CHAPTER 5

The Linguistic Representations of the Crisis through the Eyes of the Students

5.1. Foreword

It is about the linguistic representations of Greece in the age of Memorandum, through the advertisements written and produced abroad. We gather and discuss the ads from the Internet, the foreign press or foreign television stations. Once we trace them, we transcribe or de-video them and include their texts in the so-called Annex.

In the main text we will comment on texts - pieces of discourse and will give answers to questions like:

- What kind of messages and representations are projected, regarding Greece in the age of crisis?
- Which words and phrases are used to capture specific position regarding Greece and Greeks?

In other words, what is the picture and what the virtual “reality” regarding the Greek reality, constructed by the Mass Media abroad?

In the end we will present our conclusions, based on the research material we collected.

5.2. Introduction

The corrupted Greek, the reveler Greek, the ungrateful Greek, the lazy Greek, who chooses to have fun all day partying in cafes and night clubs (bouzoukia), based on the money that the other EU countries until now so generously provided him with ... This is the “image-stereotype” foisted by all sorts of printed press, station and sites abroad, for all of us residing in the country of Aristotle, Sophocles and Plato, the country that gave birth to mathematics, democracy and culture, but as we know

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“fell victim of its own profligate children”. Words like “Memorandum”, “Troika”, “IMF” and “Bankruptcy” was the reason for the emergence of a generation of “crisis theorists”, who daily write nonstop, everyone from his/her position, in favor of the Memorandum against the IMF, in favor of NATO, against the Troika, and countless other similar themed articles, within an irrepressible “sea” of paraphilology.

We, Greeks, have been viciously slandered during the last three years, like no other people in Europe. Not that we did not present our critics with the opportunity, but most of the time this critic was biased, much exaggerated, serving political and economic interests. In this campaign against Greece, both European politicians, as well as well-known international media were involved, or, better to say, ... Mass Deception Media, whose attitude from the beginning of their existence, was regulated by economic, political, and all sorts of other incentives. How many times the world of politics, the mass media, and especially the world of television, has shown us that it can become cruel and reach up to the limits of merciless? Greece was and is still an easy target of the Mass Media! All those who propagate criticism regarding the corrupt and lazy Greeks spending the money of other European taxpayers, we doubt they would ever dare to apply in their countries, even half of the measures implemented in Greece.

And while all these are taking place for so long on an international scale, another generation of philhellenes and Greeks abroad, has decided to stand up from their keyboards and get to work. They have decided that this negative image that foreigners have for Greece, should be overturned with actions and not just with another text in a magazine, newspaper, blog or some other means of social networking. Within this period very remarkable, commendable and creative sorts of work were born. If we exclude the time, space and amount needed for each, what unites them is love, will, imagination and creativity.

At this given time, and having spent several months of the outbreak of the storm and wave commentary from both Greek and foreign media for the fate of Greece, we attempt in this work, with an as objective and comprehensive look as possible, to “put under the microscope” some of the promotional efforts made abroad, both for and against Greece. Beyond the components that frame our paper
(foreword, contents, introduction, epilogue, appendix and references), the main body consists of three (3) parts. In the first (1st) part we place all the positive publicity campaigns conducted by initiatives outside Greece, always aiming to help our country to recover, not only financially, but mainly morally, from the difficult situation of recent years. In the second (2nd) part, and knowing the reactions this whole situation has caused abroad, we record the negative wave of reaction towards Greece. In both cases one can detect such extreme negative and positive reactions, in each case serving specific goals, objectives and interests. In the third (3rd) and final part of this paper, an effort is made, to record the extreme reactions against Greece, exclusively on the part of television journalism. This part, which does not fit exactly to the theme of this paper, since it actually has nothing to do with advertising efforts- they are mostly defamation attempts, we could argue-was created, due to the sense of the power of “TV glass’ being so great that most of us can not even imagine, except, of course, for the people, who daily deal with, live and survive in this world. What makes TV even more powerful than other media is that it combines three key components: Text - Audio – Image; the aforementioned image is “live”, i.e. moving, the news are broadcast at that same moment, making it chronologically credible, by a person that has become part of our everyday lives and is equated with the man next door, the relative, the neighbor.

5.3. Advertisements with a positive connotation for Greece

5.3.1. “Give Greece A Chance”

The of Greek origin and born in Africa Peter Economides is the man behind the slogan of the global advertising initiative “Give Greece A Chance”. As another member of the Greek diaspora who loves his country, he was unable to tolerate any more the negative climate that had been formed worldwide against Greece; so, he wanted to contribute in his own way, to the change of our country’s image abroad and the attraction of investments to it. It seems so far that the efforts of Mr. Economides paid off, after his win for this promotional venture, of the prize in the category “Charity and Volunteering” to the Webit 2012 awards held in October in Istanbul, Turkey. A similar award was
claimed at the “Digital Communication 2012” awards held in Berlin, Germany, but without managing to get some distinction.

