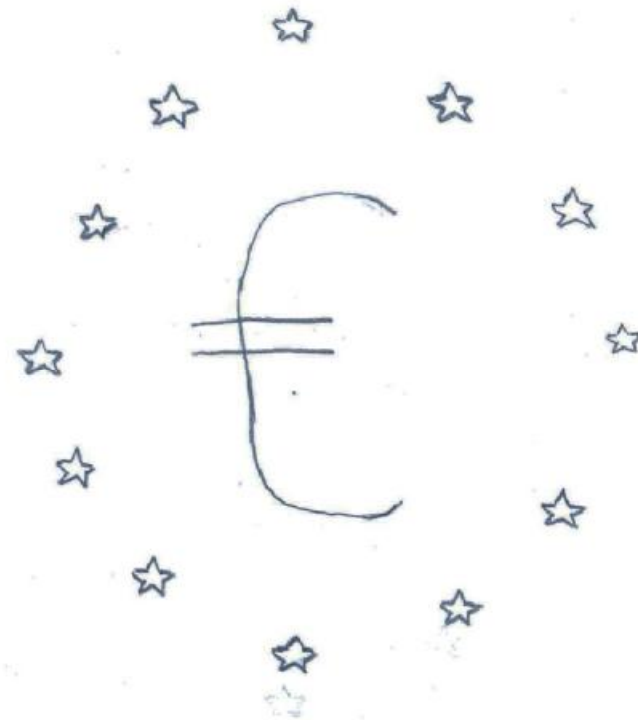
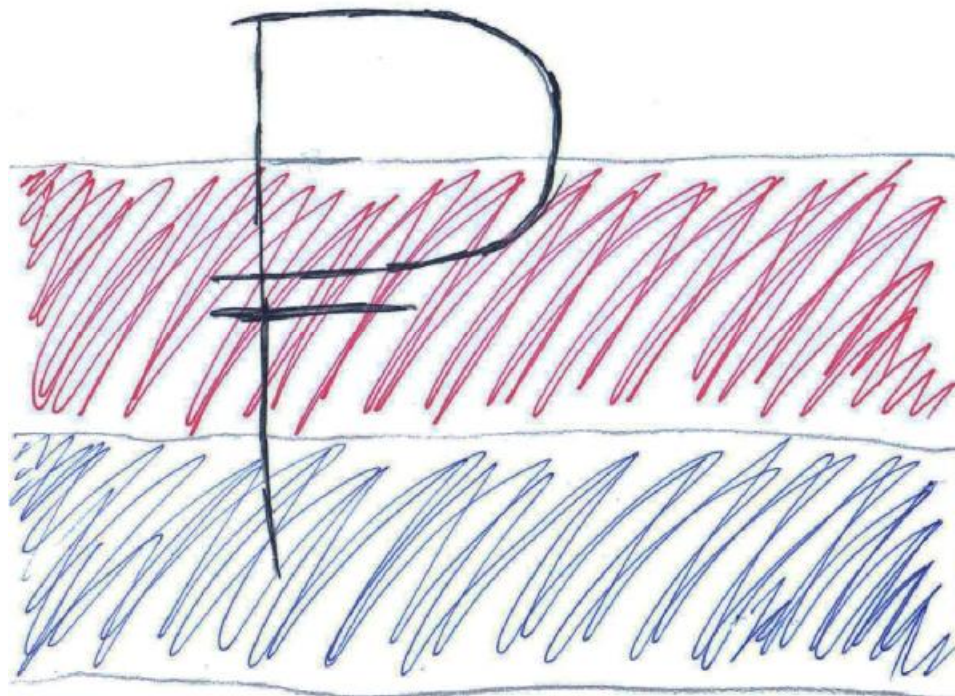
Европа



