



Political, social and cultural geographies of Europeanization

Geography Graduate School Intensive Course in October 4th and 5th 2010

Venues: University of Turku (Geography) and University of Helsinki (Network for European Studies)

Lecturers:

Dr Luiza Bialasiewicz, *University of London, Royal Holloway and International Centre for Economic Research, Torino*

and

Dr Virginie Mamadouh, *University of Amsterdam*

The study of Europeanization is a vibrant field within social sciences but the link between the process of Europeanization and space/territory/place has remained relatively untouched. Research into Europeanization usually seeks to explain how and why domestic policies and political institutions change under the “pressure” of European integration and note that the impact of the EU in the member states is differential.

Moreover, Europeanization is often understood either as the accretion of the decision-making authority at the EU-level or as a two-way process in which the EU and the member states affect each other simultaneously. However, as some geographers have pointed out, the mainstream accounts continue to depict a largely aterritorial and ahistorical EU that impacts upon or transforms national political, policy and polity attributes, affording little insight into underlying process. This course takes a look at the current process whereby national political structures, political actors, places, policy processes and policies are being (or are being not) increasingly oriented in a “European” direction, and discusses the many sides of the underlying process of Europeanization of space/territory/place from a number of theoretical and empirical viewpoints.

The course brings together researchers and doctoral students of Europeanization by paying specific attention to the political and cultural geographies that are under construction within and beyond the “institutional Europe”, the EU. It also debates and theorizes the transformative power of Europeanization in many fields of public policy and culture, ranging from the Europeanization of regional planning/policy and foreign policy to the cultural and political construction of European civil society, borders, symbols and the new “spaces of competition” that have been an integral part of building the EU as an “international actor”.

The intensive course welcomes contributions by all doctoral students whose work is either explicitly or implicitly associated with the process of Europeanization. Also, researchers interested in Europeanization and power and their interconnections are welcomed. The participants will present their papers in roundtable and will receive comments by the teachers of the intensive course. The course starts at the University of Turku on Monday the 4th and continues in Helsinki on Tuesday the 5th of October; in Helsinki we will be hosted by the Network for European Studies.

Students interested in participating in the intensive course are asked to send an abstract of no more than 500 words to Sami Moisio (samimo@utu.fi) by September 19th 2010. Please note that the Geography Graduate School will support the travel and accommodation costs of the participants (with presentation) in the limits of the budget available.

About the lecturers:

Dr Luiza Bialasiewicz is a political geographer specialising in EU geopolitics and the geographies of European integration. She has written extensively on issues of European integration and European borders.

Dr Virginie Mamadouh is Associate Professor in Political and Cultural Geography at the University of Amsterdam. Her research interests include geopolitics and globalisation; transnationalism and 'new media'; (transnational) migration and territorial identities; electoral geography and urban social movements.

Programme

Monday, the 4th of October, 2010

Department of Geography, University of Turku, seminar room 412

10.00-10.15: Opening of the intensive course

10.15-12.00: Lecture I: Dr Luiza Bialasiewicz

The geo-politics of Europe's borders

12.00-13.00: Lunch

13.00-16.00: Presentations by:

Katja Mäkinen: *Europe as a governable place: Territorialisations of citizenship and culture in the EU-documents*

Juho Luukkonen: *Europeanization of regional policy in northernmost Europe*

Taina Hanhikoski: *Metaphorical conceptualization of the European Union in the Irish political debate*

17.00: To Helsinki by train

20.00: Dinner

Tuesday the 5th of October, Network for European Studies, University of Helsinki

10.00-12.00:

Opening words by Director Dr Juhana Aunesluoma

Lecture II: Dr Virginie Mamadouh

The languages of Europeanization: Political and Cultural Geographies of multilingualism in the European Union

12.00-13.00: Lunch

13.00-16.00: Presentations by:

Helka Moilanen: *Regional development zones in Finland: to what extent a European model of spatial development?*

Henri Aaltonen: *The Finnish paper industry and the process of political Europeanization*

