

Psychological factors that accelerate the EU integration in Albania

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Abstract

The process of integration of Albania into the EU is a multidimensional process, in which psychological factors are an integral part of this process. It is important to increase confidence among Albanians, that in this process will not delay the accession to the EU, creating a positive atmosphere and enthusiasm. EU integration is a duty, responsibility and investment of Albanians and all political forces. EU Integration of Albania is an objective process, irreversible and the biggest project of Albanians since the collapse of totalitarian system. In this sense this paper analyzes the importance of EU accession to the EU and psychological factors faced with this process.

Keywords: factors, awareness, integration, communication, responsibility.

Introduction

The European integration is a deep, wide, infinite process, of political and economic collaboration, with a main purpose of peace keeping. Psychological factors take an important place in speeding up this process. In the report of EU for Albania it is noted that: "The increased trust awareness for the real efforts and the time that Albania needs to integrate in the EU is crucial. Otherwise the risk of disappointment will become really high" (Meksi, 2005, 225).

Self-consciousness is a very important factor of motivation for an individual. The European integration process is a motivational process for Albanians in becoming part of the European family. This is related with the desire of Albanians approaching and being an equal nation amongst the European nations, solving and improving economic problems, reaching for the new technology, new way of life and new set of achievements.

Our new motivation of integrating as soon as possible in EU needs:

- First, working with people, consisting in the positive approach, to educate the sense of humanity, tolerance, solidarity and Law enforcement. This is related to being part of EU nations, which invites every country that respects "the principle of freedom, democracy and human rights for rule of Law."

- Second, all citizens including the political class must feel a deep sense of responsibility, where each one of us puts or takes off a brick on the brick wall along the process. Self-consciousness and psychological preparation must be part of it. A student's song in US says: "Our world would be brighter if each one of us would light up a small candle."

We have to become part of EU with dignity, with our ethno-psychological features and our own identity. The motivation of getting closer to the achieved success, curiosity and interest, encourages the individuals to self improve and also helps others to move

along the path of European integration. Albanians are a proud and a sensible nation, and these features should be used with a good purpose to move faster towards integration. The support that the individual gives to the process should be translated as a positive energy to design the most favorable policies for it. According to *Meksi*, Minister of European Integration in 2002-2005 "The most crucial factor in speeding up the European Integration lies amongst us, through foresight of vision and leadership, self-consciousness for our political compromises". In this sense the compromise should be a tool toward the EU integration.

New communication strategies for the integration in EU

Strategies, methods and communication techniques with the public and the European negotiators –are a key success for speeding up the integration. As a nation that aspires joining the big European family and has started the integration process Albania needs "to discover" EU, its history, the gradual integration policies, benefits as well as obligations, the conditions of admission and the operating mechanisms of joining the institutions.

Communication in every case is mentality, sensation, conduct. To change the turn of events; Albania needs to change people's soul. The psychology of communication teaches Albania that to be communicative we can't just rely on recipes (Furthermore when communicating with the ancient, powerful, civilized and modern Europe). The thing, Albania needs to learn about receiving or sending a message is to understand what happens when communicating, also the ability to adopt to the communicative circumstances. Albania's messages for Europe should be clear and friendly, with a wide range of action. These messages should be understood and implemented. It is very important to develop the abilities, versatilities and expressions of communication skills with civilized principles. This should be part of Albania's education system. To build the foundation of a healthy society it is imperative to emotionally engage with people. The power of speech is the true driving force in the invisible kingdom of thought. According to the philosopher *Eco*: "The integration Culture it's in human nature, it's the culture of planetary identification of surviving, but always of live-plurality" (*Meksi*, 2005, 15). Based on this, it is very important to hold meetings in the form of discussions that will have positive affects focused on:

- Improving public knowledge and understanding the EU;
- Explaining all the complications that every country will have in case of admission;
- Explaining the links between preparations for membership and the negotiation process.

There are debates and discussions about the position of the European citizens in the integration process of Western Balkan countries. Albania should take the initiative in communicating with EU. This requires serious preparation, wise attitude, an excellent recognition of the EU countries, their mentality and the right moment of qualitative communication. An important place in communicating with EU should take the observation strategy, intervention when is needed, the real approach strategy with Europe, cooperation strategy, partnership, obedience, incentive and predominance of situation; avoidance of conflicts, tolerance and understanding, adaptation of

behavior, insistence in the main purpose and protection of national interests (Çomo, 2001, 34).

Albanians should be informed about the integration policies of Albania in EU, on the process and features of functionality of EU institutions, in order to develop their own programs on a knowledgeable base. School plays a very decisive role with contemporary European curriculums. For example in "Citizenship" students learn about EU institution, EU Parliament, Council of Ministers, European Commission, Court of Justice, Court of Auditors, Economic and Social Committee, Region Committee, European Bank of Investments. The "Economic" subject consists of:

- What is the concept of EU on social policies, (linked with work place relations, not referring to such policies like: health, housing social services, which social services that deal with)?
- Where do these policies focus on: improving the work place conditions to protect and secure the health of employees, to secure gender equality, integration of people excluded from workplace ? (Pinder, 2001, 110).

