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## **PERCEPTION OF THE BEHAVIOUR OF REFUGEES CROWD AS PORTRAYED ON TV**

Beno Arnejčič<sup>1</sup>

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### **Abstract**

The refugee crisis calls for a deeper social analysis of the behaviour of individuals' in crowds within the framework of the new global economic crisis, which is still a crisis of individual countries, as well as a global crisis of the international community that lacks energy and has no strategy on how to equally divide food, water and other energy sources between nation states and other communities. Due to the inability of countries to ensure safety, individuals drift off into the world and find shelter in large groups of refugees, which are really only an illusion of that shelter. This article is an analysis of the media reports of the first and second wave of refugees from 09/17/2015 until 11/16/2015. I have chosen reports on the waves of refugees from news broadcasts on RTV Slovenia, Echoes ('Odmevi') and news broadcasts on commercial stations TV Planet, Planet Today ('Danes'). The goal of this article is to research media perception of individual and collective behaviour within a refugee wave in 2015 in Slovenia, and the sensitivity of the media towards the position of the individual within this crowd. The Research showed that refugees in crowd form spontaneously. The refugee crisis produces security risks and threats that create the conditions for the collective psychological factors of mass behaviour. Mass media has a strong influence on forming the anonymous, yet (after formation) uniform structure of the crowd. Individuals want to avoid danger in their life by escaping into the crowd.

Key words: crowd psychology, the media, migrants, refugees, refugee crowds, collective behaviour.

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## **Introduction**

Interest in exploring the psychology of the masses and crowds is, in general, increasing again today. We are witnessing the re-emergence and strengthening of collective behaviour within mass migration. The activity of mass migration is used by mass media, particularly those that influence our consciousness and behaviour with static and moving images (television, internet, cinema, video-technology, video-telephony and other forms of multimedia). Social and political protests are becoming increasingly more numerous and violent especially in African and Arab countries. Media presentations of a variety of crowds and their leaders affect our perception and especially our emotions. By guiding emotions, they lead and mobilize the masses to make protests in a number of African and Arab states. Although interest by public experts in the research and investigation of emotions is again growing, social sciences devote little attention to the said subject. We still do not understand sufficiently well enough the mechanisms that underlie emotional immobilisation and mass activity. The media and social networks perceive, activate, mobilise and guide the behaviour of mass migration.

In the study I have confined myself to an analysis and synthesis of perceiving the mass refugees within the two waves of refugees that took place in Slovenia during the autumn of 2015. Within this context, I became interested in the perception of the behaviour of mass refugees on one side, and the behaviour of the individual within the crowd on the other, as portrayed by selected Slovenian media during the waves of refugees. The media should promote humanity and consciousness of people in the social situation at the time of the refugee crisis.

However, there is a need for greater attention to the use of language patterns and construct's, which create the conditions for emotional mobilisation and the risky behaviour of the individual in the crowd. The aim is media perception of individual and collective behaviour within a refugee wave in 2015 in Slovenia, and the sensitivity of the media towards the position of the individual within this crowd. I used Sam Wright model of time series and level of reality. These are a qualitative approach to researching crowds, the purpose of which is to systematically show the relationship between the time and length of the mass event and its participants.

## **Theoretical Background**

Refugees move within a certain area like a large organised group. Who or what are the internal motivators of this movement, and what are their

age numbers, status and even nationality of certain individuals connected with the moving crowd? Why have they gone on such a precarious journey? How do they make progress with such strong internal energy in the shelter of the crowd, and carry on towards their goal – the Promised Land? What happens if they do not succeed along the path? What happens when they arrive at their Promised Land and realise, that although they have reached their destination, their values, whether individual or collective, are completely different and even in conflict with the values of the population of the promised lands. The behaviour of the individual as well as the behaviour of the collective is unpredictable. An analysis of collective behaviour of refugees therefore demands an in-depth interdisciplinary synthesis by part, in order to obtain the whole.

Migration and especially irregular migration are highly debated issues. Some individuals leave their countries because political, social, and economic structures fail to provide protection. It should be interesting analytical question how communities respond to migrants who seek protection and security, where migration is perceived as a source of insecurity by many in that community (Bilgic, 2013).

