Global Perspectives on Media, Politics, Immigration, Advertising, and Social Networking

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Edited by

Yahya R. Kamalipour

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Dedicated to my family members for their unwavering support, encouragement, and unconditional love!

On December 10, 1948 the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights by recognizing that "the inherent dignity of all members of the human family is the foundation of freedom, justice and peace in the world." It declares that human rights are universal – to be enjoyed by all people, no matter who they are or where they live.
http://www.un.org/en/universal-declaration-human-rights

A good leader can engage in a debate frankly and thoroughly, knowing that at the end he and the other side must be closer, and thus emerge stronger. You don't have that idea when you are arrogant, superficial, and uninformed.
—Nelson Mandela

The interaction of disparate cultures, the vehemence of the ideals that led the immigrants here, the opportunity offered by a new life, all gave America a flavor and a character that make it as unmistakable and as remarkable to people today as it was to Alexis de Tocqueville in the early part of the nineteenth century.
—John F. Kennedy

The most effective way to destroy people is to deny and obliterate their own understanding of their history.
—George Orwell

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Editor

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Jane Campbell (PhD, Northern Illinois University) is a professor of English at Purdue University Northwest. She is the author of *Mythic Black Fiction: the Transformation of History* (University of Tennessee Press, 1986). Her literary criticism has appeared in *Callaloo: a Journal of African Diaspora Arts and Letters*, *Obsidian, Black Women in America*, *African American Writers*, *the Oxford Companion to Women's Writing in the US*, *The Dictionary of Literary Biography*, *The Heath Anthology of American Literature*, *Belles Lettres*, and *US Media and the Middle East: Image and Perception*. Along with Theresa Carilli she edited *Women and the Media: Diverse Perspectives* (University Press of America, 2005), a special issue on women and the media for the *Global Media Journal*, *Challenging Images of Women in the Media: Reinventing Women's Lives* (Lexington Books, 2012), *Queer Media Images: LGBT Perspectives* (Lexington Books, 2013), and *Locating Queerness in the Media* (Lexington Books, 2017). She is a co-editor for the Lexington book series *Media, Culture, and the Arts.*

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INTRODUCTION

I have cherished the ideal of a democratic and free society in which all persons live together in harmony and with equal opportunities. It is an ideal which I hope to live for and to achieve. But if needs be, it is an ideal for which I am prepared to die.
—Nelson Mandela

This book contains selected papers presented at the Thirteenth Global Communication Association (GCA) Conference in Madrid, Spain, and the Fourteenth Global Communication Association Conference in Jaipur, India. Hosted by the Rey Juan Carlos University and the Manipal University Jaipur respectively, the conferences brought together scholars and graduate students from throughout the United States and the world.

During the two conferences, nearly one hundred scholars and graduate students presented their original research results on various topics and panels. Most of these were closely related to the themes of the conferences: populism, media, politics, and immigration in a globalized world, and digital inbound: internet communications and beyond. Also, the venues provided a unique opportunity for over two dozen graduate students enrolled in regional universities to present the results of their research projects to an international audience and receive valuable feedback from experts in the field of communication.

This multifaceted and multicultural volume contains seventeen papers, authored or co-authored by twenty-five scholars and doctoral students representing countries, which are thematically divided into the following three sections:

- Part one: immigration, marginalization, and identity
- Part two: media, politics, social networking, and education
- Part three: digital media, advertising, and globalization

About the Global Communication Association

A not-for-profit academic organization, the Global Communication Association was inaugurated in 2007 at the Shanghai University, China, and

since then has organized conferences around the world. The GCA intends to:

- foster and promote academic research in global studies
- promote academic collaboration among major universities around the world
- facilitate joint projects and research opportunities among scholars, researchers, and graduate students
- facilitate faculty research and exchange programs
- facilitate joint programs, grant opportunities, symposiums, and timely initiatives among centres, institutes, and global organizations
- explore the myriad opportunities and challenges in the areas of teaching, learning, communication development, globalization, mass media, and international cooperation
- organize annual conferences throughout the world

More specifically, the GCA provides an eclectic international platform for corporate executives, communication specialists, policymakers, academicians, graduate students, bureaucrats, political leaders, public relations practitioners, journalists, and co-related industry professionals to meet, interact, and generate new knowledge that should contribute to a more harmonious, understanding, peaceful, and tolerant global environment.

In the past, GCA conferences have been successfully organized across the globe, including in China, Canada, Germany, India, Malaysia, Oman, Poland, Russia, Spain, Zambia, and the United States. For information about past and future GCA conferences, visit the website www.globalcomassociation.com.

Considering today's interconnected and interdependent digital or information age, in which communication, facilitated by the internet and social media, plays a highly influential role in people's daily lives, you should find the diverse, multifaceted, and well-researched papers in this volume engaging, through-provoking, and informative.