Ресна

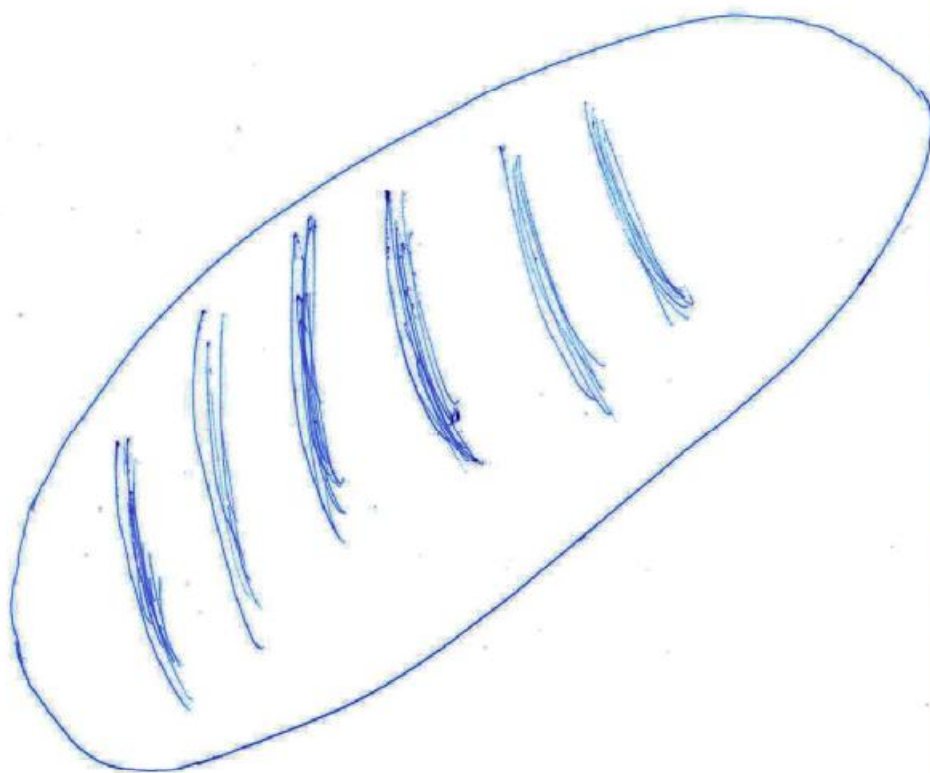
Symbols

Еврона



Россия

Свое / Чужое
Own / Other



США

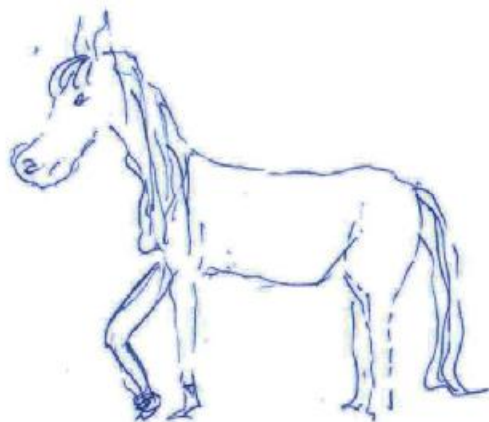


Результат работы 23.09.15.

Россия

Европа

Without defects / One bad apple spoils the bunch



КОНЬ

~~БА~~ СДЕРЖАННОСТЬ
СЛАБА
СИЛА
НАПОРЧЕСТВО
БЛАГОРОДСТВО



ДЕТОТЬ

Беженцы

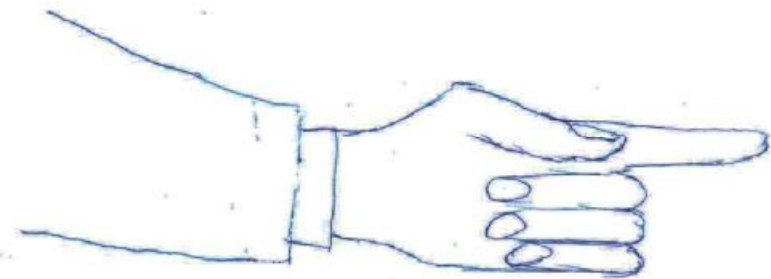
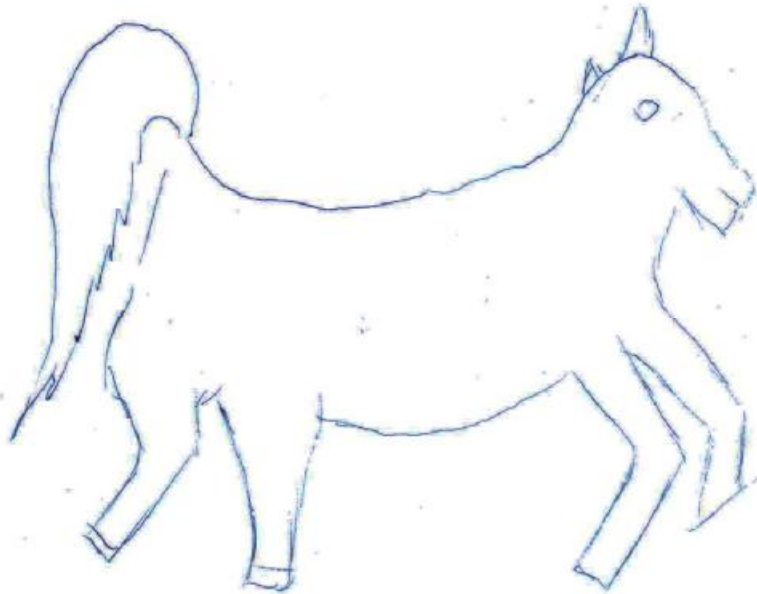
Европейские
ценности

