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Dear readers,

The public has almost become a kind of used to the expectation that *Horizonti* scientific journal with its every new edition, to trace a new pathway towards its further establishment on the international educational and scientific-research areas.

In its pronounced strive to achieve an increased level of quality, the *Horizonti* that we know from before has been transformed and now it is coming out as two separate issues of the same brand name, but with an improved recognizability and an increased particularity in terms of the scientific-research contents it brings.

Starting with this issue onwards, the educational, scientific and research horizons are going to spread over two groups of scientific areas, one dedicated to mathematics and basic natural science, technical, technological, biotechnical and medical sciences, and the other dedicated to the social studies and humanities. This new classification is made with a single aim driven by the motivation of attributing the journal an increased degree of focus on the scientific thought.

One more significant moment that signified our determination to transform the existing journal and to divide it into two, equally important new series, has been detected in our aspiration to obtain scientific-research contents that would greatly influence the current social processes on local and international level, and generally speaking, would turn out to represent a powerful tool in the complex processes of internationalization and integration within the European academic milieu. We strongly believe that this can only be achieved through particular and focused targeting and correspondent treatment of challenges outlined in the specific and narrowly specialized scientific journals. By ‘splitting up’ *Horizonti* into two editions dealing with similar, related scientific fields, our hope is to realize this objective.

It is important to stress that, *Horizonti* will, for the coming period, just as it did previously, continue respecting the principles of scientific impartiality and editorial justness, and will be committed to stimulating the young researchers in particular, to select *Horizonti* as a place to publish the results of their contemporary scientific and research work. Also there is an emphasized need for those who, by means of publishing This is also in line with the need to provide place incorporated within the publishing activity for
all those who through publishing their papers in international scientific journals, such as the two new series of our University *Horizonti*, view their future career development in the realm of professorship and scientific-research profession.

The internationalization of our *Horizonti* journal is not to be taken as the further most accomplishment of our University publishing activity. Just as the scientific thought does not approve of limitations or exhaustive achievements, so is every newly registered success of the *Horizonti* editions going to give rise to new “appetites” for further objectives to reach. In this context, for the very first time papers published in *Horizonti*, from this issue onwards, will become accessible to the broader scientific public through the EBSCO database.

Taken from the aspect of quality gradation, it is well justified if we announce the publishing of the international scientific journal *Horizonti* with a significant quantifier – journal with impact factor. This initiative of “St. Kliment Ohridski” University – Bitola is given a substantial place in the future undertakings outlined in the plan for increasing the overall quality of organization and functioning of the University.

Last, but not the least, as we have made public our future steps, we would like to express our sincere appreciation for the active part you all took in the process of designing, creating, final shaping and publishing the scientific journal. Finally, it is with your support that *Horizonti* is on its way to attain its deserved, recognizable place where creative, innovative and intellectually autonomous scientific reflections and potentials will be granted affirmation, as well as an opportunity for a successful establishment in the global area of knowledge and science.

*Sincerely,*

*The editing board*
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PRODUCT POLITICS IN INTERNATIONAL MARKETING

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ABSTRACT

In some access the entire attention of management itself is focused on product, and he was discharged from consideration what it says Jovic that there is not an indispensable product manufacturer nor irreplaceable. This is of particular importance in international operations as sustainable attractiveness of the product of the modern market is not derived solely from himself, but needs and enhanced synergistic combination of all four instruments of the marketing mix. There is a perception that the product is the heart of marketing. It has a central place, but not always crucial place in defining the international marketing program. Each component has its importance in meeting the needs of consumers. After purchasing a product composed, despite his performance, decisions and expectations of the consumer if the product shall be purchased.

Key words: product, strategy, market, policy.

INTRODUCTION

Product is central to marketing. If the company wants the product to achieve greater exchange value market, it need to has reasonable use value. This can be achieved if with market oriented policy of the product. This means that the product should satisfy consumer needs and to
match the purchasing power of consumers and users. Hence, Vezjak\textsuperscript{2}, recommends the following policy of product:
- Conception and implementation strategy of the product (product selection, product variety, product innovation in terms of its differentiation, diversification, elimination of product);
- Establishing a market acceptable and economically justifiable use value (originality, functionality, aesthetics, economy);
- Shaping adequate external appearance of the product (design, packaging, trade mark label);
- Develop product strategy chosen product;
- Planning sale and post-sale services;
- Respect the factors that influence inside the company (technological – technical potential, depending on the production of import of technology, investment equipment, reproduction material).

