



PREDISPOSITIONS' ANALYSIS AS THE KEY FACTOR IN THE PROGRAMMES OF EUROPEAN VALUES COMMUNICATION: PROMOTING VOLUNTEERING IN LITHUANIA IN 2011

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Purpose – An idea of *the social identity's construction by the means of persuasion* will be presented and analyzed in the paper as an important challenge of the contemporary world for the development of national identities. The paper will be based on the problem of *the identities construction*, which is usually being analyzed in the theories of propaganda studies and the situation of *society's Europeanization*, which is being met in the political, mass-media, social and oth. discourses of today's Lithuania, will be presented.

Design/methodology/approach – Trying to discuss this question empirically, a situation on volunteering promotion will be analyzed in the paper. On 27 November 2009 the European Commission made a *Decision on the European Year of Voluntary Activities Promoting Active Citizenship 2010/37/EC (2011)*, which also determined decisions of national governments in member states of the European Union to promote the voluntary activities and to implement aims, raised in the mentioned decision of the Commission. In Lithuania, the level of popularity of volunteering has initiated rising in the last years only. Low inclusion of Lithuanians into voluntary activities was partially explained on the base of the post-soviet identity. So question how do Lithuanians understand the European promotion of volunteering in a sense of collective predispositions on this idea will be answered in the presentation.

Findings – The Ministry of Social Security and Labour of the Republic of Lithuania was appointed as the *national coordinating institution* for the implementation of the European Year of Voluntary Activities in Lithuania; it, upon preparation of the programme of the year implementation stressed the interactive link of the *programme* preparation with the real situation of volunteering in the country, however this link is not of a type of *analysis of collective pre-dispositions* and firstly indicates the direct cooperation with the non-governmental sector of the country. Even the programme presents the situation analysis, it fragmentary indicates the current situation within the sphere of the voluntary activity, does not analyse the existing collective pre-dispositions from the point of volunteering and poorly indicates the necessary content of communicative decisions for the promotion of volunteering.

Research limitations/implications – A qualitative study will be presented in the presentation, the results of which must be tested in a quantitative way – by implementing the surveys of society.

Practical implications – The universal symbols of volunteering were communicated in Lithuania and the linked values that have not been specifically expressed on the socio-cultural aspect. It is being recommended to apply the predispositions' analysis before the particular communication campaign to increase its possible effectiveness.

Originality/Value – Lithuanian society, legally being the society of European Union as well, meets the change of its social identity and is being influenced by the public discourse of the *European-values*, which is quite intensive in Lithuania at the moment. The constant perception of this kind of discourse makes Lithuanians to understand themselves as the citizens of EU partly at least. However, Europeanization of societies meets some hermeneutical problems because of the homogenous approach of various European values' communication. So importance of the historical and cultural predispositions' analysis of the particular society is being raised in the presentation when analyzing this situation in Lithuania – this is the originality of this presentation comes from.

Keywords: *predispositions, Europeanization, European Year of Volunteering (2011), persuasion.*

Research type: case study.