Studies on the perception of refugees in the media are interdisciplinary. Some focus on representation and identity, which appear in reporting on refugees. In particular, the studies dealing with the concepts of legality and illegality of migration from Africa to Europe (Baunder, Harald, 2011). Studies on the perception of refugee masses show that media are perceived in different ways. In some places it is exposed to the role of TV as a transnational media. It supports an individual's safety in the world of information and risks. This happens on one side of the fragmented area and the other in the area by linking social relationships. (Geogiu, 2013). One of the main findings of modern theories is that the behaviour of mass groups is drawn primarily from individual behaviour. If we want to understand and analyse how refugee groups function then, apart from their behavioural psychology, we have to make an in-depth analysis of the individual in the crowd. Context group forms modern behaviour of the crowd (Drury, 2014). Watching television in social groups could signify major social changes and the bridge stagnant society and the world.

A survey on the perception of the media in an individual was made in the context of the observation of samples in the media and how they affect the daily lives of individuals in North Korea. In North Korea citizens they have a limited and controlled access to the mass media. Watching South Korean TV in North Korea is not simply a means of entertainment or

escaping from reality, but also a Means of signifying social change (Hun, 2012).

### **Regarding the concept of collective behaviour within the context of the refugee crisis**

The refugee crisis of global dimensions is ever-increasing and covers a range of different research areas. After media mobilisation, refugees spontaneously form into a collectively-moving crowd, which scientists in the 1970's named 'collective behaviour'. Collective behaviour is a term explaining the different forms of behaviour in individuals and large migratory groups on a strategically global level. Within the movement there are large numbers of people interacting mutually and being influenced reciprocally.

»Collective behaviour refers to a large (it is difficult to define how large) number of interacting people, where mutual influence is more important than direct contact. Collective behaviour in a broad sense appears as panic fleeing, lynching, riots and as a race for gaining (Gahagan, 1978: 130, 131).»

Collective behaviour within the context of the refugee crisis could be defined as a panic escape from life-threatening danger. But we can also be seen as an individual's search for new opportunities for new, better life. Such refugees defined as economic migrants. Many theorists, however, in researching the phenomena of the crowd, set up theoretical models referring to Blumer, Bugess and Park. So too did Turner and Killian in their work *Collective Behaviour* (1987). Turner tried to combine the approaches of collective behaviour with those of sociology. His intention was clear: to report more realistically regarding observed mass behaviour. Often, collective behaviour was previously directed at solving a particular problem (especially Swanson, who under the influence of Park's tradition, hosted a viewing angle of the research of collective behaviour by watching the different collective perceptions of problem situations, which should lead to different types of collective behaviour) (R. E. Park & H. Elsnor, Jr., 1972: xxvii).

The interdisciplinary approach to crowd psychology was devised, above-all, by American and Canadian social psychologists. In contrast to European psychology studies, they based their knowledge of behaviour of the masses on communicational theoretical approaches. The refugee crisis calls for interdisciplinary approach and analysis. Studies examining the relationship between migrants, the mass media and a sense of belonging and safety of individuals in large and small groups. The aim of

study is aimed at finding a way how to manage feelings of belonging security and negotiate cultural and political borders (Budarick, 2015).

»There was no place for assumptions about instincts, identification, splits, alienation and other internal processes and positions in the American mentality. The American scientist described what he saw and avoided spectacular allegations (Pečjak, 1994: 184).»

American social psychologists Robert E. Park and Ernest W. Burger first used the term collective behaviour in 1921. They specifically emphasised that collective behaviour is one of the central fields of sociological research. The move was intentional. It was also the result of the desire to move away from Le Bon and others, and the psychological interpretations of mass behaviour. Regarding the phenomena of the masses, even the psychology of the masses, a lot has been said but little written in comprehensive form. The reason for this being the alleged prejudices between social and humanistic sciences. Collective psychology or psychology of the masses is an interdisciplinary science marked by the typical methodologies of experimental psychology, psychiatry and psychoanalysis on the one hand, and social sciences, sociology, social and political psychology on the other. That, which is written about crowds and moreover about the psychology of the masses, has been written in stages. Therefore, it is risky to write a comprehensive synthesis reflecting the review of the situation in this complex area, which has been dealt with by sociologists, psychologists, demographers, economists, politicians, geo-politicians, famous and unknown leaders and others.

European researchers are trying to conceptualize collective behavior collective behavior and crowd modeling. Using two approaches: mass and small group approaches. They note that neither of the two approaches can accurately stimulate the collective behaviour. That has been found and extensive empirical research on the crowd events. Researchers use computer simulation that can enable members of the plurality of identification. In the resulting insights from self-categorization theory. Through simulations and theory to explain how members of a large group share the same group identity (Templeton & Drury & Philippides, 2015). Modern theories of collective behaviour and psychology of the masses, in addition to exposing the meaning of the individual in a group, emphasise the need for a broad strategic view on crowds in terms of social circumstances. This will give us a better insight into the behaviour of the masses.