Namely it is complex work. There marketing if the product is not varificated market. Product for the domestic auto market can not be used for foreign market due to differences in economic, cultural and social environment that exist in various countries, especially in the case of goods consumption. For investment products, which in certain cases standardized can not speak for the automatic transfer of the foreign market. However, it should be born in mind that when the product will grow into a multinational product, creates relocation of production to foreign national economy, hence the need to run a separate policy product that there are other dimensions and use other strategies.

International politics of the product is quite complex and it involves only the choice of product (or its deepening relationship permanent – new products) but also includes product characteristics (visible and invisible) and defining the relationship between product and other elements of marketing mix.

According to Jovic,\textsuperscript{3} the international politics of the product include the following decisions:
- Defining the international line of product - product mix (product group with similar characteristics or intended for the same category of consumers);
- Determination of standard products (aimed at all international markets) or the acceptance policy of adjusting the individual special needs (according to national market segments);

\textsuperscript{3} Jovic Mile: “Medzunarodni marketing”, Institut Ekonomskih nauka, Beograd, 1997, page 434
- Supporting existing products or product line, assuming for their suitability in meeting the needs of consumers (with more or less degree of deviation);
- Doing a policy of a brand of product;
- Identification of opportunities for new products and their development in various modalities (independently, in cooperation, investments in strategic alliances);
- Packaging;
- Labelling;
- Testing of the product.

In practice there are cases the firm to determine only the target market that will sell your product with little or no modifications (eg, exclusive products, top sports equipment, precision measuring instruments). Many companies have product lines (consumer goods) for any market - global products, regional products or purely local products (eg. shampoos, beverages, household equipment). Namely, it is about developing a product for a market that was later introduced to other markets.

One of the important decisions in international marketing of the product is the degree of standardization and modification or customization of product according to the specified market segment. Traditional supporters of the concept of marketing believe that consumers are different, and marketing program will be effective only if applied separately for each target group. This should be especially practiced in foreign markets where economic, political and cultural conditions are very different.

According to Kotler\footnote{Kotler Philip, “Upravljanje marketingom”, Informator, Zagreb, 1994, strana 527} multinationals confuses excessive adaptation.

This is exemplified by the Corporation Gillette. Namely, Gillette sells more than 800 products in over 200 countries. Corporation in different countries use different names (marks) for the same products. Gillette’s shampoo "Silkience" in France called Soyance, and in Italy Sientel, and in Germany Silence. Each regional director of the Gillette Company proposes changes messages considers that it would increase sales.

Levitt\footnote{Theodore Levitt, “Thr globalization of markets”, Harvard Business review, 1983} of Harvard wrote for global standardization. "The world is becoming a common market where people, regardless of where they live for the same product and same route of administration. Global companies must forget differences between countries and cultures, and instead must concentrate on meeting the universal preference. Levitt believes that new communications and transportation technologies will
homogeneous world market. People around the world basically want the sometimes - items that make life easier and thus increase the free time and purchasing power.

Traditional multinational companies are turning to the differences between specific markets. They take care to small differences in preferences and produce adaptive array products. The result is an adaptation and higher prices for consumers. In contrast, global corporations to sell to all consumers the same products in the same way. Attention should be directed to the similarities of the worldwide market and aggressively seek a worldwide reasonable to impose adequate standardized products and services. These world marketers thus with internationalization will achieve significant savings through standardization of product, distribution, marketing and management. The result will be offering high quality at low prices and greater value for the consumer. Some companies have successfully introduced the world market products: Coca-Cola, McDonalds, Walkman Sony etc. When the company wants to introduce a product in any country, it must consider all possible elements of adaptation and to determine which ones have made, provided bigger profit expense. The elements of adaptation include the addition of product features and other components of the marketing mix. It is necessary to note that some countries require adaptation, regardless of the desire of the company. For example, the French do not allow to use children in advertisements. Germans forbid the use of the term Best (best), which would describe the product.

