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DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

MSC IN MEDIA & REFUGEE / MIGRATION FLOWS

**Strategic Communication and Regulation of Forced Migration in National
and European level: a qualitative research upon the Greek public view.**

Dissertation

By

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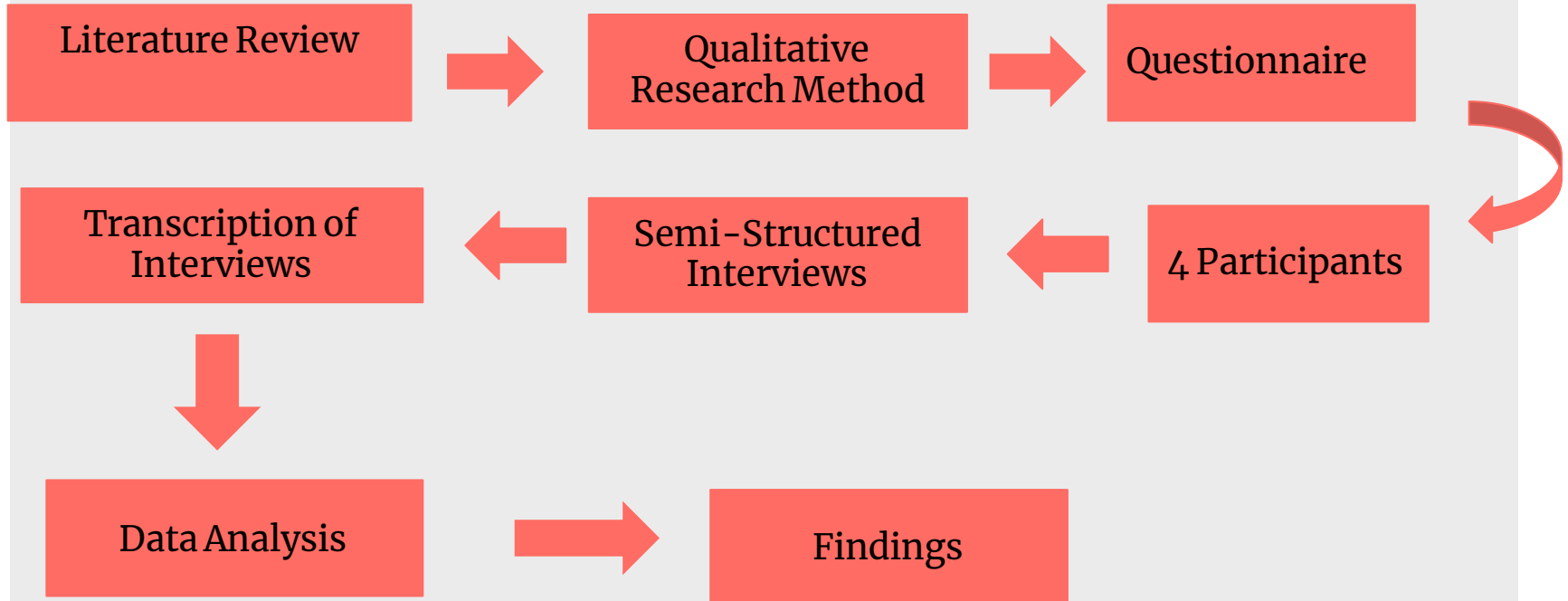
OBJECTIVES

- ❑ To examine the theories of migration and forced migration and the acknowledgement of those theories from the greek public view.
- ❑ To analyze the legal framework and regulations of migration in European and National level and whether the greek public view is informed of them.
- ❑ To scrutinize the theories and the aspects of strategic/ political strategic communication. The political strategic communication that the Hellenic ministry of migration and asylum might have and the acknowledgement of the greek public view.

RESEARCH QUESTIONS

- I. Is the Greek public view known with the terms of the migrant and refugee in a alliance with the theories of migration and forced migration.
- II. Is the Greek public view known of the legal framework upon migration and forced migration at a national and European level.
- III. Is the Greek public view known of any strategic communication plan occurring from the Hellenic Ministry of Migration and Asylum and any public authority.

