

<p><b>Performing Europeanisation:</b> Political vis-à-vis Popular Discourses on Europeanisation in Georgia</p>	<p><b>Countries involved:</b> Georgia</p>
	<p><b>Institutions involved:</b> Center for Social Sciences (CSS)</p>
	<p><b>Project Coordinator:</b> Lia Tsuladze <b>Contact:</b> <a href="mailto:l.tsuladze@css.ge">l.tsuladze@css.ge</a> <b>Web:</b> <a href="http://www.ascn.ch/en/research/Current-Projects/Georgia.html">css.ge</a>, <a href="http://www.ascn.ch/en/research/Current-Projects/Georgia.html">http://www.ascn.ch/en/research/Current-Projects/Georgia.html</a></p>
<p><b>Short Description:</b></p> <p>Taking into consideration Georgia's long-lasting desire to integrate with the EU, as well as the fact that the country has already signed the association agreement with the EU, it is both extremely important and timely to study the specifics of Europeanisation process in Georgia. We view Europeanisation as a process of implementation of not only the EU's formal and informal rules and standards, but also "a shared social imaginary" (Taras 2009, 7) at the both policy and popular levels. While the policy level usually deserves more interest, the popular level is often neglected by the scholars working on the Europeanisation issues, consequently very limited research has been devoted to it elsewhere, including Georgia. The only available data about the popular perceptions about the EU in Georgia come from the annual Caucasus Barometer or other nation-wide surveys, which add just a few questions about the EU. Our project team has decided to fill this gap and to study the popular discourses on Europeanisation in Georgia, focusing on their interplay with the official discourses and tracing their mutual constructive power. We are especially interested in how these two types of discourses are performed in the "front and back regions" (Goffman, 1959), in our case - how they are staged for the international and local audiences respectively. This is the major novelty of our project as hardly any research on Europeanisation elsewhere has focused on the topic of its performance both on the international stage and for the local use by two target groups - politicians and population. Furthermore, as using mixed methods is the best approach for enhancing the explanatory power of research, our qualitative data - gathered from the online and printed media, the discussions held at forum.ge, in-depth interviews with the representatives of current and former governments, and focus group discussions with the population – will be supplemented by the relevant quantitative data derived from the secondary analysis of the available databases (Caucasus Barometer, ISSP Georgia Survey on National Identity, etc.).</p>	
<p><b>Main Objectives:</b></p> <ul style="list-style-type: none"> <li>• To analyze the official/political discourses on Europeanisation;</li> <li>• To analyze the popular/folk discourses on Europeanisation;</li> <li>• To explore how the official/political discourses on Europeanisation are performed on the front stage and backstage;</li> <li>• To explore how the popular/folk discourses on Europeanisation are performed on the front stage and backstage;</li> <li>• To analyze the interplay between these two discourses on Europeanisation.</li> </ul>	
<p><b>Expected Outputs:</b></p> <ul style="list-style-type: none"> <li>• A monograph in Georgian and English;</li> <li>• At least one paper in a peer reviewed journal;</li> <li>• At least two conference papers;</li> <li>• An online youth forum on Europeanisation;</li> <li>• An awareness-raising campaign on Europeanisation.</li> </ul>	
<p><b>Duration:</b> 24 months (October 2014 - September 2016)</p>	<p><b>Value:</b> 49'830 CHF</p>