In developing the policy of product in terms of national marketing strategy, using different approaches: selection (product selection), modification (preparation of variants), differentiation, diversification or elimination of products suitable for each market or group of markets. In terms of global marketing strategy, product policy starts from the central issue: how best to meet customers' needs? Blind application of strategy and policy of standardization or customization can lead to not optimal results and because global corporations have a flexible approach where exercised better economy. (Figure1)

Relationship between standardization and differential policy of marketing program.
Complete differentiation of all elements of marketing mix → Differentiation of the key elements of marketing mix

Standardization of certain instruments of marketing mix, differentiation of other → Standardization of key elements

Full standardization of marketing mix


LITERATURE

STRATEGIC MANAGEMENT IN THE SMALL AND MEDIUM-SIZED BUSINESS ORGANIZATION IN REPUBLIC OF MACEDONIA

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ABSTRACT

In order to determine how much in the business reality of small and medium-sized business organizations in Macedonia apply theoretical knowledge of strategic management that is available in world literature, and which elements should be applied, improved or upgraded to establish a model for strategic management that would relieve application of strategic management, a research was conducted between:

- professionals, consultants and experts in the field of strategic management that have practical experience working with business organizations in Republic of Macedonia
- small and medium-sized business organizations in Pelagonia Region of Republic of Macedonia

The results obtained by the research are presented in this paper.

Key words: strategic management, small and medium-sized business organizations.

INTRODUCTION

The managers from the business circles, no matter if it is about small, medium-sized or big business organizations, are very often preoccupied with
current tasks, and in that way, faced with everyday problems, they lose from their sight their priorities and final goals. For that reason, it is necessary to practice strategic management and to prepare a strategic plan in a form of written document which would be able to serve as a review, available to the manager at any time in order to remind himself/herself, to check, to correct, to upgrade, simply to apply it as a leading star to his/her final targets. If somebody makes a review about the knowledge and the facilities which are related to the strategic planning, and which can be found in the literature and the observations of the experts and the consultants who work in the small, medium-sized and big business organizations in Republic of Macedonia, it can be concluded that small number of business organizations pay attention to the strategic management. It leads to the necessity of more detailed analysis of this problem. Here arises the need for research of the capacities of the small and middle-sized business organizations for strategic management of the companies and the research and use of the experience of the big business organizations in order to determine how much the companies in Republic of Macedonia apply theoretical knowledge about strategic management while developing strategic development plans, and based on that there should be a model developed according to the contemporary experience and applicable in the context of the situation in Republic of Macedonia.

The world literature in its service has huge number of books related to Strategic Management, which gives clear ideas and understanding of those issues, but integrative perspective is still missing, which should be related to strategic management in Macedonian context, with aim to get clearer picture of the strategic management conditions in Republic of Macedonia.

The literature which is available to our managers in Macedonian and in English, and can be found in the university or national libraries, is written by the following authors: Jolevski (1997, 2004); Shuklev and Drakulevski (2001); Kralev (2001); Petkovski and Pelivanova (2009); Stamenkovski (2006); Barnett and Wilsted (1989); David (1991); Hitt, Ireland and Hoskisson (2001). Compared to all the literature that exists in this area, and which is published and available in the world, it can be noticed that the literature which is available to our managers is limited and published earlier, so it does not always offer the newest knowledge, and the number of books in Macedonian is smaller than the number of books in English. The world well-known distinguished authors from the field of strategic management are not usually translated into Macedonian language.

The faculties’ libraries which have newest titles are available only for the students and they are not available for others, e.g. the managers of the business organizations.
The sublimation of the theory in this paper should gather at one place the knowledge of strategic management which can be useful for the managers in Republic of Macedonia, and to integrate it in a model which is going to be proposed to business organizations.

**RESEARCH METHODOLOGY**

During the formulation and presentation of the results of the research, an adequate combination of numerous scientific methods is used: system analysis, comparative method, method of polls and interviews, analyzing contents, testing, modeling method, and statistical methods applied for the data analysis. In this research project a combined qualitative and quantitative empirical research method are applied.