Current studies show a broader approach to the perception of collective behaviour. In order to comprehend collective behaviour it is necessary to connect social and cognitive sciences. This is crucial when analysing the behaviour of individuals and groups in connection with modern media, including social networks. (Drury, 2014)

Individual forms his own opinion on crowd behaviour, based on one's own life experiences or beliefs (even primitive) and the suggestions made by reference figures. Even opinions are made by what one sees and experiences through moving images, above all through the informative, sensational and emotional strength of the message portrayed by the media. Contemporary observation of the crowd is more focused on the observation of the behaviour of the individual. Behavioural samples arising at group level cannot be explained solely in terms of descriptions at group level but should be looked at according to the patterns of behaviour of the individuals. Each individual responds and influences others in his own unique way, resulting in heterogeneous composition of the group. It is important to also include relevant situational factors, in order to understand the behaviour samples of the crowd at any given moment (Drury, 2014: 21).

### **Refugees, defectors, immigrants, refugee crowd: relationship between concepts**

"A Refugee is a person who is outside his/her country of nationality or habitual residence, has a well-founded fear of persecution because of his/her race, religion, nationality, membership in a particular social group or political opinion; and is unable or unwilling to avail himself, herself of the protection of the country, or to return there, for fear of persecution (Fuhlhage, 2006: 114).

Migrants are persons that leave their home and country due to poor economic standards, hence the name economic migrants. We also know emigrants who emigrate abroad due to political reasons and persecution.

"Migrant is any person who lives temporarily or permanently in a country where he or she was not born and has acquired some significant social ties to this country (Unesco, 2016/1)."

These, as well as the others all become immigrants. In public discussion and in the media, we often hear the term defectors. Defectors defect because they feel threatened and this is why they are often equated with refugees in public discourse. In the analysis I followed the use of both terms. Refugees, emigrants, migrants and immigrants emerge as a

result of mass movement of population. For them we use the term migration. Migration or movement we usually define as spatial movements of citizens or migrants from an 'out-migration' to an 'in-migration' area. They therefore indicate the spatial movement of population. At the same time there is also migration between individual countries and across oceans between different continents. There is a tendency to categorize immigrants as economic migrants and evaluated as poor migrants who leads them exclusively individual interest. A migrant who is neither a refugee nor an asylum seeker may have the legal basis for regularised stay in a reception country. All migrants have rights which must be respected (Pace & Severance, 2016: 69). International migration is a territorial relocation of people between nation-states (Unesco, 2016/2)."

Migration is characterised by collective or mass behaviour, formed by a crowd. Massive displacement of population can be illegal or legal. Illegal migration is an alternative to legal migration in countries with a restrictive immigration policy (Malačič, 2000)

**The concept of a crowd of refugees deduced from the psychological definition of a crowd:**

"A crowd is a large, spontaneously-formed social formation, whose behaviour is impulsive, relatively disorganised and unpredictable. It differs from both occasional and temporary social groups of people without interaction (e.g. every day traffic jams on roads) as well as at social institutions (parties, churches, national institutions, army etc.). A crowd is an unconventional conglomeration of people not based on specific agreements, rules or norms, who are spontaneous and get organised depending on the forthcoming situation (M. Nastran Ule, 2000: 435)."

A refugee's crowd is a large, spontaneously-formed social mass with unorganised and impulsive behaviour. Pivotal elements of the mass are individuals seeking shelter from danger, and the movement of the crowd over time and place towards a common goal. An audience is a passive form of collective behaviour (Nastran Ule, 2000). Millions of people in front of TV screens, watching a sporting, entertainment or political event which is thousands of miles away from their living room armchairs, via videoconference (combination of internet, TV and video media), or crowds that accompany a euphoric football game on a huge screen, usually in the core centres of cities around the world.

Collective behaviour surreptitiously invades the private life of individuals, in the circle of his own family or intimacy, in the living room of his own

home. Study the behavior of the audience watching film notes that collectively watching a movie with quiet attention to individual creates conditions for joint activity of the audience. These conditions create collective attention and focus. This can lead to the formation of the future more comprehensive theory and phenomenology of collective spectatorship at the movies and in the media (Hanich, 2014).

