

Balkan stereotype

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Abstract

In the waters of thousands of *-isms*, some of them have to do with intercultural communication. Some of them derive from the stereotype patterns of cultures in certain regions. Along streams of history *isms* and *stereotypes* tend to become intercultural communication barriers. The Balkan region is one of them. Being a diversified mosaic of different cultures, religions and ethnicities, as well as of quite different historical origins, local stereotypes boast within this region, although in long periods of history, following the common ruler have manifested tremendous tolerance. But outwardly, the stereotypes of the transpiring human scale that come from the self-conceived cultures as the above, are depleted as collective punishments throughout history.

There is no accurate measuring but *Balkanism* can be ranked in a group with other *isms* for the damage it has caused to another people, such as anti-Semitism. Throughout the history, however, the brutality of Balkan stereotypes has been mitigated to some extent, while the Balkan nations, all of them, have volunteered aspirations for integration into the European project.

Keywords: Balkan stereotypes, Balkanization, Balkanism, Orientalism, Occidentalism.

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