Instruments: Questionnaires, Protocol for conducting interviews, Protocol for content analysis, Check lists, Tests

Test subjects: Professionals from the field of strategic management, experts, and consultants; Business leaders, top-managers and members of management teams of 30 successful organizations in Pelagonia region.
RESULTS AND THEIR ANALYSIS

From the analysis of the theory, it can be concluded that there are different approaches, models and schools which access the strategic management from different aspects and experiences (Porter, 1985; Smith et al., 1988; Ansoff, 1989; David, 1991; Stahl & Grigsby, 1992; Fogg, 1994; Hussey, 1994; Jeffrey & St. John, 1994; Morrison & Wilson, 1996; Hunger & Wheelen, 1996; Hiatt, 1999; Bradford & Duncan, 2000; Hitt et al., 2001; Shuklev and Drakulevski, 2001; Winter, 2002; Jolevski, 2004; Mintzberg, Olstrand and Lampel, 2004; Dess et al., 2004; Chan Kim & Mauborgne, 2005; McNamara, 2010; Olsen, 2010).

After executing theoretical sublimation, based on all accessible knowledge, a model for strategic management of small and medium-sized
business organizations in Republic of Macedonia was proposed and it was shown with the Algorithm of model of strategic management, and it is consisted of three proposed models, elaborated in a more detailed way for each of the phases of strategic managing:

- Proposed model for formulating a development strategy
- Proposed model for implementing a development strategy
- Proposed model for evaluating a development strategy

These proposed models are a theoretical sublimation of everything that is known and available in the literature, they can be accepted and they can correspond to larger number of small and medium-sized business organizations in Republic of Macedonia (based on the conditions and factors present in Republic of Macedonia – development of industry, gross domestic product, availability to get loans, rate interests, and all other external conditions and factors, which show that when talking about Macedonian business organizations, it is not about leading world companies, but about companies which are developing or companies which are surviving).
During all the phases of implementation of the strategic management, the current managers realize the importance of communication, because without communication, it is impossible to develop and realize a successful strategy for development.
The proposed model for strategic management, which consists of three models developed into phases, has flexibility and gives a possibility for options, depending on the differences of each business organization or each type of organization, so that they can develop a different model for strategic management.
With the proposed Algorithm of the model for strategic management and based on the elements of these models i.e. phases, a theoretical frame was developed for creating the necessary instruments of the empirical research. In that way were created the questions from the instruments for research of the representation of these elements in everyday practice of strategic management in business organizations in Republic of Macedonia, through which the conclusion is made whether the organizations bring strategies for development at all, whether they bring them in a classical way, or there is an innovative way.

Through the research I 2 and I 3 of the strategic management in the business organizations in Republic of Macedonia, the professionals – experts and consultants have expressed their experience and knowledge for the strategic management of those organizations that were their direct business contacts.

From the implemented interviews and focus group 1, there was a conclusion that from the very beginning of the formation of the business organizations, they do not pay enough attention to the strategic management. The biggest number of entrepreneurs who start their business do not have the necessary theoretical knowledge for strategic management, and from the
start it causes incompetency in planning, and confusion while determining the short-term, middle-term and long-term goals.

Business plans for the new businesses are usually made by consultants, with little or no inclusion of the people who actually start the business, which does not have positive effect on the developing vision for development of the organization, and for development of the competencies of the future owners and managers for strategic management of the business organizations.

In relation to the managing of business in the current business organizations, the experts and the consultants concluded that the biggest part of the top managers are not competent enough, and that they do not have relevant knowledge for strategic management. The most common problems for the business organizations during their strategic planning are the lack of management education, the burdens of everyday current problems and activities of the business organizations, insufficient readiness of the owners of the small business organizations to include their employees in the process of strategic management.

These facts and conclusions are confirmed by the research implied among the managers in the small and medium-sized business organizations. (I 4 and I 5)

The conclusions were used in the process of proving the hypotheses, and by doing so, the proposed model “Model for strategic management of the small and medium-sized business organizations in Republic of Macedonia” was confirmed, depending on the applicability and usefulness of it in practice. The basic role of the model is to develop the capability of the managers and the organization in general to think with flexibility and to learn the process of strategic management, as well as to create strategy for development, depending on the degree of development, the life cycle of the organization, the availability of the resources, specificity of the environment. The conducted testing of the Model was aimed to check and revise whether the current managers of the small and medium-sized business organizations can apply the model independently, whether they need any help and adequate professional improvement, or they need experts’ help and support from internal or external professionals. The testing of the pilot model was performed in successful small and medium-sized business organizations in Republic of Macedonia.
CONCLUSION

