

AMBASSADORS ON-BOARD SHIPS

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Abstract. In the globalization era, the crew on board ships is overwhelmed by cultural diversity, thus creating an intercultural environment. However, in a very ample way, this intercultural environment represents a big part of the globalization process. In this case, when we refer to the globalization process, we must not forget what it creates; migration that leads to intercultural spaces and during a sailing operation around the world, these spaces are easily created on board a ship. Of course, there are a lot of problems between the crew members that could be born due to cultural diversity, but the matter that will be discussed in this article would be rather how to prevent the problems from happening than offer a solution to them. Furthermore, a simple solution is the education of the crew before embarking on a ship, not only in safety methods in an unpredictable accident on board, but also in training them how to become ambassadors of the country they represent by promoting their own cultural icons. This matter consists of great importance, due to the fact that in the world, there are over 1.250.000 sailors out of which 34.000 come from Romania [1] These individuals represent people that could receive impact from another culture on board of a ship or bring impact to their fellow crew members, thus attracting for their country tourists or foreign investments, depending of course on the type of impact they bring; positive or negative. Furthermore, the impact that the crew members bring in honor to their country could represent a key factor to economy growth, thus the ambassador training class could be highly benefits.

Keywords: ship, culture, icon, globalization, crew, board, training, ambassador, agent, change, individual, world, international, member, society, politics, economics.

Introduction. The on-board ambassador concept

The fact that the crew on board ships is overwhelmed by cultural diversity creates sometimes conflicts or negative impacts among the crew in connection to a nation. The whole concept of being an ambassador of ones' own country on board a sailing operation is very similar to being an ambassador on land. Globalization inevitably brings with it agents of change that will make the world a better place to live in. However, nobody knows the exact domain of activity these agents will arise from, so the whole process is dependent on a probability algorithm.

The probability of impact

As the idea of a 21st century, "an ambassador, according to the Diplomat's Dictionary, is a diplomatic agent of the highest rank, accredited to a foreign sovereign or international organization as the resident representative of his own government (...) for millennia, leaders of one empire or nation have sent representatives to convey and receive information from leaders of other political entities. Whether called agents, orators, negotiators, messengers, or ambassadors, they were important instruments in the conduct of business between states." [6]. Furthermore, an ambassador plays the role of an efficient agent in every environment, not only on land.

In a hypothetical situation, let's select a very small percentage of the number of sailors in the world, like 0.1%. In the hypothetical situation that 0.1% of these individuals will chase opportunities which will lead them to leadership positions, from ownership of a small business which will grant them the power of decision in the recruitment of workforce or investment to European Parliament positions, which will grant them the power of making decisions regarding laws around the world, we are looking at 1250 people in these leadership positions.

The percentage of these agents of change could have a higher or a lower value than in the stated example. In case of a good ambassadorship of a country, the eventual future agent of change will receive a positive impact regarding that country, thus the probability of impact refers to the situation in which the individual will have the power of making decisions of investments or recommendations regarding a country, he or she will state the country from which the good impact was received as a positive reference, therefore, giving it a higher possibility of growing in economic or social ranks in the international environment.

Selling, Overselling and Underselling Culture

The most relevant way for an ambassador to promote his country has to be precise. The ambassador first has to avoid certain aspects - he must avoid underselling "[to advertise with restraint; understate the merits of (something)]". [2] By not underselling, I mean not underselling the country he or she represents - not focusing on the political or economic problems, or local conflicts. Of course, certain

problems can not be avoided, especially if they are of national security manner (state of war, civil wars, revolution state, etc.).

On the other hand, the ambassadors must not oversell "[to make extreme claims for something or someone]" [3] the represented country thus, by exaggerating the qualities of their country, they could create a stereotype that the people that they represent are self-centered individuals who consider themselves above the others and will have a hard time accepting other cultures, or making compromises in adapting to changes. Creating such stereotype about a country could lead to the image of a state with a lack of flexibility and that type of country is something the high organizations that manipulate the globalization process, tend to avoid.

The best way for an ambassador to behave among the foreign crew on board a ship is, of course, "to sell his country". Figuratively speaking, the best way to do that is minimizing what is written in a history book, where the focus is on the glorious events which tend to be described as blood baths, such as the winning or losing military wars.

Nowadays, due to globalization and democracy, military wars are limited and economic, social and cultural wars are rising. "Democracy encourages (a possible conflict) self-promotion and affirmation of the self regarding persons from ethno-cultural communities and tends towards contemporary multiculturalization of societies." [4] However, the possible conflict can be avoided by focusing on the "selling of a culture" using cultural icons. "Cultural icons are persons or things widely regarded as the most compelling representative symbol of the beliefs, values, and lifestyles of a culture" [5]. Globalizing cultural icons will make the agents of change learn about the true value of a nation. For example, masses of individuals around the world know about Coca-Cola, McDonalds, Bruce Lee, Ferrari, Eifel Tower, pizza, etc.

These are cultural icons that are spread worldwide and have given people the satisfaction of a need of culture, entertainment or taste. However, a lot of local cultural icons are hidden in every country that the world is not aware of, but it has them around every day, icons like the Romanian Petriche Poenaru - the inventor of the pen; or the Slovak, Ján Bahýľ - the inventor of the helicopter; or the Ukrainian Nikolai Pylchykov - the inventor of solar energy, or the Bulgarian's Yasen Yordanov part in the inventing air-bags for vehicles, or the Serbian Voja Antonic - the inventor of the alarm system, etc.

These East-European countries, from which the examples were stated, are a small part of the world's still unknown places full of cultural heritage, that actually offered valuable assets to the world but don't find themselves in the common knowledge of the average modern individual, thus if everyone focused a little bit more energy in their ambassador skills, this situation would change.

Conclusions

By training the members of the crew in being good ambassadors, not only it would contribute to a better future of the countries they represent, but also would make the journey more pleasant and peaceful. An individual that possesses enough knowledge about his or her own culture, icons, principles and values and respects boundaries and the agents around him or her, is a valuable asset for a crew. In conclusion, the idea of educating the members of the crew how to sell their country using cultural icons could be highly benefic for both the voyage and the future of a globalized world.

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