This advertising effort aims at advertising Greece in major publications of France, Germany, Holland, Belgium, America and the United Kingdom. The ad had a single key slogan, “Give Greece a Chance”, paraphrasing the famous Beatles’ song, “Give Peace a Chance”. It consists of a single simple text, which has as its basic content the fact that for two years our country has adopted one of the most hard and brutal austerity programs ever applied in the modern world. Greece, for the first time since the establishment of the independent Greek state, has demonstrated-more than any other country in Europe—that it is able to struggle and fight, with its own people selflessly making significant sacrifices, and to resist despite the adverse and difficult circumstances, in always trying to carry its promises, to improve conditions and overturn the status quo. In the ad, there is also a reference to the dramatic effects in the life of the Greeks, caused by the implementation of the measures of the new Memorandum. Closing with the sentence “All we are saying is give Greece a chance”, Mr. Economides and his team are trying to pass to the European reader the message that the citizens of this country are very hard workers, pay their taxes on time and are determined to keep their promises. The only thing we ask is that you give us just one chance, because as Greeks, we will prove-as we always also—that we are able, once again, to fight and survive. The advertisement has been released written in four different languages (English, German, French, Dutch), to enable its promotion in many countries. The colors used in the pictures are, besides black, the two main representative colors of our country, namely white and various shades of blue. The text is positioned on a white background, the color of the text written is black, with blue used to display as more pronounced the word “Greece” and the phrase “All we are saying is Give Greece a Chance”, which is the goal of the advertising campaign. The main advertisement is accompanied by three (3) more images, with the exact same theme, but with completely different morphology. Financing the international campaign was undertaken, among others, by the domestic business scene with pioneers-on the part of the Associations-the Association of the Greek Tourism Enterprises, the Hellenic Federation of Enterprises and their members, as well as individual companies that do business abroad, such as: Aegean
Airlines, Cosmote, Piraeus Bank, Eurobank, Greek Petroleum, Coca Cola 3E, Fourlis yachts, Titan, Weaver, MEVGAL and others.

In Germany, the campaign was launched on the well-known tabloid “Bild”. A full page titled “Give Greece its chance” was published in Germany in the newspapers “Die Welt”, “Der Tagesspiegel” and “Frankfurter Allgemeine Zeitung” and in France, in the economic newspaper “Les Echos”. The American newspaper “The Wall Street Journal” notes that Mr. Economides “wants to turn Greece into the Apple of the Mediterranean”, while the French one “Le Figaro” stresses that “Greece wants to win back the hearts of people. This campaign came to fill a gap: since the beginning of the crisis, Greece failed to display its progress”.

For the life and work of Mr. Economides one can write endless pages. He had his first big success as an advertiser, when he participated in the renewal of the image of the great and world-renowned American private technology and computer company, “Apple”, as he, along with the late Steve Jobs, created the slogan “Think Different”. It is certainly not the first time that Mr Economides deals with Greece, as he, in a personal campaign of 2011, had argued that “Greece is one of the major brands that never got a big name”. The aim of the advertiser is to give the most talented and innovative Greeks hope, courage and desire, not only to stay in Greece, but also to fight for a better future. To paraphrase the slogan of Barack Obama, Peter Economides concludes: “Yes we can! Yes, we can get out of the crisis, with our heads up”. With a brilliant trick, he shows what the country's position should be in modern Marketing:

√ What is the Coca Cola of Cigerettes? Malboro.
√ What is the Malboro of Vodka? Absolut.
√ What is the Absolut of Sport Shoes? Nike.
√ What is the Nike of Coffee Shops? Starbucks.
√ What is the Starbucks of Small city Cars? Smart.
√ What is the Smart of Beers? Heineken.
√ What is the Heineken of Computers? Apple.
√ What is the Apple of the Mediterranean?
GREECE!

The Facebook page of “Give Greece a chance” has right now approximately 17,500 members (http://www.facebook.com/GreeceIsChanging/). The official website of the campaign is: www.greeceischanging.com

5.3.2. “UP Greek Tourism”

Friday, March 23th, 2012 ... This was the day that took off in America and specifically, in New York, a big advertising campaign named “UP Greek Tourism”, for the support and promotion of Greek tourism. This project is a smart initiative of three Greeks of diaspora, George Klivokiotis, Stathis Haikalis and Onic Palantzian, who for seven (7) months, with the help, of course, of many more people, designed the mechanism, by which our country would be advertised as better as possible. The amazing photos of the campaign were created by the award-winning Greek-American Chevy Harris, known for his famous portraits of Steve Jobs made with “Apple” products, as well as the campaigns of Nike and President Barack Obama.