Whilst there is emphasized attention devoted to the role and importance of the Strategic Management in the world, in our country it is infrequent and incidental. Only the big successful business organizations in Republic of Macedonia pay the deserved attention to the Strategic Management, and those are usually companies with foreign capital, and the condition is discouraging and worrying in the sphere of the small and medium-size business. It is a result of insufficient education of the current managers’ staff in the small and medium-sized business and the lack of a model which would be used to make the process simpler and to make it more systematic, so it could be helpful in that context. To solve these problems, as a result of the whole research, a Model for Strategic Management of small and medium-sized business organizations was offered, and its aim is to exceed the identified weaknesses in this sphere.

Based on the results of the implemented testing of the Model for Strategic Management of the small and medium-sized business organizations in Republic of Macedonia, it can be concluded that:

- The Model is adequate for application in the small and medium-sized business organizations.
- The Model is simple for use and it can be implemented by the business organizations, without any consultative help from an external expert.
- Because of the preoccupation with everyday tasks and facing the everyday problems, the organization looses from its sight the priorities and the final goals, so, is necessary for the managers’ team to maintain devotion for consistent implementation of the Model, so that the Model can give the expected results.
- Even though the Model is simple, the managers’ teams of the organizations need professional consultative help while applying the Model.
- As a result of current activities and obligations, the readiness for implementation of the Model in the organization is bigger during the period when there is not seasonal work or seasonal activities.
- As help for implementation of the Model, because of the small number of employees, who can not neglect their current tasks over the activities connected with the implementation of the Model.
- Organizational structure of the medium-sized business organizations provides simpler and more consisted application of the Model, unlike that of the small business organizations.

In order to exceed the identified problems, the following measures are recommended:
• Implementation of mandatory training for improvement of the current managers of the small and medium-sized business organizations (organized by some organizations and associations for supporting the entrepreneurship and empowering the business sector).

• Implementation of mandatory management education for the people who get the managers’ positions in the small and medium-sized business organizations.

• Giving support to the small and medium-sized organizations in the form of professional and consultative help for Strategic Management, from associations, foundations and agencies for support of the entrepreneurship and business sector (APPRM, Chamber of Commerce)

• Giving support of the small and medium-sized organizations in a form of professional and consultative help for Strategic Management by consultant companies.

• Scientific thought in Republic of Macedonia to pay more attention to the continual research of this occurrence and giving specific solutions for improvement of the practice of the Strategic Management from the side of the current managers.

• The Universities to create programs for Management education of the current owners and managers of the small and medium-sized business organizations in the field of Strategic Management.

• The Universities to execute revision of the current programs for Strategic Management for graduate studies in Management and to create effective programs which would be prepared by the future managers for successful application of the Strategic Management in the business practice.

In order to apply the Model in practice, it is necessary to have devotion and consistency in executing all the phases of the Strategic Management. The Model offers the small and medium-sized organizations its application even without consultants’ help, which is more useful for every organization, because the money which would be used for a consultant, could be used for education and support of the employees, and they would be able to improve their knowledge in the field of Strategic Management.
REFERENCES


IMPORTANTANCE AND ROLE OF FAMILY BUSINESS AND THEIR CONTRIBUTION TO ECONOMIK DEVELOPMENT OF RM

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ABSTRACT

Each country applies different principles and strategies to encourage the development of family businesses. The main characteristic of developed countries in last a few decades, is the systematic development of institutions and instruments to support entrepreneurship and development of SMEs and family businesses. Created more funds and banks specialized in lending to family businesses per beneficial conditions for the purpose of developing projects and ongoing development activities and structural adjustment program of family businesses.

Legislation and creating an appropriate economic environment is particularly important, especially in dynamic and unstable environment. Such a legal-political and economic environment should be clear, simple and effective.

Key words: family business, entrepreneurial, economic development

INTRODUCTON

7 review scientific paper
Micro, small and medium enterprises are the most important generator of employment in industry in the Republic of Macedonia. They cover 80% of total employees. The analysis of the main indicators of industry size, showing that micro, small and medium enterprises participate with 99.3% of the total number of the firms, produce 41% of total production and 40.6% of total revenues. They possess 53% of total assets and 42.8% of total capital in the industry.