An individual usually loses his individuality in a crowd. He feels and acts in line with mass impulses and mass instincts while his personality automatically adapts to the situation and the aggregate nature of the crowd. Subconscious emotions of the individual mind come to light at that time, such as irritability, suggestibility, elimination of understanding and lack of obligation or duty. Current studies on collective behavior radically explain behavior in collective activities. In this context, particular emphasis on the relationship between emotion, efficiency and different activities of collective behavior with an emphasis on normative behavior and nonnormative behavior. (Becker & Spears & Christ & Saab & Singh & Siddiqui, 2011). The refugee crisis forms the collective behaviour of refugees, in particular provoking rioting and encouraging large crowds to flee in panic to the countries of Europe. Today, the activities of the masses are managed by mass media, particularly those influencing our conscious and opinions with static and moving images (television, internet, cinema, video technology and other forms of multimedia). Social protests are becoming increasingly larger and more violent.

Methodology

### **Research Questions**

RQ1: How do selected media perceive the behaviour of the refugee crowd when making reports, during the first and second waves of refugees in Slovenia in 2015.

RQ 2: How do selected media perceive the individual within the refugee crowd, when making their reports?

### **Method and Data**

Using Wright model<sup>2</sup> (1978) of time series and level of reality 22 television broadcasts of public RTV Slovenia's programme »Echoes« (Odmevi) and 22 television broadcasts of commercial Planet TV, were

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<sup>2</sup> The model explains how crowd members create and use forms of nonverbal interactions as mechanism for coordinating and conducting collective activities. The following activities are involved: (1) Task activities, which are particular to goals or problems or problems of occasion; and (2) crowd activities, which are universal to recurrent goals or problems of any situation of collective assembly.

analysed. These are news programmes which you can watch as a publicly accessible source of information on the internet.

I caught these programmes just as the first and second wave of refugees in Slovenia was taking place, from 09/17/2015 until 11/16/2015. I derived the accurate chronology of the events as stated by the Slovenian Press Agency (STA). In doing so, I used the method of analysis of television and video recording by Sam Wright (1978). According to Sam Wright's methods, I analysed six time series in the form of refugee crowds in two refugee waves, which were in Slovenia, considering the eight different reality rates. This is a qualitative approach to researching crowds, the purpose of which is concentrated and systematically shows the relationship between the time of the events and the duration and participants.

The process of gathering, processing and interpretation of data consist of four steps:

1. Collecting and preparing documentation from publically accessible internet sources of individual TV broadcasting stations (RTV, Planet TV).
2. Elimination of individual video shows according to date criterion and the criterion of showing mass events with refugee themes.
3. Use of the documentation in the field of the subject of research and analysis.
4. Analysis of the television material based on methodological directives.

According to the methods of Sam Wright I used chronological display of mass events in refugee waves in autumn 2015 in Slovenia:

Below, six time series are shown in the formation of the refugee masses in two refugee waves, which were in Slovenia, considering the eight different levels of reality, as the aforementioned crowd analytic Sam Wright recommended. This is a qualitative approach to researching crowds, the purpose of which is to systematically show the relationship between the time and length of the mass event and its participants. The table consists of two columns: the time series of the reality and the degree of reality. It is possible to classify the mass event into six time series. Each series corresponds to the determined time rate. Each time level has its own characteristics, so that we obtain a shrunken, systematic and yet efficiently comprehensive information on such a demanding and comprehensive mass event.

Table 1: Type of situation reality: From conventional to urgent: Mass events in the refugee wave in Slovenia during autumn 2015

TIME SERIES OF REALITY	LEVELS OF REALITY
<p>1. Important at the beginning</p>	<p>1. Changes in the number of crowds or the ratio of members in the crowd</p> <p>In the summer of 2015 the media reports about the risk that the mass migration might reach Slovenia. On a national scale, Slovenia begins preparing for the arrival of refugees. The most commonly used metaphor to characterise the mass migration is 'wave of refugees'.</p> <p>09/17/2015 The first wave of refugee's hits Slovenia. A train arrives at Dobova station from Croatia carrying around 200 refugees. This is due to the closure of the Hungarian border with Serbia which caused the diversion towards Slovenia. The first wave of refugees lasts until 21st September 2015. During this period 3,600 refugees arrive in Slovenia. From this date onwards, Croatia begins sending all refugees to Slovenia.</p> <p>10/16/2015 at midnight, Hungary closes the border with Croatia. Refugees are re-routed towards Slovenia.</p> <p>10/17/2015: The second wave of refugees hit Slovenia. The country is prepared for the arrival with the newly-opened reception centres. The first is in Šentilj. Slovenia determines the key points of entry for refugees entering the country: Gruškovje, Petiškovci, Središče ob Dravi and one exit point Gornja Radgona. The second reception centre is activated in the country. The government concludes that in addition to police protection, the Slovenian army is to be deployed.</p> <p>10/19/2015: Slovenia does not permit the arrival of a train from Croatia carrying 1,800 refugees. The crowd of refugees first crosses the border on foot along the Drava River. More than 100 refugees are caught in the rain between the border crossings.</p> <p>10/20/2015: Communication between Croatian and Slovenian border authorities is interrupted. The first illegal and unannounced crossings of state borders begin in the area Rigonc, across the River Sotla.</p> <p>10/21/2015 The Slovenian National Assembly in session decides to endorse the Law on Defence, which would give the Army additional powers to protect state borders. With the implementation, complications occur due to protests by Radio Student. 12,600 refugees enter the country in one day, mostly at Šentilj and in the</p>