Karin Creutz-Kämpfi: *Social boundaries and the construction of Europeanness in mediated Islam discourses*

Conclusions (the place to be announced later)

Abstracts of the intensive course

The Finnish paper industry and the process of political Europeanization

Henri Aaltonen

University of Tampere

Faculty of Social Sciences

Department and Political Science and International Relations

henri.aaltonen@uta.fi

The aim of my paper is to show how the European integration process affected the Finnish paper industry. This is analyzed through the agreements with EFTA in 1961, EEC-free trade agreement 1973 and finally with the EU-agreement in 1995. (Paper industry especially in my context means paper manufacturers and paper converters.)

The idea of Europeanization can be seen in the fact that the paper industry needed to adjust its market behaviour so, that they could be successful in the Western-European markets and avoid the customs barrier. This was achieved through market presence in the European markets and being active partner in the European integration process, as far as Finland could in those days. (1960-1990s) The aim was pragmatic economic integration and guarding its market niches in the markets.

Later on in 1991-1995, it was possible to finalize the European integration process, through political integration in the form of EU-agreement. The paper industry had its industrial goals already met, but the image question of Finland and its industry translated directly to profits in the main markets.

Was the political Europeanization inside the economical Europeanization? This is also a question which is vital in my article.

Social boundaries and the construction of Europeanness in mediated Islam discourses

Karin Creutz-Kämppi

The Centre for Research on Ethnic Relations and Nationalism (CEREN)

University of Helsinki, Finland

karin.creutz@helsinki.fi

The global aspects of media stories bring with them changes in spatial consciousness. This means not only a greater involvement in events in other parts of the world, but also a reassessment of one's own position in the enlarged society. When the individual's subjective world of knowledge is widened from the immediate surroundings to a global perspective, the self-categorization needs to be redefined to obtain relevance in the new context. In this paper, I examine the concepts that within the discursive othering of Islam represent the notion of a We-collective. Through discursive polarization the boundaries for collectivity are clarified; these boundaries consist of typifications and routinized perceptions. As collectivity on a global level is distant to the everyday-life of the individual, without attachment to daily practices, it is from a sociological viewpoint interesting to look at how these conceptions of belonging are rhetorically constructed and legitimized as positions for identification. This assessment simultaneously shows articulations of the discursive power of specific institutionalized knowledge forms.

Nationalism is a central ideological aspect of boundary making – the nation, however, has a less important role as factor for identification in connection to global discourses on Islam. Instead the notions of Europe and the West function as the entities where the “own” and “right” values and traditions prevail. By excluding specific values, norms and cultural attributes from these concepts, denominators for collective identifications are constructed. Media rhetoric is a central element in the societal knowledge production; an inquiry in how the notions of collective identification are rhetorically mediated provides insight in the premises and knowledge structures of these positions. The analyzed data consists of all opinion articles debating the caricatures of Prophet Muhammad from seven Swedish-language dailies in Finland from a six months period in 2006.

Metaphorical conceptualization of the European Union in the Irish political debate

Taina Hanhikoski
Department of Geography
University of Turku
tkhanh@utu.fi

The Lisbon Treaty was signed in 2007 in order to enhance the functioning of the enlarged European Union. In Ireland, a referendum was held in 2008. Despite the wide support for the treaty shown by the Oireachtas and Taoiseach, the Irish voted “NO” causing uncertainty about the future of the Union and Ireland.

I have analyzed metaphors used in campaigns and in official statements of certain ministers before the treaty as well as after the vote. Metaphors are used in political language to conceptualize foreign/abstract issues in terms of something familiar/concrete. I examine how metaphors are used to portray and conceptualize Europe and the EU and how the power structures of different parties are represented through the use of metaphors. Finally I analyze what kind of geopolitical position is created for Ireland with these conceptualizations. My main theoretical framework is critical geopolitics, which sees descriptions of global spaces not as natural given but as constructed and political. Metaphor analysis is conducted in terms of discourse analysis, which sees language as a constructive part of society.