ТЕН

Россия

Европа

Freedom and Dependence



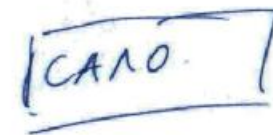
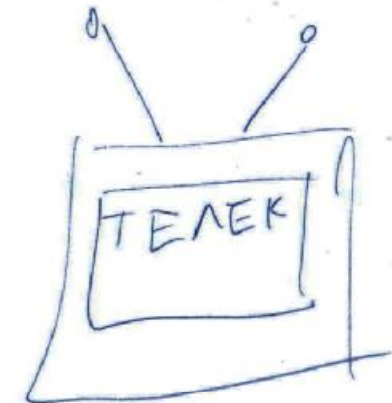
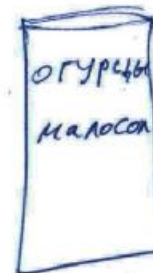
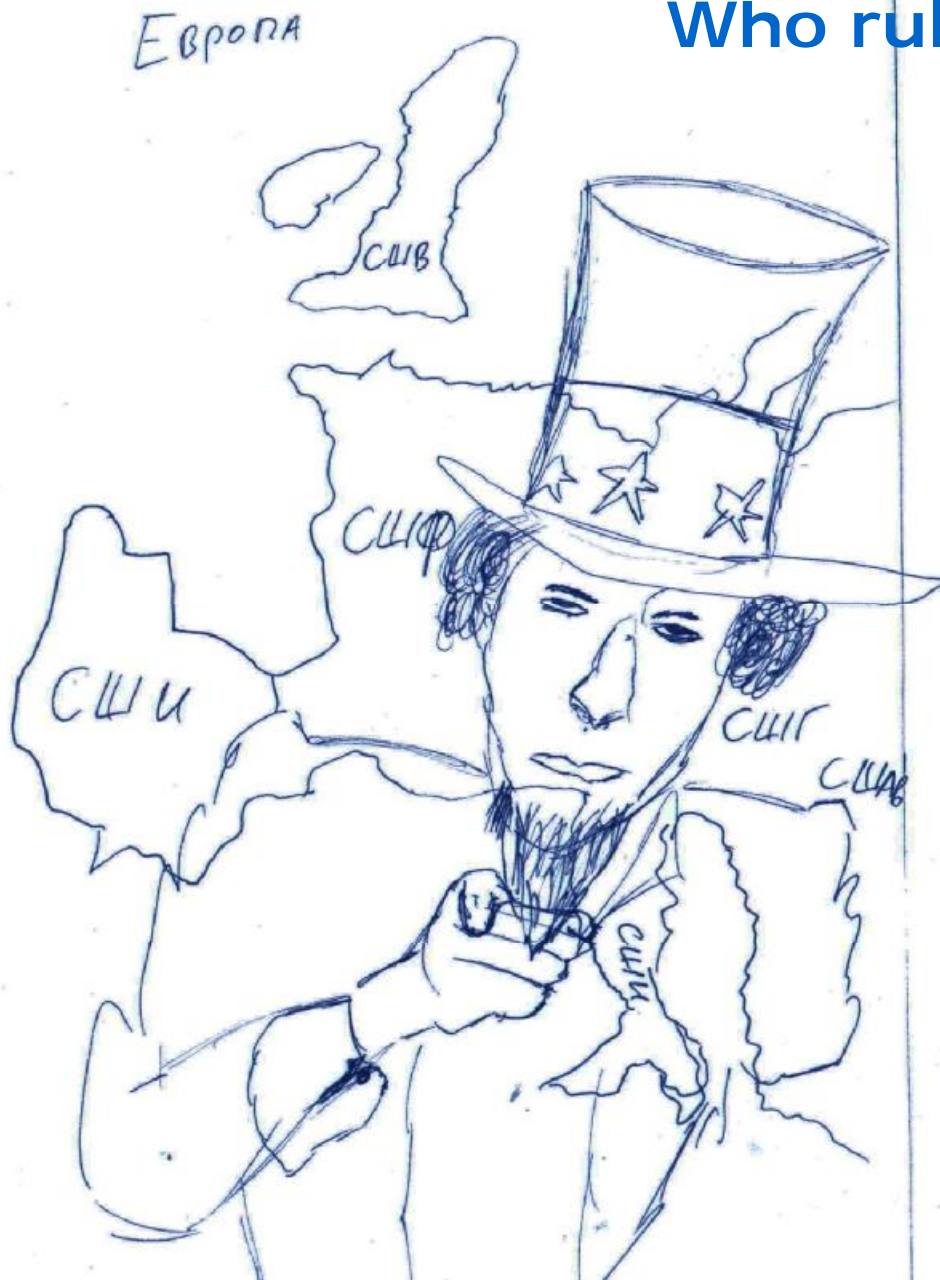
Восхищаться с картой.
На карте Россия напоминает скачущего коня