	<p>region of Brežice.</p> <p>The government talks of erecting fences at state borders and asks the EU for assistance in coping with the crisis.</p> <p>10/23/2015: The number of refugees exceeds 50,000.</p> <p>EU promises Slovenia help with 400 police officers.</p> <p>10/27/2015: Communication between Croatia and Slovenia is re-established. Slovenia introduces a new system of accepting refugees in agreement with Croatia. Crowds are redirected with trains and buses to other border crossings.</p> <p>10/29/2015: The number of refugees exceeds 100,000. Slovenia accepts refugees in seven reception and thirteen accommodation centres with 10,000 beds.</p> <p>11/09/2015 The Government adopts a decision to install barbed wire fences on the 80 km frontier with Croatia.</p> <p>11/11/2015 Slovenian armed forces begin installing barbed wire on the border with Croatia, which provokes tension with the Croatian border authorities.</p> <p>11/13/2015. The number of refugees exceeds 200,000. The Government assesses that the country has met the conditions to define the situation as a crisis.</p> <p>11/16/2015 The refugee crisis has dwarfed the massive terrorist attack in Paris, which has diverted the attention of world media.</p> <p>12/21/2015: 346.178 migrants have entered Slovenia from 10/16/2015 to 12/21/2015 up to 18.00hrs. The daily statistics are around 1000, the maximum in any one day being 120,000.</p> <p>01/07/2016: 1,700 refugees enter Slovenia in one day, the least during the course of the wave of refugees. The wave of refugees begins to diminish, due to striking ferry workers in Greece, from where most of the refugees arrive in Slovenia, via the Balkans.</p> <p>January 2016: Daily entries into the country are between 1,000 and 4,000 people. Among the migrants are mostly Syrians, followed by Afghans, Iraqis, Pakistanis and others. Up until 12/15/2015, 127 persons requested international protection in Slovenia. 45 applications were solved and 4 were granted.</p>
<p>2. Initiation</p>	<p>2. Levels in presentation symbols</p> <p>Crowds enter Slovenia by train. They are driven to the accommodation centres in buses.</p>

	<p>Dramatic symbolism shows massively long trails of refugees on foot, escorted by police on horseback, walking towards the reception centres.</p> <p>The barbed wire fencing has a strong symbolic message. Many older people are reminiscent of such fences in concentration camps during the 2nd World War. At the same time the fence is a strong psychological safety and protective warning, that the country can protect its citizens in risk situations such as the refugee crisis.</p> <p>The barbed wire fence separates and restricts movement of the population at the borders. The inhabitants protest as the wire divides and does not join related communities and it harms both tourisms, the economy and endangers wildlife in the area.</p> <p>In Slovenian Istria a group of individuals cut off a piece of the barbed wire and make a Christmas tree which, as a sign of protest, they place in front of the Slovenian parliament.</p>
<p>3. Midfield</p>	<p>3. Rates of mood changes</p> <p>10/20/2015 the unsatisfied crowds in the refugee centre in Brežice set fire to the marquees. The competent services act successfully and safely. Firemen extinguish the blaze.</p> <p>The public is witness to a dramatic event, where refugees cross the icy cold River Sotla, even with children. The recordings of the public show shock, fear and sympathy.</p> <p>10/20/2015. In border surveillance capabilities Slovenia includes all police efforts. The police are overwhelmed, and the government asks the EU for assistance with additional police units.</p> <p>Slovenia has a humane treatment of refugees. Humanity and kindness are noticed and reported by foreign media.</p> <p>The Slovenian Army is included in the protection of state borders.</p>
<p>4. Pause (interruption)</p>	<p>4. Relations between the exchange of symbols and returns, as well as the mood of the masses, including symbols which call for justification of new and old campaigns</p> <p>The civil initiative of students with civil legal action and social pressure prevent the amendment of the Law on Defence.</p>