The promotional campaign was composed by six (6) different images with the exact same theme. Small digital images depicting landscapes and people of Greek everyday life come together slowly and form at the end, a larger single integrated object, characteristic of our country. Each image represents a separate segment of Greek life. The Parthenon is highlighting the ancient heritage and long history of our country, the Greek islands-jewels of the Aegean the unbelievable geological beauty of the country, the churches are stressing the importance of the Orthodox Christian religion for Greeks, while our cafes serving Ouzo are characteristic of the Greek charm and fun; the surfers in the vast Greek blue are a connotation of the number and variety of the coasts, with which the Greek land is gifted. The photos are each time accompanied by three (3) different phrases, which are: “Join Us In Greece”, “We are expecting you in Greece”, and “See You In Greece”. The photos placed on a blue background reminiscent of the color of the Greek sea, while the aforementioned phrases are written in the shade of white.
The initiative of the four Greeks is simple yet smart. This campaign lasted until the first week of March and the aim was to raise money for the promotion of Greece as an ideal holiday destination. Through a special platform collecting donations from citizens, namely LoudSauce.com (www.loudsauce.com), which is nothing more than a site that used to collect money for various campaigns, everyone from wherever he/she was, could offer what was available, even a small amount of money, so that a digital billboard would be posted in New York, inviting Americans to visit Greece. The initial goal was to collect at least $ 15,000, so that the billboard would remain in New York for thirty days, from mid-March to mid-April. In just twenty days, three hundred thirty-three (333) people from all ends of the world, from Australia to Qatar, and from America to Singapore, made donations that reached the amount of $ 20,352, with that promotional venture taking giant proportions, and becoming first line in the website of CNN. Thus, the slogan “Come to visit Greece” was successfully screened for a month in commercials of sixty (60) seconds, four (4) times per hour, for twenty-four (24) hours per day in the central Times Square in New York City. It was received with rave reviews from New Yorkers and all those who saw the exquisite graphic compositions of Chevy. After thirty days of presentation in New York, the effort went into Phase 2, this time in Washington DC, where, once again, it managed within ten (10) days to collect the sum of $ 10,000. It was followed by a much smaller third phase of the advertising campaign. This time it took place in Europe, particularly in the well-known Picadilly Square of London. Thanks to 241 donors it managed, not only to reach, but also to surpass the initial target amount of 13,235 pounds, originally entered until December 14th, 2012. So, the slogan “Come to visit Greece” managed, once more, to be successfully screened for 24 hours a day, for two calendar weeks, since January 31st, 2013.

A very powerful tool in the advertising campaign was symbolism. Specifically, it was intended, not only to advertise Greek tourism abroad, but mainly to point out that we have the ability and responsibility, at the same time, to help our society, to take initiatives, to bring results, us ordinary citizens ourselves, without involving the State, just giving something simple but symbolic of Greece. As characteristically noted by Mr. Palantzian, “Governments are trying to find solutions, but we, as individuals, should not wait for them; on the
contrary, we must help towards this direction. Anyone can make a difference”. Stathis Chaikalis adds: “the group of volunteers supporting the initiative consists of people, who are working and contribute to this project in their spare time. Their ambition and plan is to have a small contribution, in order for all to see the good sides of our country”.

The Facebook page of “UP Greek Tourism” (http://www.facebook.com/UPGreekTourism) has, at the moment, over 15,000 members. This promotional campaign is also supported by the social network of Twitter (twitter.com/Up_GreekTourism). The official website is: www.upgreektourism.gr. Donations were made through the webpage: http://www.loudsauce.com/campaigns/62

5.4. Attempts-advertisements abroad on TV, regarding Greece in the age of the Memorandum

The presentation of a timely image of Greece with the help of multimedia, contrary to the daily negative references that generate fears, stereotypes and prejudices, is the goal of the cinema advertising initiative “Greece In Bloom”, by the famous Austrian director Fabian Eder. The initiative is funded by the Austrian artist, author, poet and actor Andre Heller and supported by leading Austrian figures from the world of politics and culture. The 50-minute documentary film had its world premiere on the evening of July 4th, 2012, with its broadcast in the joint program of public television of the three German-speaking countries (Austria, Germany, Switzerland), the 3SAT, while on July 10th was presented to the European Parliament, where, before its start, it was prefaced by the president of the Body, Mr. Martin Schulz. Furthermore, under the original initiative “Greece In Bloom”, there were in the printed press, both in Greece and in other countries, numerous publications (photojournalism, travel reports, feuilleton, articles).