Collectively, a diverse group of international scholars from throughout the world discuss many timely issues, including populism, mass media, immigration, politics, journalism, information flow, and social media in our contemporary and uncertain times.

As is normally the case in any edited volume, the writing styles vary and, unlike single-authored or co-authored books, do not flow seamlessly in a coherent manner. Nonetheless, they stand on their own and enhance the overall discourse around the activities and interventions of groups of actors,

including political actors, journalists, educators, and the members of various cultural communities.

This collection is an excellent supplement to senior and graduate-level courses in international communication, cultural studies, mass media, journalism, political communication, intercultural communication, and related subjects.

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Yahya R. Kamalipour
Founding President, Global Communication Association
Professor of Communication
North Carolina A&T State University
North Carolina
January 2019

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PART ONE:

IMMIGRATION, MARGINALIZATION, AND IDENTITY

IMMIGRATION ISSUES IN THE EUROPEAN UNION: CHALLENGES AND OPPORTUNITIES

MARÍA FERNÁNDEZ DE CASADEVANTE MAYORDOMO
REY JUAN CARLOS UNIVERSITY, SPAIN

Abstract

The multicultural nature of the continent we live in cannot be denied. Globalization and the problems sometimes associated with it (e.g. criminality, poverty, wars) have led to the intensification of the phenomenon of migration. Along the way, but also once they reach their final destination, many immigrants are affected by various external factors and difficulties, which cause them to experience a difficult process known as "migratory grief." It can be said that translation and interpretation (T&I) in public services in general has become a key element for these people, without which their daily existence and eventual integration would be beset with obstacles. In this paper, we will first analyse the causes that motivate a person to emigrate and see whether this phenomenon has evolved throughout history or has remained unchanged. We will also see the process that migrants go through until they arrive in our country. Subsequently, we will focus on one of the areas in which T&I is present – that of health, and more specifically on problems that arise when the mediator is not a professional, in order to raise the reader's awareness of the need for a legislation that includes translation and interpreting as part of the right to health for immigrants.

Introduction

Immigration is today a phenomenon that deserves special attention from the most advanced societies, although it has existed since the beginning of

history – the first migrants were Indo-Europeans, Greeks, and Latins around the year 2000 BC (Azcárate Luxán & Sánchez Sánchez, 2013, 98).

In this respect, one might ask what the causes are that lead a person to migrate; these are relevant because, according to Sancho, they are linked to how integration takes place as well as future expectations – something that will in turn determine their degree of integration. Apart from this, it is also important to consider the reasons that drive individuals to leave their country, because this will also have an impact in their relationship with the host community (Sancho Pascual, 2013, 102–3).

According to some authors, these reasons are varied. Several specialists point to work as the main reason, which leads to what is now colloquially known in Spain as "brain drain." As Atienza Azcona (2007, 27–43) points out, their departure entails giving up their skills and qualifications, since they will normally not fill positions related to their training in the country of arrival. In this regard, some authors (Moreno Fernández, 2013, 134; De Santiago Hernando, 1993, 324) point out that wage differences between countries are the cause of migration flows, driving migrants to make this decision individually. However, without referring to all of them, other theories suggest that the cause is the incorrect functioning of markets in countries of origin, with the family of the immigrant taking the decision to migrate and benefiting directly from the positive aspects of migration (Moreno Fernández 2013, 134).

Family reunification is one of the main causes in northern countries such as France and Austria. Another cause referred to is migration by political refugees and asylum seekers, with Germany accounting for half of all applications between 1985 and 1992 until regulations there became more restrictive (Azcárate Luxán & Sánchez Sánchez, 2013, 165–6). As we have seen in countries such as Syria or Iraq, more and more people have been trying to get to Europe to seek asylum. Other authors (Blanco 2000, 7–9; Chueca Sancho 2010, 100) consider socioeconomic policies and measures, armed conflicts, natural disasters and adverse habitation situations, and humanitarian conflicts to be the main circumstances that force human beings to migrate.

Pugnaire Sáez (2015, 1) supports this theory and establishes, as motivations for migration, political and social instability, which usually results in conflicts and internal wars; a tough economic situation, which hinders financing and income; and unemployment, underemployment, or lack of job prospects for young people. Gil Arias (2015) from Frontex points out that, although they are referred to as immigrants, eighty percent of those who arrive in Europe are potential refugees.

The Decision to Migrate

Related to the reasons for migration is the decision to migrate. According to several authors (Cuadrado Roura, Iglesias Fernández, and Llorente Heras, 2007, 21), the decision criteria depend on different elements; thus, in the event that the destination country offers greater employment opportunities and higher wage incomes, the reason to emigrate to that country will be decisive. On the contrary, the opposite effect is more likely if wages and thus income are better in the country of origin. Furthermore, if the process of migration is costly, this would reduce the likelihood of migration.

