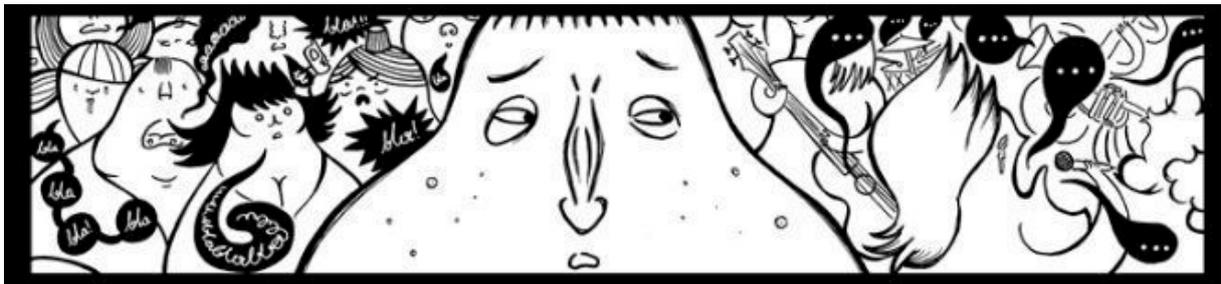


# THE HAGUE

UNIVERSITY OF  
APPLIED SCIENCES

Tuning into the Noise of Europe  
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- Programme -



**The Lighthouse**



**MONTESQUIEU INSTITUTE**  
FROM SCIENCE TO SOCIETY

**Title: How New European Values are perceived by Elderly People in Zadar, Rijeka and Pula**

**Olga Orlić, Anita Sujoldžić, Anja Iveković Martinis**

This paper addresses the phenomenon of an Intercultural Dialogue (ICD) as both a narrative of European and Croatian discourses (in both the public and private sphere). In Croatia, immediately after the breakup of Yugoslavia, but especially after the Homeland War in Croatia (Croatian War of Independence (1991-1995)), the aspiration to become a member state of the EU shaped post-war discourses. The narratives of “returning to” or “belonging to Europe” and to the “Western” part of the world became very popular in Croatian public discourse, where everything Yugoslav, socialist (and Balkan) is still, to this very day, perceived as undesirable, shameful and to be feared of (Rihtman-Auguštin 1997). Especially in the process of accessing the Union, and during the struggle to meet the Copenhagen criteria, there was a growing trend to “claim” or “prove” Europeaness (to oneself and to Europe). This paper seeks to address the “Intercultural Dialogue” as a particular part of this trend.

Processes of Europeanization, as Radaelli puts it, do not relate to the implementation of certain formal or informal rules into diverse aspects of member (or aspiring) state's politics, but they are also influencing everyday lives of its inhabitants, at various levels. These processes of Europeanization also include promoting a set of desirable values, such as the European (or “European”) one. In contemporary European society the issue of internal mobilities of European peoples has been complemented by problematizing the new influx of people from other parts of the world, mainly refugees. Europe is hence facing new challenges, while at the same time adding to further European cultural diversification. In order to manage the new situation, a new set of European values has been proclaimed and actively promoted by European Commission, Council of Europe and other supranational institution, especially the intercultural dialogue, perceived as a major tool for achieving pluralism as a building block of the European society.

The paper deals with ways how elderly people from Croatia cope with some of the European narratives in their private settings and how do these narratives do or don't shape their everyday life.

The results presented here are obtained from anthropological research carried out in 2016 in the mid-sized cities of Zadar, Rijeka and Pula, as a part of a wider TIDA project. The results presented are obtained by qualitative methodology, by semi-structured interviews carried with elderly people in homes for the elderly people in the above mentioned cities. The objective was to analyse how ICD, as a prominent European narrative has affected the lives and mind-sets of the elderly citizens of the latest European member state.

The main points of this research included perception and acknowledgement of our interlocutors about tangible and intangible cultural heritage of their city, its multicultural history/reality and the praxis of intercultural dialogue they perceive and/or employ as citizens.

The outcomes of our research reveal differences between cities, which could be explained by looking at the dominant (local) narratives as expressed in city-marketing and/or branding. And while some cities (Pula, Rijeka) actively brand themselves as multicultural cities, cherishing Intercultural Dialogue as European values, Zadar reveals quite a different story. In further contextualization of the results we focus especially on the meaning and power of narratives of Europeanness in the mind-sets of elderly people in the youngest EU-member Croatia.

### **Short biographies**

**Olga Orlić** is a scientific associate and researcher at the Institute for Anthropological Research in Zagreb (Croatia). She received her PhD in Cultural Anthropology in 2011 at the Faculty of Humanities and Social Sciences, University of Zagreb. Her research interests include several research topics: identity and identification processes, stereotypes/stereotypization, linguistic and cultural diversity, intercultural dialogue, tourism and cultural tourism, solidarity and community-supported agriculture.

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