	<p>The amendment of the Law on Defence and the granting of police powers to the military's actions in crisis situations are hotly debated in the Slovenian parliament. It is known, that the army can be used for border protection considering existing legislation.</p>
5. Resolution	<p>5. Symbols and symbolic processes reflect the internal state of people Internet, above all Facebook, Twitter and similar platforms have become the new age trendsetters of modern public opinion. Individuals along the borders help the refugees with food and drink. There are more and more volunteers arriving from abroad to help the refugees. The most symbolism can be inferred from language phrases, which reflect the internal state of the individual in a crowd of refugees and the audience. (see table nr.2)</p>
6. After the Resolution	<p>6. Problems involving the disturbance of original aim of the plurality of masses or subgroups of masses 10/21/2015: Refugees become aggressive in the reception centre and set fire to 25 tents; Quick intervention by police and firemen saved the lives of individuals in the panic-stricken masses. The crowd, firstly women and children, were taken away by the authorities towards the border with Austria. The reason for the incident is the cold felt by individuals, the freezing weather and overcrowded refugee centres. Due to the rapid intervention, no-one in the thousand-strong crowd was injured.</p>



	<p><b>7. Changes and definition of the conditions</b>                  After communication is re-established between Slovene and Croatian authorities and after communication between Ljubljana, Brussels and Zagreb, monitoring of the wave of refugees in both countries en route to Austria has become more agreement-controlled and coordinated.                  A significant change in the reduction of the wave of refugees was caused by striking Greek shipbuilders and the adverse weather conditions, which delayed the passage of the wave of refugees in Greece.                  Slovenia is handling the wave of refugees in an organised and planned manner. Excellent cooperation with civil society institutions is seen by media reports.</p>
	<p><b>8. The processes of adopting collective decisions</b>                  The Slovenian government has asked the EU for assistance in the form of police and financial support for the maintenance of the wave of refugees.                  Police have been joined by Slovenian armed forces in accordance with current legislation which permits the use of the military for securing state borders. It is also one of the postulates of police-military and civil-military relations within a democratic country. In a democratic state, the army is dedicated providing external security and border safety against threats which come from outside national borders, while police protect within the state borders.                  Slovenia has accepted a decision to protect movement by setting up barbed-wire fences                  11/11/2015 Slovenia begins with wire fencing along the border with Croatia.                  11/16/2015</p>

**Results**

**Media perception of the behaviour of the refugee crowd**

I discovered that both the observing TV broadcasters used different approaches in their news reports to show the most authentic behaviour of the crowd and the position of the individual as part of that crowd. The media reported at certain moments vividly and dramatically, about the role of the soldiers and police, humanitarian workers, volunteers and all who were, in the light of the state and civil society, involved in the events of the first and second wave of refugees and ensuring the safety of

peace and humanity in these events. (Statements such as: »there is great distress; the police are on the verge of capabilities; doctors and nurses are pushed to the maximum (Odmevi, 2015).»

Individual refugees generalize in their statements before TV cameras or filter their thoughts . Individual in everyday life develop and transform their experience, which arises as a result of the impression of interacting with other people. It can connect with the theoretical starting point for the administration of impressions in social interaction. In connection with this, I have taken into consideration the theoretical bases of management of impressions in social interaction<sup>3</sup>. With the help of the meta model of language<sup>4</sup>, I have chosen a better understanding of individual statements, so I'm on a new link for the primary experience. In this way, I identify or limiting beliefs are based in the real world.

The most characteristic statements-thoughts, which I compiled based on observation of 44 clips from both news programmes, are as follows:

Refugee statement	Language pattern
I don't feel anything anymore, I'm just confused.	Distortion: thought-reading, description of the person is not based on sensory functions
It's not safe to stay	Generalisation, operator inclination options: person sees no other choice.
Life in Afghanistan is dangerous	Generalised term. The claim that the language model contains an individual assessment, which is true in its own picture of the world, generalises it, saying that this also applies to others.

<sup>3</sup> Mirjana Nastran Ule (2000) referring to Goffman, defines strategies in the social game. The individual asserts the following strategies in the social game: self-modelling, mimicking someone else, commissioning, role play and decentralising the subject. (M. N Ule, 2000, 214). For further analysis, I chose mimicking someone else as another suitable concept for the observation of the behaviour of individuals in crowds. In doing so, I have gone into the language phrases as a result of mimicking and neurolinguistic programming tools (Dilts, 1989), (Grindler, Bandler, Judith De Lozier, 1980).

