

**“It Is a Challenge to Deal with People Like That”.
Boundaries within the Cross-Border Cooperation**

Petar Petrov

(Summary)

The difficulties in the joined actions of Bulgarian and Turkish partners on projects within the Trans-border Cooperation Program are the result of the influence of framework factors, rather than being due to cultural differences. Asymmetries, mainly economic in nature, influence the aptitudes and actions of both sides. In the prolonged situation of limited financial resources for the Bulgarian side, the projects turn to be of a key importance for it. Thus the Bulgarian partners try to perform their tasks strictly according to the requirements of EU. At the same time, for the Turkish partners the projects seem to be less attractive and thus failing to create motivation for adhering to the formal rules as well as for the timely fulfillment of the engagements which they have undertaken. In order to cope with the problems in their current and future projects, the Bulgarian actors, using experience and knowledge from previous projects, apply action oriented strategies including creation of generalized images of the Turkish partners together with narratives about meetings and conflicts with them.

Keywords: intercultural communication; images of the other; behavioral strategies; Europeanization

Petar Petrov

Institute of Ethnology and Folklore Studies

with Ethnographic Museum

Moskovska 6A

Sofia 1000, BULGARIA

petar.petrov@iefem.bas.bg