“Where is the Money?” In this short, yet characteristic way, begins the trailer for the documentary. Fabian Eder videotaped the Greece of spring, a Greece of colors and creation, giving way to younger generation and the people next door, thus shedding some light on everyday stories behind the statistics and the newscasts’ windows. Therefore, within a very narrow period of thirty days, he chartered a sailboat and began filming a documentary devoted to Odysseus and
Achilles, hiding inside modern Greeks. In this effort Mr. Eder had along, cameraman Richi Wagner and filmmaker Andreas Handl. “We were tired and fed up with the lament for Greece and social racism against the Greeks; we were outraged by it”, says the Austrian director. “So, we decided to present the other Greece, a Greece no one pays attention to anymore, the Greece ignored by the media, both at home and abroad; no one could explain the situation better, than the voice of ordinary citizens. And we will listen closely to what the other Greece experiences, thinks and feels, being away from the political background, but never out of our thoughts”. And he concludes: “Money is not everything”.

A particular reference should be made to the personal blog of Fabian Eder, “Spring Odyssey” (http://griechenlandblueht.wordpress.com). It is a simple website that acts as a kind of journal for the whole project, with recordings being uploaded on a daily basis in three languages, German, English and Greek, with a huge community of fans now worldwide; it was created before the aforementioned film and continued to exist after the screening, in order to receive ideas and opinions.

5.5. Major production companies on the side of Greece

5.5.1. “Keep Walking” Project

Under the slogan “You’ll never walk alone”, Greece is the backbone of the new advertising campaign of the well-known whiskey production company Johnnie Walker. According to the announcement, the team of Johnnie Walker, through a purely Greek production, the “Keep Walking Project”, has decided to proceed through two videos, in a last-chance move of hope, aimed at the moral and psychological encouragement of Greeks, bringing forth the persons who will have the power to change the context, ie us! The original while moving videos lasting approximately over two minutes, with images of Athens and Thessaloniki, were created by the advertising agency “The newtones”; the videos were presented in two parts, in both the Greek television and the internet. “Keep Walking Greece” was broadcast for the first time on February 13th, 2012 and has already achieved his goal, which is to impress the thousands of troubled people.In the social media pages,
alone (Facebook, Twitter, etc.), thousands of comments have been posted, among which are some negatives.

You can keep track of the “Keep Walking Greece” project, visiting, either the relevant webpage (www.keepwalkinggreece.gr), or its Facebook page (https://www.facebook.com/JohnnieWalkerGreece).

5.5.2. “Impossible is nothing”

“Impossible is Nothing”! With this simple, laconic but also full of meaning and passion sentence, the famous sportswear company declares its full support and solidarity in our country, not only during the season of Euro 2012, but also the difficult times Greece is dealing with, due to the policies of the European and international dictatorship. The publication of the above phrase was not confined to the Greek area but also in many other countries of the world, as part of an advertising campaign promoting the products of Adidas worldwide. Throughout the ad, there is not a clear phrase or even a word that shows that is clearly referring to Greece and its people. But the element showing that the message is clearly referring to the Greek people is morphology. For those who know quite well the Greek culture and especially the history of our language, they will easily realize that the phrase is written in the characteristic ancient Greek fonts (not rounded and consisting of lines leading to and consisting of angles). The letters are written in the characteristic blue color and placed on a white background. What is striking is that this sportswear company is of German origin. We all know the feeling and the ‘love’ the Germans, have for us, so there were a lot of people, who rushed with suspicion to say, that perhaps the driving force of the advertising support of Adidas to Greece, is not the love and compassion they feel for it, but another business plan of the company, in order to raise the popularity numbers and product exports in our country.

Regarding the phrase “Impossible Is Nothing”, is a phrase -cliche, a motto chosen by Adidas, to frame and accompany, each time, the backbone of any advertising campaign launched, the photos. The specific phrase, historically speaking, was uttered for the first time by the famous African-American boxer, Muhammad Ali. In our case, we could argue that it has a double meaning. On the one hand, as an official sponsor of our representative complex in Poland, the famous
company is showing full support of the abilities of Greek team, regarding it as a worthy opponent against football teams from other countries, with many successes and long history in the football field. On the other hand, through the purely sporting sense of the phrase, one could easily discern that the company Adidas indirectly promotes to the Greeks, the message of hope, faith, will and courage to continue the hard struggle against the difficult political and economic situation that our country is going through. United as a fist Greeks, not only in Greece but throughout the entire planet, can succeed in everything, provided that there is always faith, willpower and certainly optimism, during the difficult effort to get through this economic storm that is ravaging our country and the Eurozone in general. “Nothing is impossible”, as the ad characteristically declares; something that in the past our ancient ancestors have proven to be right.