<sup>4</sup> Meta model language is, in neurolinguistic programming (NLP), a group of language tools for obtaining exact information, which has been lost in the process of communication. Language patterns were developed by NLP founders Richard Bandler and John Grindler through research, as a result of modelling (Dilts, 1989).

They are not all Syrians, they are still people.	Simple deletion of such linguistic example, deleting, when information about a person, object or event is released.
We want a better life in the West.	Deletion, unspecific verb: we are looking for extra information, comparison with deletion. Attention is part of the experience, where comparative references are deleted.
We have survived bombs, now we will die from the cold. We have sick children, why do we have to walk to the border? We want to go to our dream Germany. I am not satisfied with the conditions.	Dissatisfaction with the terms is a linguistic example of simple deletion. Certain information is omitted, which we can obtain by asking questions. Typical example of an irrational individual in the crowd, and an illogical question looking at the answer.
It was difficult and painful on the way.	Deleting: comparison: attention is only a part of experience, where this is an obscure reference comparison.

In their reports on the refugee waves in Slovenia, reporters of both news programmes formed the following linguistic phrases with which they influenced the conscious and the emotions of the audience in front of TV screens:

Arguments, suggestions, reporters - speakers' thoughts,	Language samples
Statements about corridors are dangerous, as they promise something that should not happen.	The first part is a generalised assessment. Part of the sentence contains verbal assessment, which is the spokesman's own personal generalised perception and does not apply to others. In the second part of the sentence is a distortion.

	This is a language sample stacked with equivalence and has a strong influence on the audience. It occurs when the spokesman wrongly equates two separate incidents or parts of the experience.
It is difficult to talk about the number of refugees, the Community is under great pressure	Generalised assessment, the truth is in the spokesman's model of the world, which is generalised, saying that it applies to others.
The wave of refugees is impossible to stop	Operative inclination is that with which the speaker generalises the assertion, and states that he sees no choice.
The numbers of refugees are dreadful	Generalised assessment. The spokesman has generalised the statement as if it applies to others. .
Conditions are becoming unmanageable	The spokesman's generalisations, which we call operative inclination, usually state that there is no other choice. With a meta query: »What would occur if conditions would become manageable« might divert attention to the desired results.
Refugees don't know where they are going.	With such a language sample, the spokesman indicates that he sees no choice. The sample is called possibility operative inclination.
Let us stop the refugee Tsunami, we have uncertain days ahead of us	The language pattern erases thoughts. The unspecific verb to stop revives the happenings in one's sensual perception and experience. At the same time the metaphor arouses one's memory of the destruction and encourages uncertainty that can cause fear.
The river of people is never-ending	Unspecific and generalised verb. The thought arouses the sensitivity, particularly the individual's visible experiences of the events, comparing people with that of a river.
We all know who is responsible	Generalised assessment, which the spokesman generalises as if it

	applies to others, even though it is a personal judgement.
Fear will be spread among people, as the police force cannot cope with intolerance.	The spokesman is unconsciously painting parts of his own thoughts. This draws attention to part of the experience and deletes the references for comparison.
The flow of refugees does not cease.	The spokesman generalises his findings and states that there is no possibility of choice. Possible operative inclination.
It's a great big mess, and now that mess is on our doorstep	A strong, hypnotically suggestive message; a figure of speech that includes a comparison. Firstly, provoking confusion and after transfers that confusion to the individuals understanding and uses a strong metaphor: our doorstep. At the same time analogue labelling is used as a strong, unconscious message.
The first refugees are already here, while chaos prevails	A suggestive sentence. The word 'while' is used in hypnosis as a weapon for synthesis – switching between different levels of perception. Strengthens the feeling of insecurity in individuals. The phrase is a so-called Milton linguistic pattern (hypnotherapeutic Milton Erikson), which is used for ensuing connection. With this suggestion, individuals unwittingly accept those connections, which are not entirely clear.

Based on the careful analysis of 44 news broadcasts on national and commercial Slovenian television, I discovered that journalists and other spokesmen reporting on the crowds using linguistic phrases detect and influence the audience on how they receive the mass. The individual models (Dilts, 1998) establish their own opinion on crowds and behaviour on the basis of what they have experienced themselves or based on beliefs (even primitive ones) and suggestive reference personalities (role models). Even due to that which one sees and experiences via moving pictures and through news programmes with

sensational and strongly emotional media reports. I have discovered some random linguistic phrases, that:

- are used by spokesmen that forward information on activity in the wave of refugees
- are used by individual refugees themselves, who have forwarded statements to the audience through selected media.