The study shows that European Union is conceptualized as a living organism, as a process or project which should be moving forward and as a game or a battle. While the viewpoints differed on the Lisbon Treaty, both sides saw membership of the European Union as a positive thing for Ireland. Both sides agreed on that the vote should not be seen as a vote against European integration. Another common feature was conceptualizing Europe as the EU, and vice versa. While the “yes” side was generally more authoritarian, the “no” side was more dominant in the field of diverse metaphors and could be categorized as more popular. The results show that the EU is conceptualized in a way which sees it as natural given for Ireland and its development should be constantly forward. Ireland is seen as one of the main players in the construction of a more democratic Union, and its place is portrayed in the center of the Union.

Europeanization of regional policy in northernmost Europe

Juho Luukkonen
Department of Geography
University of Oulu
Juho.luukkonen@oulu.fi

This study explores the Europeanization of regional development policy in northernmost Europe. The topic is worth of studying at least for two reasons. First, a good deal of the implementation of regional policies takes place at regional level, for example through the Structural Funds. Second, the new objective of territorial cohesion emphasizes the need to find out “the most appropriate territorial scale” for the implementation of spatial development and very much attention is paid to regions and localities. Despite of the growing importance of regions in European spatial development, the policies in regional level have been neglected within the Europeanization studies.

Europeanization can be approached from several perspectives. In its narrow sense, it refers to the domestic implementation of EU policies. In its broad sense, it refers to the process of domestic adaptation to European regional integration. In this study, Europeanization is understood as a construction, diffusion and institutionalization of norms, beliefs, formal and informal rules, procedures, policy paradigms, styles, “ways of doing things”, first defined in the EU policy processes and then incorporated in the logic of domestic (regional) discourse and public (regional) policies (Radaelli & Pasquier 2008, 36). Europeanization is not just “downloading” of EU policies or laws but rather multidimensional process where differing political discourses “compete” for maintaining space in European polity.

Regional development policy, or spatial planning in “Euro-English”, is an interesting topic when it comes to Europeanization because of its evident connection to territories and territoriality. The concept of spatial planning itself, as kind of euphemism for territorial issues such as regional planning and development, can be seen as a manifestation of Europeanization. More important here is however that, even though the EU or any other supranational institution in Europe does not have competence for spatial planning issues, there have been attempts to formulate spatial visions for Europe. One remarkable attempt was the adoption of the European Spatial Development Perspective (ESDP) in 1999. At present, the debate about the spatial organization of the Europe culminates to the objective of territorial cohesion which was added to the Treaty of Lisbon. Territorial cohesion aims at better recognition of the patterns of European territory and territories.

Territories are continuously (re-)produced through individual, societal and state activities (Clark & Jones 2009) in local, regional and (supra-)national levels. The ESDP and its successor, territorial cohesion, can thus be seen as part of EU’s territorial strategy as they

carry the ideas of how the territory of Europe should look like and how it could be realized.

The aim of this study is to find out, how the objectives and spatial visions of region's development have transformed since the Finnish EU -membership. Through this it is possible to assess whether and how the territoriality of the EU has evolved in regional policy at local and regional level. Material consists of regional development strategies and interviews of regional development officers in northern Finland.

Regional development zones in Finland: to what extent a European model of spatial development?

Helka Moilanen
Department of Geography
University of Turku
helka.moilanen@utu.fi

Regional development zone (RDZ) is an emerging buzzword in spatial development in Finland. The vision for the national spatial structure for 2030 indicates the importance of RDZs (Ministry of the Environment 2006). Many RDZs exist in the spatial strategies around the country, and respective land-use development projects are being implemented by the private developer and consultant-driven endeavours and by the public-led initiatives. In the visions concerning RDZs, vigorous urban regions are to be created spreading their vitality through and between the key urban centers. RDZs, as an instrument of polycentrism, ideally intertwine socially balanced regional development, eco-efficiency and economic competitiveness. They are seen both as new tools for the pro-growth urban policy and as a way to promote growth and prosperity even for the non-metropolitan areas in Finland.

