

10th IACCM Annual Conference and 3rd CEMS CCM / IACCM Doctoral Workshop,
University of Ruse, Bulgaria – 29 June – 1 July 2011
**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

**INTERCULTURAL COMMUNICATION AT RISK
/Analysis of a case of the Border Police – Bourgas/**

Gergana Vladkova,

Dimensions of social life are complex interaction of communities in complex hierarchical relations, where human movement is followed by the fact of global transformations and cultural conflicts destabilized by crises and conflicts in the material and spiritual world. Social environment as an open system influenced communicative relation interaction between subjects' level and cultural diversity because of the social barriers between communicators to create mismatches or disagreements, negativism, conformance, uncertainty and suggest a situation of risk.

PR is the early warning system that analyzes the risk, identify risk, create a concept for risk tolerance and assess the effects thereof. It provides the actions of participants depending on the entity that performs risk activity. Explore reasons and examples of risks taken alternative solutions for overcoming the situation of risk. PR classify the field of manifestation of risk acceptable parameters and its different dimensions of social and psychological level, reported cross-cultural differences on the basis of credibility and reality, profile the participants in the communicative act.

The subject of this study is the role of public relations to overcome risky situations and conflicts in intercultural communication process to achieve social trust, continuity, understanding and social cooperation among participants. The object of study is a case of the Border Police, Burgas. **Is built is the main hypothesis** that in the field of intercultural communication in the risk situation in border areas, seizure of illegally crossed the border immigrant or refugee creates prerequisites for conformity with Community behavior, isolation and polarization in the acceptance of otherness.

Intercultural communication is meaningful welfare imposed prejudices and stereotypes towards different to others, the treatment of the adoption of otherness is an indispensable value.

"Intercultural communication is conceived as interaction between people from different cultures or communication, influenced by cultural variation. Common to all definitions is that they define intercultural communication as an interactive process in which participants come from different cultures." (Juliana Roth / Klaus Roth, 2007: 15).

Intercultural communication is a modern discipline that borrows from cultural studies, anthropology, ethnography, linguistics, psychology, social sciences from all the cultural diversity of contemporary societies. Existing group and interpersonal relationships create conditions, conditions and reasons imposed making solutions. As Juliana Roth , effective interpersonal communication in intercultural situation is possible only when individuals between different cultures pre strangeness is overcome by an act of already made self-understanding. (Juliana Roth / Klaus Roth, 2007: 238).

The essence of risk communication is characterized by an uncertainty of the situation in which intercultural communication there is a threat or a favorable end to realize the consequences of the dialogue. Of course, should not ignore the limitations of the existing shortage of time at risk and the requirement for timely and adequate intervention to achieve a positive effect.

"At the risk situation is objective and subjective sources of risk. **Objective side** / outside sources be determined by the uncertainty in the development of the phenomenon of reality. There are important uncertainties and the existence of threats and dangers. **Subjective side** / insiders / has three elements:

**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

- orientation to uncertainty;
- identification and authentication to the threats and likely benefits interpretation
- assessment and treatment to outcome and implications.

From the language point of view the definition of risk in the semantic sense prevails aspect of the undesirable phenomenon. (Iliev/ Bakardjieva, 2006: 97-98).

• **In intercultural communication in a situation of risk** is important to provide mental state of participants in the communicative act as complete or incomplete knowledge of the same is likely to induce a state of aversion or disapproval for the current uncertainty. Fear, as we know it generates a different attitude in the communicative act especially at risk when the consequences may be irreversible.

• **The risk factor stressful situation** is a prominent mechanism and scoring of events. Taking change or independently depending on their abilities, interprets the phenomenon of risk in different directions: the fear of repression, death, racial discrimination, military regime, seeking challenges and emotions, social challenge. Cultural differences determine different categories of interlocutors; these tend to aggression and hostility, social and asocial types.

For communication at risk it is necessary to have prepared profiles of danger.

Prepared profiles of risk must include the following conditions:

- the human need for self-preservation and security;
- the need for social approval;
- The risk of direct or non-physical contact, especially in intercultural communication, where language barriers can be fatal;
- the alleged qualities of the participants in the communicative act, which may lead to negative consequences;
- improper assessment and use of existing information / important is proper adoption and decode the message, attitudes and emotions in their perception and subsequent effects /;
- underestimation of the behavior of the recipient leads to a tendency of minimizing the risk of what happened or ignore.

The risk assessment process is interrupted, covering development of the entire communication process from its beginning to its end and the consequences. When evaluating risk communication is necessary to maintain continuous contact between the communicator and recipient, to create a condition of mutual trust. According to C. F. Adrienko people tend to relate with greater confidence in information coming from other people who like or love them, because if interacting parties have mutual sympathy in their relations to one another barrier in the relationship does not appear. This respectively can correlated and barrier relations at cultural diversity of subjects in the communicative process (Andrienko, 2000: 242)

Intercultural differences inevitably involve risks communication in terms of disparity and universal logic occurs in other than differential variations.