5.6. Online advertising on Facebook

An online promotional effort for Greece was created on Facebook on May 27th, 2012. Several Greek and foreign users took the initiative and uploaded in their timeline, replacing the image they already had in their profile, a picture depicting a Greek landscape. Each picture was accompanied by the following message: “This Facebook user will be going on holiday to Greece ... Because visiting Greece is the best financial support by far!” Besides the Greek landscape that dominates the photograph, the Greek element in each picture is enhanced by the depiction of the Greek flag, peeking at the top of the photo.

Amazingly, the whole thing started with the initiative of the Austrian Gunter Exel. Of course, many Greeks do not overlook the aforementioned fact, and are sending messages to him, thanking him for his initiative. If for a moment we forget the main fact, i.e., that this advertisement is aiming to the assistance to Greece, and we look deeper, we can realize that the important thing about this move, is not its goal but the intention, the motive. It is a collective effort that was clearly motivated by love, unity and mutual support among people. The creators and supporters behind this move are common, ordinary people from around the world, who have no economic or political advantage to gain. In short, the driving force behind this effort is the “good heart” of those people, who are looking beyond borders, color, religion, money,
politics, etc., having only a single thing on their minds. We all have our advantages and disadvantages, some are white and others black, some are tall and others short, some are plump and others thin. But we're all people, about six billion souled beings worldwide, with emotion and logic, with more similarities than differences; if we put our differences aside and join forces, we can achieve everything. In good times we will rejoice and celebrate with each other, while in bad times we will feel sorry, we will help and stand by each other.

Finally, in an era where everything is now electronically controlled and the social media are increasingly becoming a part of the everyday life of people, there could not be a better free advertisement of Greek beauty worldwide, with zero budget and very little effort. The campaign was a great success from the first hours of its existence and continues to gain even more ground.

5.7. Advertisements with a negative connotation for Greece

5.7.1. “The second property of Germans”

A multitude of reactions to Greeks-and not only-worldwide has been caused by the advertisement of the British conservative political magazine “The Spectator”, both on the Internet and the social media, which, in a heavily ironic tone, says: “Most Germans have in their possession and a second property. The name of it, Greece!” Moreover, the ad is accompanied by a small text at the bottom of the page, which serves to inform readers that “if anyone is interested in a free edition of ‘The Spectator’, he/ she can send the word “GREECE” in a five-digit number”. The entire ad is written in black and red font. It is striking that, while the base color is black, the creators of the poster, being very smart and elaborate, chose the red color to highlight phrases and words that wanted to draw the attention of the reader. Specifically, the words/phrases written in red are: “It's Called Greece”, “free issue”, “GREECE”, the five-digit number and, of course, the name of the paper (“The Spectator”). The phrase “It's Called Greece” is the answer to the main question and, therefore, it is placed under it. The only certainty is that it will not cause any particular interest to the British reader, to know what is the second property of German; most of them would be thinking, as everyone would, of an inanimate object and for
this reason the question was not chosen to be emphasized. Instead, the answer written in red is surprisingly referring to one country and, by extension, to its people; namely Greece, being the issue of the day, because of the difficult hours it experiences. Let's ignore for a moment the fact that the ad refers to our country, and think very well and carefully, about whether someone has the right to “mess” with the people of any country, region and continent, no matter their pros and cons, as if they were soulless beings, which can be easily obtained, played with and, in the end, tossed. If we exclude the title of the magazine, which is expected to stand out, the other words in red are promoting the free circulation of the aforementioned issue by the magazine, in order to attract as more readers as possible. But we can not leave unremarked the fact that this act is done with a heavily ironic and racist style, since, in order for someone to obtain a free issue, he/she must first send the word “GREECE” in a five-digit number, giving indirectly the impression that one can as easily obtain Greece, as he/she could gain another soulless object, like a pair of shoes in a contest of similar content.

The expected thing would be that this ad would be published in the printed press, broadcast on television, radio and, of course, uploaded on the internet. Once again, we see the smart and strategic move of advertisers, to place the ad in crowded locations in England, such as the public transport stops and, mainly, at train and underground stations across the country. This way, the number of people seeing the ad, reading it and reflect through it, will be much bigger, compared to those that will read it in a newspaper, magazine, see it on TV or even Internet. Even smarter was the choice of the magazine to be placed at the public transport stops, but especially at train and underground stations, since these two aforementioned means of transport are the first choice of the majority of British people.

