

Europeans' ACCENT

Concept Description ©

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PROFILE

From ACCENT to Europeans' ACCENT. Europeans' ACCENT is a new magazine. It builds on the association magazine ACCENT's existing target audience and audience profile. ACCENT was issued in 2003-6 to between 500 and 1000 European ACC stakeholders and members. The editorial staff of the Europeans' ACCENT is independent of the ACC's policy.

Europeans' ACCENT's editorial policy is described below.

TITLE

An **accent** is less than a dialect and much less than a language. While the dialects and languages are cultivated, politicized, and awed, accents are unnoticed, free from political strictures, and regarded inconsequential. This makes the concept of accent attractive. The target audiences' accent is not a spoken accent. It is a horizon that has been experienced by and has emerged among millions of young Europeans. The target audience is a subset of these millions.

PURPOSE

- Europeans' ACCENT is a European culture-, identity- and policy magazine. It is published in English twice a year.
- Europeans' ACCENT aims to help develop and maintain a common European public sphere and debate.
- Europeans' ACCENT intermediary, materialize and is thus part of the Second Europe, which readers are supposed to belong to.

The Second Europe is emphatically an ongoing conversation and a horizon. As a horizon and conversation, the second Europe is not confined to the political-institutional Europe. There is a lot more. It is among other things Europeans' life histories, habits, communities, consumption, aspirations and dreams in the past, present and future. It is what the Europeans are talking about when they meet in informal contexts.

If it is considered a demanded product, the Second Europe represents a business vacuum. The continued European conversation has "blue ocean" - dimensions.

In terms of sociology or demography, the Second Europe consists of generations of Europeans. They became fascinated by Europe's richness, variety and histories. Their fascination stems from formative journeys and events, and their meetings with Europe were personal:

The Council of Europe's youth initiatives have since 1949 made it possible for European students to participate in political and cultural youth events. The Council of Europe's youth centers in Strasbourg and Budapest have also hosted a large number of youth events. Today, the participants are between 18 and 79 years old.

The EU's youth programs, Erasmus and voluntary programs have significantly increased the number of young people who get the chance to learn and live together for some time with other young Europeans. ERASMUS programs alone have over the latest 25 years supported the stays of more than 1,000,000 young students abroad. Participants in the EU youth programs are between 18 and 43 years today, while ERASMUS students can be up to around 55. Central and Eastern European participants who later joined are up to 38 years old and Turks and

the former Yugoslavia's participants even less. The budgets are steadily increasing, so there are most of younger people.

You could go on with NATO, scouts, Scandinavian folk high schools, the North-South Center in Portugal, Rotary, Soros Foundation, ILO, the Soviet Bloc Youth Initiatives until 1989 and possibly many more. To a greater or lesser degree they have provided an experience of unity in diversity across Europe.

POLICY

- Europeans' ACCENT insists on the European angle, the second Europe's perspective and a European audience.
- Europeans' ACCENT offers for the very same reason stories that national media do not tell.
- Europeans' ACCENT brings the second Europe into the reader's everyday lives, and thus the reader back in the Second Europe.

AUDIENCE

Europeans' ACCENT aims primarily at Europeans aged 25-35 who are fascinated by and appreciate the Second Europe.

It is characteristic for the target group that it misses the Second Europe – understood as both horizon and dialogue, and as demographic and sociological segment.

People in the target group are typically engaged in their first job and about to establish themselves after completion of their studies. Average is slightly older in the west, a little younger in the east.

The target group has often no prospect of participating in more transnational journeys of formative kind, but they can and will soon be able to buy European experiences. And they have friends all over Europe. Many of them have jobs that have an international dimension - in business, education institutions, or political or cultural occupations.

Europeans' ACCENT's readers are accustomed to reading, and they know the visual codes. They can grasp that the forms are mixed (see editorial program).