In addition, there are also personal, family, and professional factors that influence the decision to migrate. The decision of an individual to migrate to another country will depend on the age, education, and gender of the person, and also on whether they have a family or job.

So, for example, the older the individual, the less likely they are to migrate. One has only to look at the numbers that on any day – since the phenomenon of immigration began to shake Europe – risk their lives trying to cross borders and reach the continent. Rarely do you see older people doing this; it is mostly young people and parents with young children who risk everything they have and migrate, perhaps because of the years ahead, their own energy, or their family.

This is confirmed by Cuadrado Roura, Iglesias Fernández, and Llorente Heras (2007), who highlight the time horizon that young people have to recover their investment. They disagree with us on the issue of family burdens, and point out its relevance because this would prevent older people from migrating; we believe, however, that elderly adults in particular do not have this burden, especially in some African countries where family attachment is less strong.

These same authors state the existence of a positive correlation between the degree of education and the possibilities of migrating, and the fact is that those who have a higher level of education will be more likely to find a job, as well as a better-paid job.

In terms of gender, women tend to have lower incomes than men, which means that the cost of migration will be lower if they are not faced with large losses. However, we believe that the migratory process entails great expenses, compared with the income of these individuals in disadvantaged countries. Therefore, stating that the migratory cost will be lower for those who have less does not seem to be completely correct.

The same can be said for the degree of responsibility that each individual has towards their family – the greater the responsibility, the more difficulties

they will encounter when undertaking the journey. However, here too, one might think that it is because of family responsibilities that many immigrants decide to seek a better future in another country, but it is not exactly for themselves, but those they leave behind. They would be very unlikely to achieve the incomes they seek in the new country if they were to remain in their country of origin.

The work situation of the potential migrant also influences their decision; as one might expect, the cost of migration is higher for those who have a job, whereas for the unemployed the decision to migrate is understandably easier. Likewise, geographical distance and the presence of family members in the country of destination, as well as its migration legislation and policy, are also determining factors when making such a decision.

Alonso (2010, 12) refers to two consecutive and complementary processes that lead to the decision to emigrate: after choosing between emigrating or staying in their country of origin, migrants have to decide which country they want to reach. And this is where language, to which we will refer later, is decisive, since the absence of a language barrier makes the country of arrival a very attractive destination.

Immigration Risks

Whatever the reason, and especially when migration takes place under forced conditions, their situation is today, according to some doctors (Espeso Montagud & Achótegui, 2011), worse than it was in the 1980s and 1990s, due, for example, to the conditions in which they travel, worse working conditions in the new country, and the fact that illegal immigrants are hindered from having a normal social life. In connection with this, psychiatrist Joseba Achótegui discovered the Ulysses Syndrome, which is the result of worsening stressors that usually afflict migrants, and which in turn is connected to another problem that will bring us to the issue of dealing with the problem of integration, and later that of translation.

We are talking about the so-called "migratory mourning," which can be defined as the, in most cases difficult, process that the immigrant has to go through, and which, according to the same author (Achótegui, 2009, 164–5), is divided into seven "mournings." Among these we want to highlight language mourning – when migrating, not only does the individual's use of their mother tongue diminish or become lost, they also face the prospect of having to learn a new language. While this will provide the individual some satisfaction, it also involves dedication and requires great effort. The situation will of course be different in the case of a child, because it is well

known that children have no special difficulty learning a new language. However, it is also true that they will forget their native language easily if they are no longer exposed to it. This is what normally happens to any immigrant with normal capabilities in a facilitating context, who has to make an effort to learn a new language. Achotegui defines it as "simple mourning" (2010, 21–46).

Apart from immigration mourning, we consider it necessary to refer to a series of risks that immigrants face when they decide to enter Europe without permission (Pugnaire Sáez, 2015, 1). First, they can be intercepted, arrested, deported, or, even worse, "pushed overboard by whomever is in charge of the journey to prevent being captured." Also, immigrants without legal documents run the risk of finding themselves outside the legal framework. Immigrants also face the very real possibility of physical harm, because many of them make the trip hiding in boats, planes, or trucks, which exposes them to hypothermia, extreme heat, and dehydration.

They also run the risk of being exploited by human trafficking by those who run the many criminal networks that profit from poverty, the lack of existing means to manage the external borders, and the fact that the services the immigrant expects from the traffickers are illegal. This makes them extremely vulnerable, and they often suffer abuse or can be abandoned, and this can result in death. Naïr (2016, 113) refers to data from Frontex, according to which people smuggling is the most profitable business for mafias, which can earn twice what they make from the sale of drugs and weapons. A 2016 news article reported that, according to the German intelligence services, the over 150,000 sub-Saharan immigrants who arrived in Europe from Libya in 2015 earned mafias 3.6 billion euros (González, 2016).