This ad is part of the new advertising campaign of the magazine (it has been running for a year and a half), which, through controversial statements, intended to stir up public debate, in order for this magazine to raise its popularity and the soaring sales. “The Spectator” belongs to David and Frederick Barclay, owners also of the newspaper “Daily Telegraph”. Initiator of the advertising campaign is the company Ogilvy & Mather, which aims to highlight the 182 years of the magazine's regular strategy “to stir up causing public debate through
elegantly written comments with strong opinion”. A useful piece of
information: “The Spectator” sells 70,000 copies every week.

Unsurprisingly, the ad caused strong reactions in Greece and
generally in the internet community, where comments in several cases
were verging on the extreme! Naturally, there were also those, who,
like the journalist and blogger Ben Sutherland and users of the social
networking websites like Twitter, were commenting on how clever was
the advertising “The Spectator” thought to give Greece, mainly
highlighting the racist and arrogant attitude of the Germans towards the
Greek, as they believe that, just because they are the richest and most
powerful in the Eurozone, they can think of the rest of the countries of
the European Union as their property; especially Greece, which is
undergoing a period of economic decline. Such comments are only a
minority, as thousands of internet users—even outside Greece-rushed to
condemn the ad, calling it a “shame: and a “new unbelievable
challenge”, this time by the British magazine. A commenter in an
online forum noted, however, that neither the Germans nor the Greeks
should take seriously similar challenges, although admitting that many
of the readers of the “Bild” believe in such nonsense and “Greeks react
eventually with good reason”.

The ad caused, among others, the reaction of the Greek
ambassador to the United Kingdom, Aristides Sandis. In a letter of
protest to the magazine, the Greek ambassador expresses his “surprise
and annoyance” from the “provocative” advertising. He characterizes
the phrase of the ad “inaccurate”, “unfortunate at least” and “offensive,
as it would be for every proud and sovereign nation”. After
summarizing the sacrifices of the Greek people, Mr. Sandis notes that
these sacrifices deserve the respect of all. He furthermore accuses “The
Spectator” magazine of “extremely vague and controversial
advertising” and adds that such a deliberately provocative phrase
certainly attracts, but also violates the ethics of the press. The protest
letter ends with a request for the withdrawal of the ad, “in the name of
moral, accurate and responsible journalism”.

Complementary to this point, we would like to add that
throughout this paper, we have discovered that Greece has been
targeted many times by the foreign press. The British conservative
magazine, “The Spectator” seems jealous of the glory of infinite
vulgarity against Greece, first attempted by the German financial
newspaper “Bild” and the German version of the magazine “Focus”. If not all, most can remember the strong reaction of the political world of our country that was triggered by the cover of the magazine “Focus” portraying Aphrodite of Milos, the first time making an obscene gesture, under the title “Traitors of the Eurozone family” and the second one, as a beggar. It was the peak of offensive publications for Greece by German media. The article immediately caused the reactions of many honorable Greeks of the current political scene; a major one was that of the President of the Hellenic Parliament, Mr. Philipppos Petsalnikos, the representative of the “New Democracy” party, Mr. Panos Panagiotopoulos, the President of the “LAOS” party, Mr. Georgios Karatzaferis, and, finally, the then Mayor of Athens, Mr. Nikitas Kaklamanis. In short, the question raised by the article in the one, that the majority of German citizens thinks about, whether Greece “spends recklessly” the money of German taxpayers. The authors highlight the possible impact that the Greek crisis can have, on the euro and especially the German economy. After a cover depicting Aphrodite of Milos making an obscene gesture, then as a beggar and, last but not least, a cover depicting the Parthenon sinking, the German magazine “Focus” has proceeded to yet another challenge, demanding the replacement of Greece by Turkey in the European Union. Finally, in another “Focus” magazine gives instructions to tourists who come to our country for holidays, in case Greece exits the Eurozone during their stay. As argued by the magazine, the bankruptcy of Greece and its exit from the Eurozone are becoming more likely. The tourist coming to Greece should consider this case and take some precautions. This publication is particularly challenging, since, with an intense style of scaremongering, it effectively deters tourists from visiting Greece, thus indirectly giving a blow to one of the largest sources of income for Greece, tourism.

5.7.2. The “bitter” German beer

The Greek economic crisis is starring even in German beer commercials. A commercial for a specific brand of German beer, presents a group, consisting of Greeks and Germans, drinking beer in a beer garden in Munich, as is customary in Germany.
The commercial begins as following: The one of the Greeks of the group asks the waitress politely for a beer in Greek, saying, “One beer, please”. Then, when one of the Germans offers to pay for the new round, his Greek friends prevent him to do so, saying: “A, pa, pa (Greek for “no way!”), you’ve already paid enough (that is, you, Germans)”, and continue, saying “Now, we, Greeks, are paying”. One of the Germans openly asks the group “Now we, once more, have ‘cash’, right?” and with a loud “Gia mas” (Greek for “Cheers”) the group confirms the Greek-German friendship… And the commercial ends with the slogan “Good, better, Paulaner”.