Existing group and interpersonal relationships create and define the conditions necessary reasons and decisions. The interpretation of causality leads immigrant / refugee / in the border area to seek answers to what happened and coming to the formed lasting changes in social respect. Here should keep in mind, the extent of its communicative power of intuitive and rational level. **Flexible adaptation of immigrants in specific risk situation requires continuous adjustment of the lead in the communicative act by interaction with the recipient.**

Limitations in the assessment, perception, understanding hiding most stereotypes created by societies. This requires the maintenance of high activity in the management of communication. Often immigrants / refugees / attempt to illegally enter the country groups of different numbers people. Important is to identify the group as a nation, ethnicity,

**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

religion, social categories, social status, sex, age, education, status ranks. Within each group there is a leader / group leader / elected by themselves articles. Its solutions are valid and conclusive and authoritative and responsible enough. PR professionals have the intuitiveness and the ability to detect the leader of the group and thus to reduce the possibility of contradictions. PR practitioners have a high communicative culture to achieve mutually shared objectives and avoid the information vacuum.

Cultural diversity overexposed in the field of intercultural communication a **high reactivity in humans**, particularly important in a risky situation to be able to react properly in case of danger. In the border region in the face of cultural differences in intercultural communicative plan is necessary that appropriate methods, techniques and tactics for its successful control. In similar situation to the complexity of the risk is increased dialogue and bring special requirements for communicators requiring flexible mediation solution problems. A detailed analysis of the case to be open, clarify and propose adequate consensual solutions in the rapidly changing situation.

Effective communication placed first is a contribution to the success of change undertaken. PR practitioners raise effective communication as the basis for any one project or program. The globalized modern world is a set of unique cultures, and through public relations becomes a real possibility of all experience and knowledge to be used for noble purposes, not for profit in direction of social approval.

Free movement of persons within the EU **and the forthcoming accession of Bulgaria into the Schengen area address the new challenges in the practice of intercultural communication**. With the adoption of Bulgaria into the Schengen country to increase the requirements for the observance of the border regime, including the approach to risk groups of immigrants from third countries. Amid the deepening conflict situation in Arab countries, based on the daily risk analysis carried out by certain employees RD Border Police - Burgas, predict the likelihood of our country to become a desired destination of the refugee wave. Therefore, measures to strengthen the outer boundary to combat illegal immigration, human trafficking and smuggling, to curb crime, to prevent criminal acts and offenses of national and trans-boundary levels.

The most common causes of impaired communication are a result primarily of the existing language barrier of prejudice and stereotypes built the inhabitants of border areas due to socio-psychological-political or religious grounds. There is exclusion of such groups in closed communities because of fear for the security and desire for continuity.

Build positive attitudes among the public towards others - different from us - orientation and processing of a message sent to the recipient must not only induce changes in cognitive structures, but in mental. Emerging differences between cultures influence social behavior and produce a continuum of mental models associated with fear of security, xenophobia, conformity, aggression and other antisocial forms of behavior. Variables cultural features are justified largely by the diversity and differences in socio-economic and politico-religious, and psychological isolation is an aspect. Observed similar groups in closed communities because of fear for the security and desire for continuity. The danger of stereotypes and prejudices are a very important phenomenon.

Ignoring their social function to reduce tensions and lead to the adaptation and enhancement of group cohesion can lead to permanent differentiation based on the formation of the typical relations - interpersonal and inter- relations. Adoption otherness of the removal of established stereotypes and prejudices that different from individualism to verify consistent way to a more liberated view of individuality. Stigmatization and sentence imposed practical coverage of stereotypes. You should not start with, in terms of damage and that of the benefit aspects must be separated and seen as a guide system to handle communication with otherness.

**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

The study seeks to assist and direct monitoring of ongoing communication process to a positive change in acceptance of other cultures and pave the way for a consensual solution.

The analysis we present is a case / case study / practice of the Regional Directorate of Border Police of detained illegal immigrants in the area of responsibility of border police station in Burgas in 2009, supports the thesis that in a situation of risk when crossing the border legally or illegally from migratory flows of foreign nationals there are real preconditions for thinking in conformity with Community and isolation, which requires efficient use of a professional firm as a technique of public relations.

Concrete case is analyzed under border police control. For this purpose, scientific formulations are used by different disciplines for precise examination of the risk situation in the process of intercultural communication.