The analysis of linguistic phrases shows that the individual filters, blurs and distorts the message when transmitting to another. It is a completely natural neurolinguistic process which occurs every day in interpersonal communication, becoming however, even more pronounced when the individual is exposed to the media. This means that the interviewee, when exposed before a camera to express his/her thoughts, acts as a spokesman. I have tried to determine the sensitivity of the media towards the behavioural aspect of the crowd and of the individual. I have discovered that with the use of certain language phrases and patterns, the media create the refugee reality. By repeating certain language patterns and linguistic models as a construct, they encourage humanity and support of the fate of the people in the refugee crowd (or the sensibility of the audience) on the one hand, while on the other they delete, distort and filter the information in their reports.

**Collective or mass behaviour of refugees in the first and second wave is mostly explained by:**

1. The behaviour of the refugee masses, which depends upon the social context (Leigh, 2009). The refugee crisis produces security risks and threats that create the conditions for the collective psychological factors of mass behaviour.
2. The dynamics and unpredictability of mass movement in the refugee crisis. The crowds were often unpredictable. The unprepared state of countries and mass groups of migrants prove that crowds in certain areas are extremely volatile and dynamic in their inner structures and formations, as well as in their actions. Traditionally solid national borders were not able to endure their unpredictable strength.

**Selected media perception of the individual within the refugee crowd**

How the media perceive an individual in a crowd and how to objectively show their position, behaviour, distress and emotions, are questions that lead me to the analysis.

The behaviour of crowds is created and generated by individuals. Due to fear, individuals and their families leave their homes. Danger and

insecurity forces people to find shelter in large groups, which means a safe yet uncertain environment. Mass behaviour is generated primarily through fear in a number of individuals, who want to avoid danger in their life by escaping into the crowd.

Individuals in the group are well informed as they use latest generation smartphones. Individuals in a refugee crowd are informed rationally and uniformly. The refugee group, made up of several smaller groups, has a clear set goal (Germany and other eastern and some Scandinavian countries). Analysis of linguistic phrasing has shown that spokesmen (reporters, individuals, civil society members, etc.) by using unconscious suggestion, form and have a resulting impact on the social situation of the refugee crisis. The search for other hidden causes of collective behaviour in the refugee crisis demands for a more comprehensive, interdisciplinary analysis.

### **Discussion and Conclusion**

Recent empirical research studies on crowds have shown that group behaviour is not always irrational, emotional, destructive, spontaneously anonymous or uniform (Leigh, 2009). As the crowd gathers in open spaces their behaviour is unpredictable. The current context is also connected to social conditions, which define the dynamic behaviour of the crowd (Wijermans, 2011). Social conditions are also defined by the media, which are a means of transfer of emulation and other forms of suggestion. According to Tarde, imitation is a form of suggestion that becomes the main mechanism of social life. With this Tarde established himself as one of the pioneers of mass communication research. The work of a journalist he compares with that of a hypnotist. His motto reads: Admire yourself, and the crowd will admire you! (S. Moscovici, 1997/2: 264, 265). Society is a hypnotic environment, a place of images and liberated automatism, bathed in a sea of illusions which has been swept over by history. The most dangerous are spontaneously accepted ideas, when we act like sleepwalkers (M. Nastran Ule, 2000: 443). The crowds of refugees are a typical example of noted research findings. As analysis indicates, the refugee masses form spontaneously. A profound influence on the design is anonymous, however after formation it develops into a uniform structure, which metaphorically changes into a moving wave or river, which is directed towards the goal, report mass media. The behaviour of the masses depends on how, at any one moment, individuals feel, that make up the crowd. Moscovici (1997/1) already carefully analysed three classical representatives of psychology of crowds: Le Bon, Tarde and Freud. His theory was not developed; however, he was deeply worried throughout about the fundamental question of how to solve the paradox of crowd psychology, which is as

follows: Individuals in crowds often lower their range of intellect. Crowds are an explosive structure that one must control methodically. The refugee crowd is a typical example of noted research findings. The analysis showed that refugee groups form spontaneously. Mass media has a strong influence on the anonymous yet (after formation) uniform structure of the crowd, which, metaphorically speaking, turns into a moving wave or river, and directed towards a target (the input country). Analysis of language patterns showed that spokesmen (journalists, individuals in the crowd, civil society officials, etc.) form and influence the rest of the social situation of the refugee crisis by the use of unconscious suggestions when they speak. They do this by forming metaphors, which become anchored in the public debate on the crowds.

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