The Greek element in this ad is intense, with the use of Greek language and characteristic phrases of Greek people as “A, pa, pa” and “Gia mas”, dominating the foreground in the dialogue. The climate that prevails in the atmosphere of the ad is rather unrealistic, as we all know the relationship existing in the first place between Greeks and Germans, due to the bloody past (wars) and completely different temperament, lifestyle, and way of thinking that characterizes these nations. During the last three years the relations have been strained, with the developments in the economy redoubling the racist, stereotypical and cataleptic attitude and behavior of the Germans toward Greeks. The Greek people are unable to put up with this attitude, thus revolting and attacking, by all means necessary, against the “social terrorism policies” they experience daily, mainly from the German people.

The element of irony is present in every phrase of the commercial. The German of the commercial, motivated by a sense of charity and enjoying economic power, is willing to pay the beer he ordered for his friends, even though we know that is not a characteristic habit of German citizens, that is, to pay for others besides themselves. At that time the “generous Greek who pays for all” reacts by exclaiming that the Germans have paid enough and that it is the turn of the Greeks to pay. Essentially, the message underlying in the specific phrases, is that for so many years the German citizens were forced to pay fiscally, for the errors of the economic policy of Greeks, who, in turn, have grown accustomed to living on borrowed money, given to them by the rest of the European Union countries. The Greeks, instead of appreciating this action of theirs, have abused in the worst way these loans, that are meant to improve their living standards and not for their personal amusement; and so now, Greeks have to return the money. The racist
element naturally does not originate from the “good and sympathetic German”, but from the Greek, who, humiliated, eels obligated to repay the debt. Of course Greeks can not pay back at once all this money, but the start would be made with some treats for a drink or meal. An important part of the ad is the phrase: “Now we, once more, have ‘cash’, right?” insinuating that the Greeks, with the Germans and other people of the European Union having given them their money, are pretending to be generous and financially comfortable, being able to spend money, not only for themselves, but also for others. The phrase “we have” refers to the saying “What’s mine, is mine and what’s yours, is mine, too”. Naturally, the German thinks of the Greeks’ money as his/ her own, as he/ she lent it. In short, it's as if the German is saying to Greeks: “What happened? After having given you OUR money, which we’ve made with effort and sweat, now you can buy us beer, with money, which essentially is our own?”

The aforementioned ad is mentioned by the German newspaper “Bild”, with the poisonous comment: “First broke, then with billions in loans, and now the laughing stock, even in commercials”, referring, of course, to Greece and the Greeks...

5.8. Instead of an epilogue

Every day there is a reference to a “European and international dictatorship”, pointing, indirectly yet clearly, to the European Union, the Troika, and the money markets, as responsible for the current situation of Greece, using Greece as an experiment lab, before implementing the austerity measures to the people of other (European) countries. This situation quickly worsened, and not just in an economic way. Every day in the foreign mass media, we witnessed all sorts of attacks against Greeks, moral and psychological ones, orchestrated by known journalists and shows, with the phrases like “lazy, partying, ungrateful Greeks” dominating the newscast and the information shows. And if that has been stressful and harsh for the Greeks living in Greece, let us imagine how the Greeks of Diaspora felt, having personally experienced verbal attacks at some point in their everyday life.

And with all of the above happening, another generation, consisting of philhellenes and Greeks of Diaspora, has decided to get
off their keyboards and get to work. They have decided to reverse the negative opinion foreigners hold for Greece; they have decided to do so with actions, and not yet another text in a magazine, newspaper, blog or any other means of social networking. From the aforementioned decision very noteworthy, creative and admirable pieces of work have emerged. For some, it took a lot of time, space and money to be realized, while for others all that was needed, was creativity, imagination and zero budgets. No one, though, can disagree when we claim that they were all made with lots of love, willpower, imagination and creativity. We, Greeks, needed the international solidarity, and we did ask for it; what we can finally say is that the response to our request was, if not huge, definitely significant and warm.