The study should answer some of the following questions:

1. Why in intercultural communication at risk cultural differences predetermine the outcome of the communicative act as an adverse effect?
2. How professional PR firm in place effective communication?
3. What is the way of implementation of effective communication with mutually consensual solutions based on trust for both parties - participants in the communicative process?
4. What are the weaknesses in the communicative process in the particular case?
5. Why in a situation of risk with representatives of foreign cultures is not ethical and moral requirements for tolerance in the face of otherness?

Cameroon nationals enter the country through the border checkpoint - Airport - Sofia for the inclusion in the crew list of a motor boat / M / K / «KEMI TUG» with the flag of Finland, with pre-made transit visas. Following consultation carried out showed that in the Black Sea lacks the above vessel. People are defaulting on transit time, do not have sufficient funds for maintenance and for leaving the country.

On 06.11.2009 at 12.00 am at the Hotel Park, situated in the Bourgas area of responsibility in the border police station - Burgas / GPU / at the Regional Directorate of Border Police / RDGP / - Burgas after the surgical and search activities were discovered and taken to a special room following seven Cameroon nationals: Akumcha Beltha Akuwi-born 14.08.1972g.; Antoine Ngoko Tchanga-born 24.03.1986g.; Endalle Christine-born 13.02.1971g.; Bissong Rostant Enow - born of 04.09.1977g.; Tabot Joel Ayuk - born 07.06.1973g.; Nyang Nyang Lazard; Clarence Ngwa Fusilem - born 10.02.1978g. Cameroon nationals were arrested by orders of the Head of the GPU - Burgas in order to prevent new offenses of foreigners. Of individuals are imposing administrative measures / CAM / as follows:

Deportation of Bulgaria "under Art. 41, p. 2;- Prohibition in Bulgaria "under Art. 42, para. 1, para. 2 and para. 3, in conjunction with Art. 10, para. 1, p. 9 and art. 11, p. 5 for a period of 5 years from 06.11.2009 till 06.11.2014 years

By lowering barriers for implementation of CAM in art. 41, paragraph 2 of the Law on Foreigners and organizing the removal of foreigners from the Republic of Bulgaria, under Art. 44, para. 10 of the Law on Foreigners are escorts and placed in special detention facility for foreigners to Migration Directorate-GDBOP.

These are concrete actions taken by police staff in the GPU-RDGP Burgas. But to discover omissions in intercultural communication, we must analyze the case / case study / as follows:

Cameroon nationals enter Bulgarian territory, within the social environment, their different. Their first contact with the border authorities at the border control checkpoint / checkpoint / Sofia Airport. Review carried out a model of communication is unidirectional.

**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

The simplified model is somewhat facilitate this, Cameroon citizens to avoid limiting their free movement. In his departure from Sofia they hire taxis to the city of Bourgas and pay a good amount in euros of drivers asking them to bring them to a hotel where to stay . In the implemented interpersonal communication between driver and aliens as an act and process of contact between the subjects found the overall effect of the message and the information is perceived as ultimately illegal immigrants / refugees / easily reach the desired destination.

Interpretation of information by the recipient - the taxi driver, was adopted by the individual experience of the Bulgarians, their knowledge and level of social development. The driver accepts the otherness of the background of the already constructed stereotype of the immigrant / refugee. He does not ask questions, does not care attitude with already established that the alien can be easily manipulated into as many currencies and the irresponsible to withdraw. The presence of communication barriers of sub cultural level has occurred due to different customs, norms, values and understanding of language. Language barriers can put us in a position of perpetual misunderstanding and comb. Indifference of drivers who are these citizens, how they came to Bulgaria, what are you doing here, why they want to go to the city of Burgas, for what reasons, who will remain and therefore evidence of impaired productivity in intercultural communication, especially in terms point of the moral aspect.

Corollary Cameroon citizens were taken to Hotel Park - Burgas and accepted by the controller quite formal again the principle of the single mode of communication. Of meetings of Cameroon nationals with taxi drivers and hotel administrator is apparent that they arranged immigrants / refugees / General signs for them. This leads to discrimination of the individuality of each of the refugees at the expense of the total. As a result of timely and adequate actions of border guards persons were found and taken to the offices of the border police station - Burgas. Of Cameroon nationals are provided food, medical examination, they are aware of their rights and obligations are under the law on residence of foreigners in Bulgaria.