EDITORIAL PROGRAMME

Reader roles

Europeans' ACCENT addresses the reader in at least three different roles; as (a) an interested citizen, (b) as a dreamer and (c) as a private consumer.

a) As an interested citizen the reader's approach is reflective. S/he takes the perspective of the third person and asks, in principle, "What's in it for all of us?"

b) As a dreamer (a consumer of inspiration and services) the reader's approach is also reflexive. However, the

perspective is the subjective first person horizon: "What if I was there, or did that, or ...?"

c) As a consumer in action the reader's approach to the topic is not reflexive. The horizon is the first person perspective, and the question is: "What's in it for me?" When the Europeans' ACCENT is successful in its endeavor, it delivers an immediate coverage of a personal need for pleasure (entertainment for example) or sense of identity (the Second Europe).

The editorial program must charge the reader in all roles. It poses challenges to the design, layout, flow, color coding, style, etc.

ad a) Publicist contents - the interested citizen

- **Policy:** As a biannual magazine Europeans' ACCENT will - with its publicistic contents - reflect and follow up on the period's tendencies and news.
- **Genres:** The contents will typically fall in the genres explanatory (background, follow-up, examining and possibly revealing), commentary, analysis, report, case-story, notes and letters to the editors. Day to day news is excluded, but news articles cannot be excluded entirely.
- **Layouts:** The contents come in a conservative, uniform layout. The ambition is to resemble a newspaper before the paintbox age. Black types, classic newspaper font, columns, no quote out's, though colour pictures (dogma form). The newspaper form is to signal now-it-is-serious.
- **Programme:** In each issues there must be a longer, mainly explanatory article about an important current issue. The issue can be divided in more articles and genres. Each issue must contain a comment or an analysis of the current political, European "climate". In each issues there must be set aside space for readers' letters.

ad b) Service contents - the reader as a dreamer

- **Policy:** Europeans' ACCENT will devise ways in which readers can use their belonging to the Second Europe. The readers' advantage will be possibilities in the field of continued education, career, idealistic activities and/or pleasures.
- **Genres:** Articles can come in many genres, but reviews, services (receipts, guides) and simple advertisements will be typical.
- **Layout:** all larger articles must have a tailor-made layout. Pictures, illustrations and advertisements must be of high quality.
- **Programme:**
Each issue must contain a readers' favorite receipt. It will have to have some local imprint.
Each issue must contain a review of a new tool, a possibility, a feature in cyberspace.
Each issue must contain a guideline about where is it cheapest to live, where is it easy to get a job, where can you search for jobs in the European Council, Bruxelles, whiskey-guides, where to buy the cheapest stroller, computer or camera, where the creative class is settling, where and when the larger, smaller, funnier, or most hippie international festivals are taking place, etc.

ad c) Identity- and entertainment- the reader as a consumer

- **Policy:** The entertainment and identity contents consists of stories that a mixed group of Europeans could have told each others, if for instance they were together at a dinner party. The contents will identify the target group either because anyone in the target group could be the story teller, or because the story has a consequence for everybody in the group, or because it tells a European story from a new, surprising or entertaining angle. For the reader, the contents will have to be useful as material for next time the readers take part in a dinner together with some European friends.
- **Genres:** The articles come in many genres, but they should always confirm the readers belonging to the Second Europe - historically or currently. Typically, there will be features, reports, portraits, notes, columns, quizzes and tests and etc
- **Layout:** All larger articles have tailor-made layout. Pictures and illustrations have to be "story telling", of high quality and the target groups must be able to see itself in the pictures. Pictures must take a lot of space. How-

ever, since the readers are trained readers the signal should not be easy-to-read.

- **Programme:** In each issue there must be an I/ENGO portrait. The portrait must implicitly tell the I/ENGOS European case. In each issue there must be a number of weird stories, like for instance....

FLOW

FRONTPAGE

DESIGN

IMAGE EDITORIAL PROGRAMME

FREQUENCY

Europeans' ACCENT will be issued twice a year. The goal is that the frequency will rise come time