**Relevant websites:**

- **Give Greece A Chance**
  1) http://www.greeceischanging.com/
  2) http://www.ethnos.gr/article.asp?catid=22770&subid=2&pubid=63623680
  3) http://www.ekathimerini.com/4dcgi/_w_articles_wsite1_1_26/02/2012_429935
  6) http://www.fimes.gr/2012/03/give-greece-a-chance-2/
  9) http://www.epixeiro.gr/give-greece-a-chance
  10) http://www.advertising.gr/Article/3229/Give-Greece-a-chance/-
  11) http://www.athensvoice.gr/article/city-news-voices/
  12) http://idemocracygreece.blogspot.gr/2012/02/give-greece-chance.html
  13) http://www.tovima.gr/society/article/?aid=446885
  14) http://www.grreporter.info/en/give_greece_chance/6282
✓ UP Greek Tourism
  1) http://www.upgreektourism.gr/
  2) http://www.tovima.gr/media/article/?aid=450230
  3) http://www.digitallife.gr/up-greek-tourism-i-ellada-stin-times-square-51602
  4) http://www.traveltimes.gr/content/article/001/001004/3205.html
  5) http://www.lifo.gr/mag/columns/4748
  7) http://www.inews.gr/240/nea-yorki-xekinise-i-kabania-Up-Greek-Tourism.htm
  10) http://www.fimes.gr/2012/03/up-greek-tourism-kampania-elliniko-tourismo/
  11) http://www.epixeiro.gr/2614-up-greek-tourism-lr-up-greek-tourism-lr-
  12) http://mashable.com/2012/03/22/greece-economy-tourism/
  13) http://www.otherside.gr/2012/03/up-greek-tourism/
  15) http://greekislandblog.com/2012/05/up-greek-tourism-shines-in-washington-dc/

✓ Greece In Bloom
  1) http://griechenlandblueht.wordpress.com/
  2) http://www.dailymotion.com/video/xrxuol_greece-in-bloom_news
  3) http://www.neolaia.gr/2012/07/07/i-ellada-anthizei-afstriako-dokimanter-gia-ti-hora-mas/
  4) http://news.travelling.gr/
  5) http://www.athensvoice.gr/
6) http://www.griechische-botschaft.at/main.php?lg=gr&h1=1&h2=0&h3=0&nid=125
8) http://news247.gr/eidiseis/kosmos/mia_aystriakh_tainia_gia_t_hn_ellada_poy_anthizei.1840744.html
9) http://www.newsbeast.gr/entertainment/cinema/arthro/378267/i-ellada-pou-anthizei/
10) http://www.enikos.gr/international/61921,%C2%ABH_Ellada_an8izei%C2%BB_sto_enikosgr.html
12) http://www.greeknewsagenda.gr/2012/05/greece-in-bloom.html
13) http://www.ekathimerini.com/4dcgi/_w_articles_wsite6_1_29/04/2012_439870

✓ Johnnie Walker ➔ Keep Walking Project
2) http://www.citypress.gr/index.html?action=article&article=597
3) http://www.kathimerini.gr/4Dcgi/4dcgi/_w_articles_mel2_1_0

13) http://www.gazzetta.gr/liverpool/article/item/265941-you-ll-never-walk-alone

✓ Adidas ➔ Impossible Is Nothing
  2) http://www.athleticradio.gr/euro-2012/189782-kai-i-adidas-sto-pleuro-tis-elladas

✓ Facebook
  1) http://newingreece.blogspot.gr/2012/05/h-facebook.html
  2) http://www.inews.gr/152/Kabania-yper-tis-elladas-pou-saronei-sto-Facebook.htm
  3) http://www.inews.gr/152/Kabania-yper-tis-elladas-pou-saronei-sto-Facebook.htm
  4) http://hkremala.blogspot.gr/2012/05/h-facebook.html
  5) http://www.24h.gr/section/ellada/nea-kampania-uper-tis-elladas-sto-facebook
  6) http://tro-ma-ktiko.blogspot.gr/2012/05/k-facebook.html

✓ “The Spectator”
  1) http://kostasxan.blogspot.gr/2012/03/spectator.html
  2) http://www.dimokratianews.gr/
  3) http://www.nooz.gr/page.ashx?pid=9&cid=1&aid=1092735
  4) http://aienaristevein.com/
  5) http://www.protothema.gr/world/article/?aid=181472
  6) http://www.odosellinwn.com/2012/03/spectator.html
  7) http://newworldorder-wakeup.blogspot.gr/2012/03/spectator.html
  8) http://www.imerisia.gr/article.asp?catid=26516&subid=2&pubid=25899231
  9) http://www.kolivas.de/archives/31928
  10) http://www.inews.gr/25/Focus-synechizei-tis-prokliseis-kata-tis-elladas.htm
  11) http://thesecretrealtruth.blogspot.com/2012/03/spectator.html
  12) http://www.allaboutshipping.co.uk/2012/03/07/insulting-campaign-by-the-spectator-magazine-against-greece/