Жестовая рука

ГМУ БСК 18.09.15 г.

Who rules us?

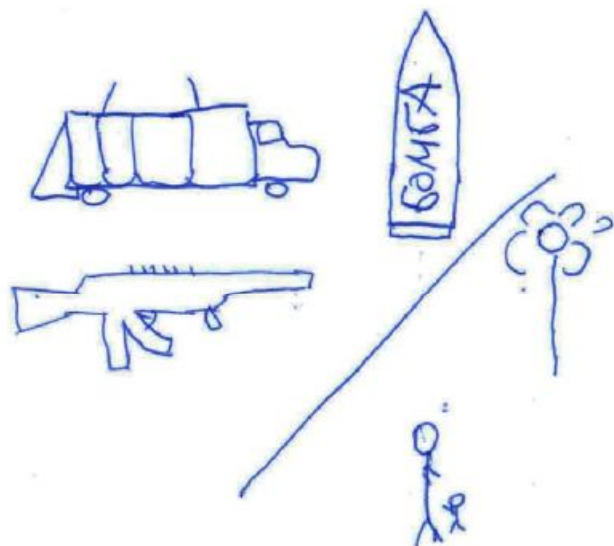
Бак. ГМУ (М) 23.09.15
РФ



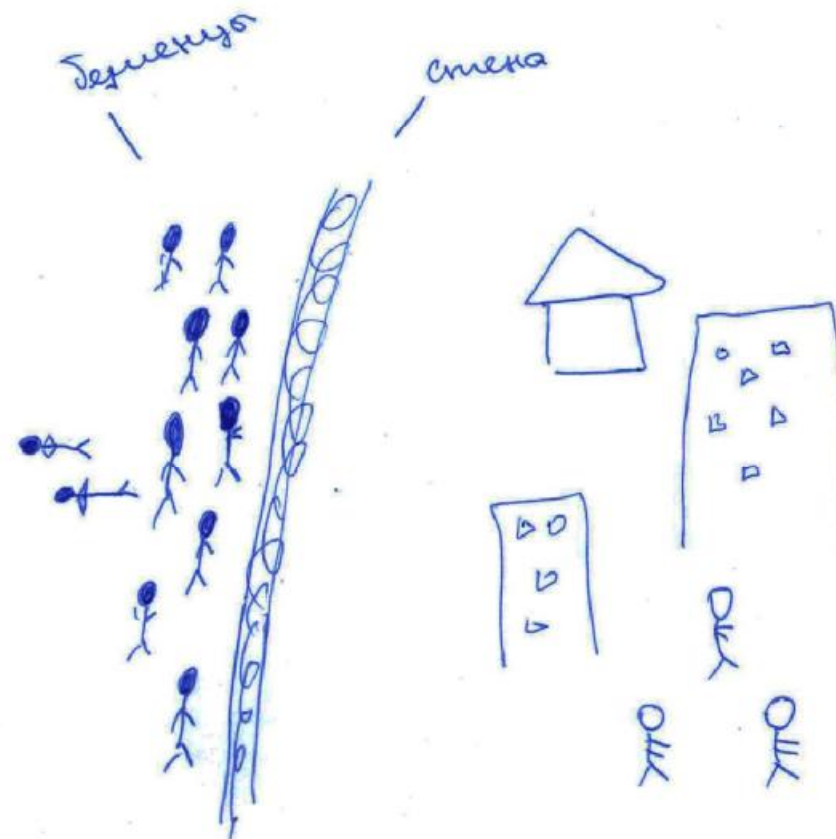
Россия

Европа

How are they protected?



С одной стороны военная мощь, с
другой стремление к миру.



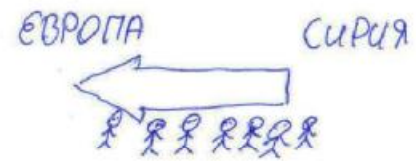
ПЧУ (Бак), 22.03, М

Россия

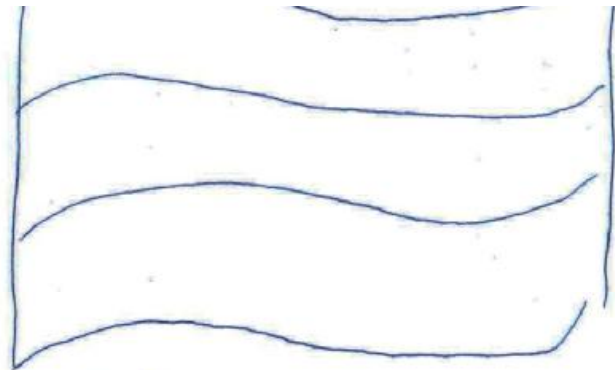


* учитываются санкционные продукты

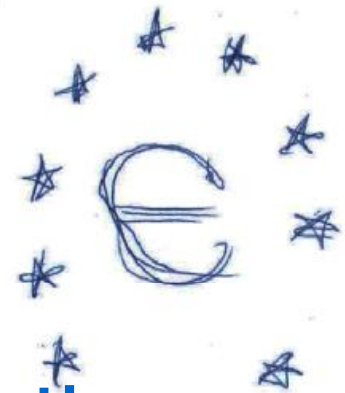
Европа



Problems



Флаг России



ЕВРОПА

We can't live without each other ...
Нам не жить друг без друга ...



Image of Europe: substantial components

- achievements (art, music, science, education, universities, soccer)
- rich history (Europe and certain states)
- socio-political symbols (EU, Euro)
- benefits (prosperity, variety of products, clothes, brands)
- values (freedom, tolerance, feminism)
- language (English)
- problems (refugees)

- n Emotional coloring of image of Europe
- n all scale: negative – neutral – positive

Lines of incongruence:

- Russia – Europe
- unity (единство)– dissociation
- unity (сплоченность)– individualism
- independence (force) – dependence (from the USA)
- homophobia – tolerance to sexual minorities
- unfreedom (internal) – freedom (internal)
- one-storey (одноэтажная)– multystoried (многоэтажная)
- “borsch” / soup (natural) – a hamburger (substitute)
- poverty – wealth
- disorder – an order
- the big, but rough diamond (алмаз)– small diamond (бриллиант)
- The Crimea – Ukraine
- the tank (force) – the plane (flies to rest)
- **we – they (others, other mentality)**

Lines of congruence

- rich history and culture
- all have problems (Russia - poverty, Europe - refugees)

- n The image of Another influences other components of subjective space of the personality
- n The image of Another influences models (tolerant and intolerant) of national and state identity



**Europe is significant Another. It helps
to distinguish significant lines of own
identity**

Perspective directions of research

- n cross-regional
- n cross-national
- n Complex technique
- n We invite colleagues to cooperation

Thank you for your attention!