In 2015, organized gangs made four billion euros from smuggling around one million immigrants fleeing to Greece and Italy, and we cannot forget the flow of immigrants from Africa illegally trying to reach Europe. Routes are controlled by different gangs; the smuggling business works not only in the countries of origin and during the journey, but also in the destination countries, where organized gangs charge migrants to provide them with information about the asylum process or sell them false documents. Immigrants are even offered discounts if they travel in adverse weather conditions. When you have forty to sixty immigrants crammed into an eight-metre inflatable boat, the possibility that it all ends in tragedy is incredibly high. This goes for those who cannot afford to travel on their own, usually in rubber boats, but also in fishing or recreational boats. This very profitable business has even resulted in smuggling networks competing with each other. There have reportedly been cases of immigrants being

forced at gunpoint to ride in a boat already full of people just because the smugglers could get a better economic return from each trip (Frontex, 2016).

According to Frontex, social networks play a very important role in the smuggling of migrants, because smuggling networks use them to advertise themselves, providing a service that resembles that of a travel agency, and with which they manage to deceive those who are interested. Immigrants, whose mobile phones are in most cases their most valuable asset, use these social networks to seek information about the journey, as well as to contact friends and family. The problem with these sites is that they appear quickly and disappear just as fast, making it impossible to track them.

Despite the self-serving assistance offered by smuggling networks, the percentage of migrants who find it increasingly difficult to enter the countries of destination is high. Many end up stranded in a transit country they actually wanted to cross. Many of those who make it to the destination country pay a high price, both on personal and financial levels. What usually happens is that, once in the new country, immigrants – especially the low-skilled ones – end up working for low wages with little or no legal protection. This is the best-case scenario. Because many of them are in the country illegally, they are particularly vulnerable to abuse.

Integration

All the obstacles that stand in the way of those who seek a better life, that make their arrival difficult and mark their lives, make us seriously consider the need for better integration in the receiving society as a means of helping them forget and overcome the traumatic experiences they suffer before their arrival in the country of destination. We are not going into what "integration" means; nevertheless, we should ask ourselves how we can help immigrants become integrated in society and how can we help them to adapt. We do not want this minority to have to give up their culture or ideology. We are referring to integration in its broadest sense – the possibility of them participating in the host society in the same capacity as locals.

Authors such as Gualda or Richmond (Gualda Caballero 2016, 97) point out that knowing the language of the receiving society facilitates social integration. Also, Mohamed El-Madkouri believes that in order for immigrants to discover and get to know the society in which they find themselves it is necessary to speak the language, which is also the most determining factor in their integration. In this regard, she points to

psychological data indicating that learning a language fosters self-esteem, which in turn fosters interaction with society.

Without going into what is understood by "integration," it can be said that, until they learn the new language, translation and interpreting (TeI) in public services in general has become a key element for these people, without which their daily life would be much harder, and their integration would become too complicated a challenge, being full of obstacles (Bourgoin Vergondy, 2016, 65). This T&I service in public services or social interpreting, a little-recognized field of work in many countries, and of course with a lower reputation and recognition than the work of conference interpreters, is offered in different areas, among which we highlight healthcare.

The healthcare system

With regards to health, and taking into account the migratory factor, it is worth considering the high number of foreigners who visit health centres and hospitals. They do not bring their families with them and have difficulties with language, culture, and the social environment, to which we must add other barriers such as physical problems, anxiety, aggressiveness, personality issues, or the existence of a certain sociocultural distance.

Other additional difficulties in the healthcare process have to do with the healthcare system itself, such as difficultly in accessing the service, long waiting times, high demand, little time available for appointments, and bureaucracy. And regarding the medical professionals, they may be not very empathetic, may lack communication skills, or have problems in their personal life, among many other things (Valero Garcés, 2014, 7–8).

Del Pozo points to the absence in Spain of a law that explicitly includes the right to language interpreting in healthcare services, which explains the absence of mechanisms that the author calls "official" that would serve to hire interpreters in the health sector. This usually results in solutions that are well below par, such as volunteers, family members, or people close to the patient (Bourgoin Vergondy, 2016, 69). In some cases, it is the employees of the medical centre, such as nurses, administrative staff, or bilingual doctors, who carry out the task of linguistic mediation (Ridao Rodrigo, 2009).

Immigrants may need information in their language or the translation of specific documents, or a mediation service that guarantees quality and safe healthcare – something that highlights the need for an intercultural mediator. According to Campos (2005, 4), the need for mediation/interpreting in areas such as gynaecology, paediatrics, emergency medicine, and mental health