According to information from central register of the Republic of Macedonia, in 2010, about 95.7% of active enterprises belong to small and medium enterprises, and most of them are family business. They employ 78.4% of the total number of employees and participate with 54.3% in gross domestic product (GDP) of the Republic of Macedonia.

In terms of existing policies and measures, Macedonia is ranked well than most members of the EU area. In most areas, the Macedonian business climate has improved significantly in 2009 compared with 2008. Index for 2009 compared with the ranking in 2008 for total initiatives of doing business is 89.9%.

In Macedonia, exist a positive climate in terms of entrepreneurship. Almost, every second respondent believes that there are good opportunities for starting up a business, only 35% believe that fear of failure, would prevent them from starting the business, 80% believe that entrepreneurship is a good career choice and 66% that the media attach due attention to entrepreneurship.

However, even for a half of the entrepreneurs in Macedonia, entrepreneurship is a necessity, and for the other half it is an opportunity. It is considered that as the country will develop, so will reduce the number of entrepreneurs driven by necessity, at the expense of entrepreneurs driven by opportunity.

ENTREPRENEURSHIP AND FAMILY BUSINESS IN RM

The priority of developing entrepreneurship in Macedonia, as potentially and major driving force of the future overall development of the state, is given after 1991, after its independence. At that time, all plans of long-term economic development of the country was put emphasis on the role and importance of the development of the entrepreneurship. Of course, in such a way of projecting the future overall development of the economy in Macedonia, establishment of the family businesses takes place as an

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8 Statistical office of Republic of Macedonia
9 Progress in the implementation of the European character for Small Enterprises in the Western Balkans
10 New Business Development center UKIM, Skopje and GEM Macedonia
important factor in improving economic picture and the possibility of reducing unemployment in the country.

At the start of the transformation of economic system in the Republic of Macedonia, has produced a number of problems and time delay. As a result of inappropriate credit, custom and tax policy, and also nonexistence of adequate institutional infrastructure to support entrepreneurship and development of family businesses, the economy policy in Macedonia at the start did not give the expected results.

The establishment of family businesses in Macedonia was noted very long time ago. At the end of XVIII and early XIX century, starts the intensive development of private property which was mostly aimed at opening craft and trade shops. These family businesses succeed to take place in contemporary economic conditions and to develop businesses that are transmitted to the next generation. At same time European industrialization in Macedonia was noted modest beginnings of industrialization, as small plants.

This expansion of private initiative and development of family businesses lasted until the Second World War, after which in Republic of Macedonia comes to change of the economic regulation from capitalist in to socialist, where much of contemporary economic subjects had changed from private ownership in to social enterprises owned by the state.

However, despite strict regulations regarding private property in the period after the Second World War until independence, was left to the operation of craft shops in private ownership, which continued the tradition of some family business, naturally adapted to the conditions characteristic for that period.

After the independence of the Republic of Macedonia from 1991, noticed an explosion in the development of entrepreneurship and creation of family businesses.

Knowing the importance of development of family businesses, and taking in mind the above information, the state must adjust the legislation and open funds with easier access to finance, in order to facilitate ability for financing initial business and potential investors.

Having in mind the importance of the development of family businesses, small and medium enterprises, the Republic of Macedonia has long-term strategy for development of small businesses in the period 2002-2012 year. The program is based on actions taken on the approximation of the state towards Euro-Atlantic integration, industrial policy 2009-2020, program for development of entrepreneurship, competition and innovation small and medium enterprises and etc.
In the last years, the government of the Republic of Macedonia has taken steps to promote the export policy. The main activity was the launch of the short-term credits to support export of SMEs, supported by the Macedonian Bank for Reconstruction and Development and implemented by commercial banks.

With the help of funds from foreign governments in Macedonia a growing number of business incubators are formed. They have a significant contribution in helping to start new businesses, all under the encouragement of entrepreneurship in Macedonia.

There are different models of business incubators in the world and they are developed according to local conditions. They must be a part of a wider program of development in all spheres of economic change. This applies particularly to countries in transition, where incubators are shown as efficient in the broader development programs for small businesses. The concept of Business Innovation Center is promoted from European Commission as an instrument for regional development. The purpose of such centers is generating new innovative businesses. The basic mission of business incubators is:

- Support for development of own business, and thus staying of the young in the country and preventing "brain drain";
- Creation of well-qualified young professionals, who in the long term can create completely new core in the economy;
- Creating conditions for results commercialization of scientific research work etc...

