

ADDITIONAL GUARANTEE: EUROPEAN IDENTITY: THE SEMANTIC PRODUCT

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Increasing political tensions between the countries of northern and southern Europe is a dangerous conflict that threatens the flow of friendly communication between all the nations of the European Union. This reflection was my starting point for discussing why the European discourse has suffered from aggressive dialectical attacks. Political radicalism is growing at the roots of the consciousness of European citizens who are being hardest hit by the economic crisis, coupled with the concept of loss of identity and the rise of nationalism. One of the main problems of identity found in European people should be described from a marketing perspective. We all know the importance of designing a package and a great slogan to sell our best ideas of a great product. The product in this case is Europe.

After the sessions trying to understand the concept of European marketing, all participants agreed that we had a great product that cost much sacrifice and work to integrate into a legislative, social and cultural transition that our nations urgently need. The problem is that having a great product with perfect design and great features, with a message of courage and hope, does not mean that you can run your communication strategy through your consumers, European citizens. And the dilemma when a communication strategy does not connect with the audience is that when the real problems with your product or service appear, the 'warranty' begins to disappoint your target audience. What is the guarantee of European identity? This is the key question to be asked.

"The European Union needs to help in the translation of the demand for democracy into a political will"

(Recep Tayyip Erdoğan, President of Turkey).

Democracy has begun to deteriorate, corruption levels are too high and citizens no longer believe in their rights. Misinformation continues to evolve in the media of different countries and regulatory mechanisms on the content of these communication systems have not been enough. Each collective triumph that our 'product' has achieved has been manipulated by different

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countries to achieve these successes under their own umbrella, and the communication tools of the European Union have failed to connect with audiences in each country in order to refute the manipulation of the mass media. You cannot build a brand if your distributors and major suppliers identify your product as if they were the owners.

Therefore, we have a worrying situation in the birth and evolution of political radicalism, because when the guarantee fails and when the communication has no connection to the target, consumers desperately seek a new speech to identify all deficiencies, both moral and functional. This lack of empathy is born of the fine print that European citizens were unable to read or failed to write. Europe should have prepared a crisis communication plan to prevent deep disaffection of some countries, especially in southern Europe. We cannot change the weather, but we can dress for the weather: the solution must begin by discussing directly with citizens of different states to discover where the belonging and identity problems started.

Another phase should start through the creation of new cultural and symbolic communication tools. We all know the long-standing ties that integrate the states of Europe but we have not released too many initiatives to link this sociocultural connection. We believe that every European citizen should travel for a period of time to another neighboring country, we believe that the cultural industry that manages to unite European states must organise new collaborative events. Maybe we should create new tools of identity that are not only associated with the new generations, and make guarantees about our product to a broader demographic audience. In this way, the evolution of old ideologies that corrupt the ideas of the younger generations would be reinforced in a European perspective. It is possible that the European Union has focused its efforts on selling a young, dynamic product, forgetting a large part of Europe's memory – those generations who lived through the birth of our ideology, our common vision and the joining of values.

Another phase must see the European Union change its policy of communication with the different states, erasing the tracks of disinformation provided by mass media, establishing a purely European communication channel. Finally, Europe needs a slogan that identifies the needs and concerns of all states, a claim to uphold the ties between civilisations. The best part of a slogan is that it is able to synthesize all the symbolic values of a discourse in less than five words and also present the irrational feeling of value that you are part of a brand that goes beyond stereotypes.

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