By RDZ is meant a strategic spatial development instrument where actors are engaged in cooperation in an area connected by common physical infrastructure. Usually the physical backbone follows some major road or railway. Typical to RDZs is that they cross several administrative borders as they connect many administrative units to new kind of cooperation. They also cross many sectors as they emphasize social welfare and environmental issues alongside economic competitiveness. In the objectives of RDZs are usually emphasized concentration of activities, and connectivity and cooperation of regional actors, which are all also the key objectives of the European Union's forthcoming cohesion policy.

My objective in this presentation is to specify the connection between the RDZ-based development in Finland and the European model of spatial development. The policy linkage seems quite obvious, as the RDZs have arisen to the centre of Finnish spatial

development after the joining of Finland into the EU in 1995, and particularly, after the publication of the European Spatial Development Perspective -document in 1999. Also other policies and strategic guidelines such as the Territorial Agenda and the forthcoming territorial cohesion policy have had an important effect to the RDZ-based policies. In addition, RDZs relate closely to the theoretical discussions on European spatial planning concerning themes such as new soft cooperative spaces of spatial development. When it comes to the implementation of the model, however, important is that it can't be executed as a one-size-fits-all model in Finland, but the peripheral characteristics of the country have to be taken into account. In this presentation, I also focus on this issue as I try to clarify, how the initially European model of spatial development has been and could be implemented particularly in the context of Finnish peripheral areas.

Europe as a governable place: Territorialisations of citizenship and culture in the EU- documents

Katja Mäkinen
Department of Social Sciences and Philosophy
University of Jyväskylä
katja.makinen@jyu.fi

The main content and function given to citizenship in the EU-documents studied in my PhD project is to bring the citizens closer to the European Union and its organs and to each other. A central method to create this closeness is the territorialisation of citizenship and culture. In this paper, I analyse how citizenship and culture are territorialized and how these territorialisations are used in one policy sector, cultural policy of the European Union.¹

EU is an example of a community which was founded by the leaders of the member states and the economic elite, and the process of producing members to it at the level of population has been started only afterwards. Citizenship of the European Union as a status indicating the membership was launched by the article 8 of the Treaty on European Union, made in Maastricht in 1992. In the same treaty, culture was officially included in the activities of the EU by the article number 128 of the treaty. Both citizenship and culture have been governmentalised as policy sectors through which EU can order the

¹ This question is an important part of my PhD research in which I ask what kind of citizenship is produced in the EU documents on citizenship and culture, what kind of means are used in it and what kind of relationships are built between citizenship and culture. Through these questions, my aim is to examine to what extent EU-citizenship is produced in order to promote democracy and citizens' possibilities to use power and to what extent it is produced as a tool for governing citizens.

multiple phenomena concerning citizenship and culture. The culture programmes which I am analyzing in this paper (as well as the citizenship programmes also included in the research material of my PhD project as a whole) are tools in these policy sectors.

The research material of this paper consists of two cultural policy programmes given by the European Union: Culture 2000 –programme (2000) and its successor Culture-programme (2006). In the background of my analysis there are Barry's (1993, 317, cited in Walters and Haahr 2005, 108) ideas that different spaces are not governed through territoriality only, but also through non-territorial spaces such as labour markets, public health and income distribution. Mapping these non-territorial spaces makes it possible to imagine, organize and act upon local, national and transnational spaces. My point of departure is that mapping culture as a sphere and as a policy sector and including it in the EU-governance is this kind of imagining, organising and acting upon a transnational space – in other words making a transnational space governable.

Based on the analysis of the vocabulary of the two cultural programmes given by the EU, it can be concluded that in the documents, Europe is made governable through people – that is, by attaching people and the EU with each other. People and the EU are connected to each other through culture and territory in various ways, for instance by constructing a "European cultural area". Common to these ways are community construction and membership production.