RESEARCH METHODOLOGY



Sample Selection

Information
about the
participants

Participant	Gender	Job position	Working Organization
Participant No1(E1)	Female	Scientific Staff	Asylum Service Greece
Participant No2 (E2)	Male	University Professor	University of Aegean/NKUA
Participant No3 (E3)	Female	High Rank Police Officer	Police Headquarters
Participant No4 (E4)	Famale	Researcher	NKUA

LITERATURE REVIEW

Theories of Migration

- ❖ Neoclassical Theory
- ❖ World System Theory
- ❖ New Economics of Migration
- ❖ Migration Network Theory

Theories of Forced Migration

- ❖ **Structure Vs Agency**
- ❖ **The Holistic Approach to Migration**

- ❖ A Brief Review of Development Induced Displaced Persons
- ❖ A Brief Review of Internally Displaced Persons
- ❖ Refugee Status in The Nuance of Forced Migration
- ❖ Forced or Voluntary Migration

Regulation of Migration in European level

- ❖ The current Situation of Migration Policies in European Union:
- ❖ The past 30 years E.U followed a continuing restrictive immigration and asylum policies.
- ❖ After many years, there was a shift to migration approaches especially after the migration/refugee “crisis” in 2015.
- ❖ Few of the E.U member states are seeking to benefit from labour migration.
- ❖ The humanitarian approaches/actions upon the legal framework and migration policies shifted in E.U after the Bataclan incident -> Fortress Europe.

Regulation of Migration in National level (Greece)

- ❖ Greece: In its recent history traditionally was a country sending migrant and refugees worldwide.
- ❖ In 1990's Greece from a migration, country becomes a receiving and transit country for migrants and refugees.
- ❖ Greece attempted to harmonize the national policies and laws to the European (Maastricht treaty, CEAS etc.)

Regulation of Migration in European level

- ❖ The right to Asylum is protected by international and European legislations (Geneva Convention and E.U charter of Fundamental Rights).
- ❖ In the E.U Charter of Fundamental Rights the right to asylum is specifically stated at article 18, 2000, the right to asylum.
- ❖ According to Geneva convention and the New York protocol a refugee is defined as *“by a State, of protection on its territory to persons from another State who is fleeing persecution or danger”*.
- ❖ CEAS: *"Regulates and set common standards in the field of international protection to develop common concepts and criteria, and harmonize the interpretation and application of asylum law among EU Member State"*.
- ❖ The Reception Condition directive implemented in January 2003 (Council Directive 2003/9/EC) sets minimum standards for the reception of asylum seekers across member states
- ❖ The asylum Qualification Directive The directive defines two constituents of asylum: 1.the recognition of refugees 2—the content of refugee status and the approximation of rules. For the first time, it refers to the subsidiary protection and the distinction between refugee status.
- ❖ The Dublin I,II & III regulation.

Regulation of Migration in National level

- ❖ Greece as a member state of the E.U and the U.N has to provide access to fundamental rights. Those legislation applies on the Article 2, 5-7,20.
- ❖ In 1996 under the provision of RESC (Revised European Social Charter) all the undocumented migrants were granted to the rights to labour market and non-expulsion.
- ❖ The 1975 law of 1991 is the first attempt to regulate the entrance and the residency on the greek territory.
- ❖ Following by the 2910 law of 2001, the main focus of both of those laws was on controlling the entrance to the country. At this point economic migration considered as something temporary.
- ❖ The 3386 law of 2005 follows the tendencies and attempted to regulate the migration flows also, as long-term residence and integration.
- ❖ In 1996 established the law 2452 which introduced the procedures and the concepts of the personal unfounded asylum applications and the notion of the safe third country, in line always with the soft EU law and the law developments within the EU.
- ❖ In late 2000 were also introduced in the legal framework of the refugee and asylum laws in line with the Dublin Regulation (2003), the Reception Directive Procedures (2007) and also the Qualification Directive procedures (2008).

Regulation of Migration in National level

- ❖ After the law developments, both in national and EU level led to the creation of 3907/2011 law and therefore the creation of needed services in Greece, introducing significant reforms of the asylum and reception systems and establishing three independent authorities: the Asylum Service, the First Reception Service, and the Appeals.
- ❖ The provisions of Law 3386/2005, subsequent amendments and other laws transposing EU directives – for instance on family reunification and long-term residence status – were codified in Law 4251/2014
- ❖ After the outbreak of the refugee crisis in 2015, the law 4375/2016 was adopted, introducing significant and controversial changes to asylum and reception procedures. Introduced a new border procedure and management, the blanket detention of migrants in closed ‘Reception and Identification Centres and the “safe third country” concept.
- ❖ The above mentioned law reformed in the national level the operation and organization of the asylum services.
- ❖ The transposition into Greek legislation of the provisions of Directive 2013/32/EC “on common procedures for granting and withdrawing the status of international protection (recast) (L 180/29.6.2013), provisions on the employment of beneficiaries of international protection and other provisions”

Strategic Communication

- ❖ Communication has three core lenses: One way process in which the sender attempts to construct or reconstruct the meaning.
- ❖ Two way process, two or more people construct new meanings together.
- ❖ Communication as an omnidirectional diachronic process of meaning construction, in which the focus is on the continuous development of meaning itself.
- ❖ We also need to stress out that communication is a critical organisational process, which affects the planning, functioning and results of organisations.
- ❖ Strategic management communication is the organisational function that allows organisations to create and maintain a competitive advantage.
- ❖ The strategic means lies on four lenses: the vision of the organisation, aims and goals, setting priorities and building alliances.