In "Knowledge for Society": students can take complementary knowledge about:

- Common Foreign Policy and Security of the EU;
- -Presidency of EU;
- -Commissioner of Foreign Relations;
- -High Representative for Common Foreign Policies and Security (Secretary General of the Council);
- -Common Foreign Services of Commission for Foreign Relations;
- -Development;
- -Expansion;
- -Humanitarian Aid Office –ECHO;
- -Secretary of Council;
- -Planning Policies and prior singling unit.

Communication forms consist of: quick information through Internet, through television transmissions, important publications in media, documentaries and films about the work that is taking place for the European integration, video clips, different exhibition with the main purpose of promoting the real image of Albania, bulletins, in 3-6 months or annually, special publications from the Ministry of Integration, Foreign Ministry, Ministry of Justice, Interior Ministry, Finance and the Welfare Ministry. Using these tools and the publications Albanians recognize standards that should be reached:

a) In Economy – a functional economy, liberalization of prices, liberalization of trade, macroeconomic stability, the rights on property, privatization, development of financial sector, competition policies;

b) The way of governing - votes and responsibilities, political stability, effectiveness of government, quality of regulatory, study of law, control towards corruption, sensibility towards the reality (how sensible we are towards the reforms);

c) In the administrative areas - the ability to undertake the obligations of membership, including the loyalty towards political union, economic and those monetary.

It is really essential to use communication techniques favoring a situation of mutual trust, for Albanians as well as Europeans. These communication techniques have a

positive impact if the tools of difficulty reductions are applied in dialogue and appropriate selected attitudes that are chosen to give results. European Integration and public policies are related. Public policy consists on active citizens, which want to gain more control over their future. It is the right of Albanian people to know more about Europe, policies, economy, culture, traditions and history. They ask for a public brainstorm of the integration issue. And this doesn't just includes different discussions or understanding each other, but also related to decisions of how should be acted in public.

Democracy is a vision of willing collaboration on which arise very important initiatives, that needs to be orientated and channelized through our education system towards European integration. Integration will be achieved with people that have a common prospective based on mutual collaboration. The new communication strategy should consist on participation and the active role of public in important decisions.

Creative and qualified work for the integration of Albania in EU

What can be offered to Albanians in the future towards the EU integration:

- Better qualified jobs to pass the important message to the younger generation;
- Albanian nation should also clearly know that the "European miracle" that has been achieved with hard work, and the "Albanian miracle" that should follow on this path. Integration consists on work, but also means spending, as it has his financial costs and consist in achieving standards;

Before setting dates for admission in EU are required:

- To build information centers for EU in all cities in Albania, so people are informed through websites with the latest news and developments of EU. In Lithuania before their full membership in EU, 32 information centers existed in different regions;
- Supplying libraries with books and materials related to the EU. Organizing different activities like: "European Poetry Day", "European Prose Day". European Literature will also help us improve our knowledge about life and history of other nations, their traditions, language and psychology;
- Citizens should be kept well-informed about the negotiations with EU through leaflets, so they can be encouraged to become good negotiators to help and contribute for their country;
- The creation of a national information center, where the specialist of European issues will be available to take notes, questions, concerns or answers directly or through e-mails;
- Organizing "European Day", "European Week", "Festival of European film", European music with the participation of many people. The discussion Motto for Europe should be " Democracy-Dialog-Debate";
- Polls can take place to identify problems of European integration. The results have to be published and analyzed from qualified professionals that have good knowledge of EU countries, also that recognize problems for special or sensible issues.

Conclusions

European Integration of Albania is an objective process, irreversible - the biggest project of Albanians since the collapse of communism. Albanians see their future in EU. The word "Europe" it's not just a geographic phenomenon, but a spiritual notion.

The Albanian's desire to be part of Western Europe has been expressed since the Albanian Renaissance. They are really significant, because they show spiritual relations of Albanians with the west. *Schuman* teaches us: "Europe will not be done at once. It will be built through great achievements" (Milo, 2012, 53). It is our turn to become soon part of EU through our work and deep reforms. We need Europe as well as Europe needs us. EU is the common home of European citizens. Becoming part of EU, brings fundamental freedoms, security, justice, development of economy, enforcement of the rule of law.

The collaboration and the responsibility of all political forces, of all citizens, - are the main (necessary) success keys towards the difficult path of EU. Europe has produced a dialogue, also critical and constructive (Morin, 2001, 81). In this context, Albania's way toward the EU integration is long and difficult.

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