The outcome of discussions with them in French and English apparently arises disagreement between communicators in relation to export their arguments and our country. The existence of the barrier due to differences in social and cultural terms leads to exit risky situation fatal - of Cameroon nationals were given refugee status and are imposed compulsory administrative measure / CAM / s prohibition of entry into Bulgaria. Negative obstacles in pursuit of interpersonal communication in the test situation distort and hinder the deployment of the communicative act, which **leads to polarization of parties in situations of risk.**

Differences in allegations between border guards and citizens Cameroon gives guidance to the emerging risk situation to disastrous consequences for foreigners say them to be repatriated from the country without the right of entry for five years and sent to their extradition to the House for temporary accommodation of foreigners - Busmanci. In relation to extradition and expulsion of people **European Convention on Human Rights** of 04.11.1950 on (ECHR) art. 3 contains a special protection against extradition, which states: "Nobody may be subjected to torture or to inhuman or degrading punishment or treatment." Interpretation means no one can not be deported, extradited or not be admitted to the limit in country where it threatens such terms. Will adduce an example: A citizen of Sudan made many thefts. As Islamic law the thief his severed right hand. Under EU law understanding of punishment associated with mutilation, is inhuman. Therefore, pursuant to Art. 3 of the ECHR Sudanese should not be extradited or expelled.

**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

The analysis of case studies of border police station in Bourgas Regional Border Police Directorate - Burgas identifies the following gaps in the communicative act in the process of intercultural communication:

1. Participants in the communication process are not properly encode and decode the message. Understanding and interpretation should be done synchronously between communicator and recipient.

2. Minimization of misunderstandings during intercultural contact is a consequence of the gap between what they wanted to say border police and how it is understood by Cameroon nationals.

3. In interpersonal communication in intercultural situations where risk is not achieved efficiency due to differences in cultures and Failure to act self-understanding.

4. Lacking harmony and dialogue to achieve mutually beneficial positions for both parties involved in the communicative act.

5. It is used in a licensed interpreter current situation, which greatly hampers decoding of a message sent by Cameroon nationals. Owing to the shortage of time is ignored interpretation of different speech translation.

6. In social terms, have not been evaluated feelings and emotional states of foreigners, maybe not so much a personal level, but as the social meaning of their experiences. We know that survival is an appreciable factor in social adaptation of otherness.

7. Given the fact that it has retained a group of people, not focusing on one of the mechanisms of socialization - conformance phenomenon. Conformism is behavioral change, through which the individual meets the pressure group trying to be consistent with it, taking proposed or imposed norms. This change goes through the negation of some previous positions and leads to self-approval by adopting new. Undoubtedly group has a leader who defend the positions and opinions of the group, but there may be members of the group, which only give appearance that they agree with others, although they have their own opinion and a desire to exit situation. Because of imposed social control by police officers, especially in a democratic country like Bulgaria, where we can see a large enough quantity in conformity with Community people in specific risk situation is observed not otherness in general and specific social cultural group from Cameroon citizens. Someone immigrants / refugees / certainly did not have with whom to return, while others have taken this intrusion in the country for fear of political or religious persecution, threats to security or freedom due to violence, torture or other inhuman or degrading treatment, but the risk they are taking for themselves determines the outcome of the situation.

8. The intervention of a professional Public Relations firm in intercultural relations in a situation of imminent risk is to protect the dignity and rights of individuals to protect the individual from any kind of manipulation. Not using the communication specialist as a technique of public relations and disintegration leads to polarization of foreign nationals at cultural diversity, negativity.

The analysis of case / case study / practice of border police management of detention of illegal immigrants in the border area to monitor partially supports the thesis **that in a situation of risk when crossing the border legally or illegally from migratory flows aliens exist real conditions for conformity with Community thinking, fear of security and isolation, which require efficient use of a professional intermediary in public relations. Based on empirical research can be done the following summary: Foreign nationals arriving on our territory, in designated areas or other places, difficulties in the process of intercultural communication for fear of racism,**

**CULTURAL ASPECTS OF CROSS-BORDER COOPERATION:
Cometences and Capabilities**

xenophobia and polarization in the adoption of otherness especially from obscurity for his security. Many of them voluntarily take the path of risk, but have found themselves in a situation of dependency or deadlock, led by their instincts to purposeful action.

The case supports the argument for the necessity of using a professional firm of public relations to achieve public trust, consensus and understanding between communicators and recipients, refugees, to help them cultivate their contact environment not only in along the border areas, but throughout our country and appeals to the public for more kindness and tolerance of otherness.

Literature:

1. Andrienko, E.V. *Sotsialynaya Psychologya*, Moscow: Central Publishing House Academia, 2000.
2. Iliev, VI. / M. Bakardjieva. *Communicative culture*. Sofia: Publishing House "Lege Artis, 2006.
3. Roth, J. / K. Roth. *Studies in intercultural communication. Theory - problems*. Sofia: Academic Publishing House "Prof. Marin Drinov, 2007.

Author:

Gergana Vladkova,

PhD student at the UNESCO Chair "Communication and Public Relations Department of the Faculty of Journalism and Mass Communication at Sofia University

e-mail gerito65@abv.bg