Political Strategic Communication

- ❖ Political strategic communication lies upon the notions of good governance.
- ❖ When used in the context of good governance, the concept of strategic communication encompasses the actors, organisations, infrastructure and systems that are necessary to ensure “a two-way flow of information and ideas between the government and the citizenry” (Mozammel & Odugbemi, 2005, p. 9).
- ❖ Strategic communication in governance gives a chance for citizens to create a channel of communication between them and the governance. This channel allows both actors to exchange information.
- ❖ Strategic communication for governance helps combine knowledgeable, creative endeavours, such as issue framing and messaging (Riley et al, 2015, p203).

Strategic Communication

- ❖ As conceptualised, strategic communication sits at the intersection of management strategy and communication.
- ❖ Argenti, Howell, and Beck (2005) define strategic communication as “aligned with the company ‘s, organisation’s overall strategy, to enhance its strategic positioning” (p. 83).
- ❖ Strategic Communications refers to how policies and actions are communicated to the public (local and international), in order to build up an alliance of people willing to support desired outcomes.
- ❖ An organisation when it comes to strategic communication plan is essential to focus on specific aspects such as the purpose, conducted to achieve specified agreed and measurable objectives and effects.
- ❖ The strategic communication-strategy is the result of the collaboration between organisation/project leader and communication professional(s).
- ❖ The communication-strategy goals are identified in four pillars: to inform, to understand changing attitudes and alter behaviours. There is a constant correlation between those four pillars targeting specific groups.
- ❖ The overall communication goal is: people from unaware to become aware, concerned, knowledgeable and motivate them to change attitudes, try new behaviours and to sustain new or a certain behaviour.

Political Strategic Communication

- ❖ Good governance is effective, equitable and promotes rule of law. It also ensures that political, social and economic priorities are based on broad consensus in society and that the voices of the poorest and the most vulnerable are heard in decision-making over the allocation of development resources (U.N Development Programme).
- ❖ Strategic communication for governance helps combine knowledgeable, creative endeavours, such as issue framing and messaging
- ❖ In political strategic communication a dissociating indicator from strategic communication is that it is international and objectives-driven. In politics, the two major aims that strategic communication supports are campaigning and governing.
- ❖ The political strategic communication proactive and reactive means are: organisational performance, audience participation, special events, alliances and coalitions, sponsorships, activism, newsworthy information, and transparent communication.
- ❖ In late western Democracies we witness a strong correlation between elected governments and mass-media. They using the mass-media to extend their political mandates. Most of the times there is an absence of engagement from the citizens.
- ❖ Strategic political communication is shifted by the political party now has the office. The messages and the means of the political-strategic communication and the public political relation are shifted, accordingly to the needs of the political party. The goal always is to lure voters and to shift the key public view.
- ❖ All the above consist the cornerstone of all the political strategic communication plans according to the values of good governance thus, to political strategic communication on migration policies.

Migration and Forced Migration Analysis

- ❖ Most of the interviewers said that the greek public view does know the difference between migrant and refugee but not in its full notion.
- ❖ As E3 stated greek public view has no idea about the above mention difference. The unawareness derives from the policies of the current elected political party.
- ❖ E2 and E4 stress the issue of the lack of information of migration specialists. The main source of information is only the mass media.
- ❖ As E4 stated Greece as a state is not as old as we think. The need to create an ethnic identity also create fear of the unknown and xenophobic attitudes.
- ❖ All the interviewers stated that there is also an economic reason behind migration. E2 stated that Greek society never had the opportunity to understand the goods of migration, no one was there to inform them.

Results Analysis

1st Category:
Migration and
Forced Migration
Analysis

2nd Category:
Legal Framework
of Migration on
National and
European Level

3rd Category:
Strategic
communication of
Forced Migration

Legal Framework of Migration on National and European Level

- ❖ All the participants stated that the greek public seems to have a complete ignorance when it comes to the laws and regulations of migration and asylum both in national and european level.
- ❖ E3 supported that the greek public does not want to know.They had a lot of issues to dealt and besides that the legal system in Greece is really hard to understand it.
- ❖ E1 also stressed that only lawyers are aware of the legal framework.So, no one really tried to inform the public.
- ❖ During the interviews the participants were informed that 9 out of 10 Greeks believe that borders should be closed for migrants and refugees.Also, favoring the closed detention centers.
- ❖ E2 stated that it was not a surprise for him.Is a political game and political factors behind that.Because the authorities do not want them to know the legal framework upon migration.
- ❖ The greek public view does not know the rights of refugees and migrants(All).

Strategic Communication of Forced Migration

- ❖ All the participants stated that the factors influencing the political strategic communication plan are clearly derived from the current government.
- ❖ E2 supported that “Of course there is a strategic communication plan occurring from the ministry.But is not the right one.By all means, they are suggesting their own political agenda”.
- ❖ E4 also stated that they are framing the migration aspect as they want. The public had no other source of information but the government.
- ❖ E1&E3 firmly pointed out the political influence on the mass media.
- ❖ E4 expressed the opinion that we can witness the political shift from one government to the other.The previous one had a pro political agenda upon migration Vs the current one.
- ❖ E1 & E2 said that the public knows what the government wants them to know.
- ❖ E4 underlined that the strategic communication plan occurring from the government is all wrong.The public should be informed about the current circumstances and figures.

Concluding Remarks

- ❖ According to our theory, there is a distinction between migrant and refugee. Migration decisions are always constrained, to a greater or lesser extent, by a range of political, economic and social conditions.
- ❖ The majority of the greek public view conceptualize migration as phenomena primarily derive from personal reasons and focusing on personal economic gain.
- ❖ When it comes to the greek public view, we witness that the majority do not acknowledge the reasons for someone to be known as a refugee.
- ❖ Greeks, when it comes to the notion of refugee, they consider someone as a refugee when it comes from armed conflicts.
- ❖ This is probably a result of insufficient information of the public upon the matter.
- ❖ According to migration models, migration as phenomena has a significant impact on the receiving countries. Greek society tho thinks precisely the opposite. According to a poll from CIAK Migration.
- ❖ We witness the migrations flows during the worst economic period for our country. Greek society was really sceptic and afraid of migrants. Also, the information they have been receiving was against migrants, they were a threat.
- ❖ With the Geneva Convention and the New York protocol for the first time we have the definition and the criteria of the refugee status. The main reason tho was based on political factors.
- ❖ Even though the clear legislation both in national and European level during the crisis years, we witness a lot of discrepancies and violations of human rights from the Greek governments.

Concluding Remarks

- ❖ The greek public seems to have a complete ignorance of the legal framework on migration. Therefore they consider those discrepancies as something legal.
- ❖ On January 2020 there was a profound change on asylum in Greece. The majority of the public did not know that.
- ❖ Greek public view has any information upon migration laws according to the policy of the political party in power.
- ❖ They do not know about the rights of a refugee and a migrant.
- ❖ For sure we can say that the public authorities in Greece they do have a strategic communication plan, a well organized one.
- ❖ However we need to stress the political factors behind it and the decrees of the political strategic communication and good governance.
- ❖ The mass-media in Greece are heavily influenced from the authorities.
- ❖ The political-strategic communication plans are shifted according to the political party on power.
- ❖ Good governance is effective, equitable and promotes rule of law.
- ❖ A good governance political communication plan needs to be focused on trust between the government and the citizens.
- ❖ The current strategic communication plans its not focused on providing information according to law.
- ❖ If that was the case, the greek public view should be informed on the aspects of migration and asylum laws. The political agenda is far more critical.
- ❖ The political communication plan in the notion of good governance should focus on informing the public upon the issue objectively.
- ❖ To conclude for sure, there is a strategic communication plan occurring from the government, but according to our findings, its not the right one. There is a lack of information on the notion of migrant the refugee. The Greek public has no information on the legal framework. In the end, the political-strategic communication plan is heavily influenced by political factors.

Future Proposals

- ❖ The strategic communication, and the political-strategic communication it should be further analysed.
- ❖ We need to understand and focus on the aspects and goals of strategic communication.
- ❖ Further analysis and research upon the construction of a strategic communication plan, the messages and the factors influencing the plan.
- ❖ There are new aspects of the strategic communication plan, such as communication risk management how an organisation managed a communication crisis.
- ❖ What are the tools and the means an organisation uses to conduct a strategic communication plan.
- ❖ How can we evaluate the impact on the targeting groups the strategic communication plan has.
- ❖ How an organisation and especially governmental organisations are planning a strategic communication plan upon the values of good governance.
- ❖ In the end this is the first research conducted on the strategic communication and political strategic communication upon migration on greek solid.

A detailed, grayscale map of Greece serves as the background for the entire slide. The map shows the country's coastline, major cities, and internal administrative boundaries. A large, solid black rectangular box is centered over the map, containing white text. To the left of this box, a large red opening quotation mark is visible. To the right of the box, a large red closing quotation mark is visible.

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"Migration has been politicized
before it has been analyzed."

PAUL COLLIER

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THANK YOU FOR YOUR ATTENTION!

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