They are the basis for support as small and medium enterprises and family businesses. The newly established small enterprises and family businesses are innovative, based on high-tech achievements, using new materials and processing technologies, which allows a multidisciplinary approach, and pave his way to success and development. The goal is in the initial stages of development of family businesses. The incubator practically facilitates the pressure of costs, such as rental space, bookkeeping services, administrative and legal assistance, additional training for conducting business, etc.

The incubator, in the long term will become a nursery for the development of innovative and competitive family businesses, which will be able to compete in the world, and thus also they will become a major link in the development of the economy in general.

Despite the consensus for the importance of entrepreneurship and development of family businesses, in the recent period, were not made

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11 Progress in the implementation of the European character for Small Enterprises in the Western Balkans
enough efforts to strengthen the activities of relevant institutions to support private sector and encouraging entrepreneurship.

In the last few years in Macedonia exists a network of centers for business support and support the entrepreneurship. They receive significant support from international donors in the process of their establishment and operations, hiring and training staff and creating a business environment for their work. Such centers, most of them acting individually, unrelated and uncoordinated, which reduces their contribution to the business sector in Macedonia.

Generally, the Republic of Macedonia has a good perspective in the development of entrepreneurship and family businesses, but still we should not rely on that fact and hope that changes will happen without our active participation.

However, in Macedonia, there is a positive attitude towards entrepreneurship and the startup of family businesses. The agencies and centers for entrepreneurship development have a lot of influence for such a positive climate, which greatly contribute to its wider dissemination in all segments of our life, and also business incubators which through its training activities, where the most typical is the training for making business plan and starting a business, they help the starting businesses for successful coping with competition and environment.

The most family businesses in Macedonia are small and medium enterprises, although any accurate information on this question is unavailable. In international practice, they are many examples, where large enterprises are family businesses.

However, the concentration in some industries, social factors, including average salary, labor, etc., contributes for expansion of family businesses in some sectors. For example, in development of retail trade, family businesses are particularly distinguished in companies such as Tinex, Kam-Markets, Vitalia, Mill Stojcev that dominate the domestic market. Family company Bujoto, grow rapidly within the wood industry, while in the wine sector, significant growth is noticed in the following companies: Winery Tikves, Grkov, Winery Popova Kula, Winery Popov and others.

Generally, family businesses in Macedonia are active in the trade sector. Small shops dominate in a large number of Macedonian cities and villages. Many families in the country are in to agriculture, some of them have even established their own companies. They produce and sell products from their production to markets and so they contribute to improving the economic situation of their families.

Many companies in the textile industry also started and managed as family businesses. Expectations are that in the near future family businesses
as a form of organization of business in the Republic of Macedonia will be extended to other spheres of social life such as tourism, consultancy, fashion and design, and also development of software and other services in the IT sector.

Possibility for development on family business in the Republic of Macedonia can be found in tourism, especially in rural areas. In some regions exist pottery tradition and other old crafts, or in some sub mountain villages that have natural beauty there is issuance of apartments.

However, it should be noted that family businesses have many weaknesses that make them unsustainable in the long term. The most important reasons for their lack of sustainability are the following: poor knowledge management, problems with finance for further development, inadequate cost control, interpersonal relations that exist between the staff in the company, lack of discipline etc.

Therefore, raising awareness of the population to improve their competence to conduct business, will greatly contribute to the adoption of positive expectations of opening family businesses. Also the study of family businesses as a subject in class will contribute for closer acquaintance of the target groups with the opportunity for self-employment, and that is how they will get to know the strengths and weaknesses of keeping the family business.

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PROGRESS OF THE REPUBLIC OF MACEDONIA ON THE ROAD TO CREATION OF E-SOCIETY

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ABSTRACT

Rapid growth, development and diffusion of electronic communication networks and information technology popularly called ICT, contributed to their penetration in all segments of society living. Because of their unique properties of fast and cheap transfer of knowledge and information, ICTs have become more pronounced role as development resources in modern economies. Modern trends of changes dictated by the processes of growing globalization posed ICT as essential tools for creating a development environment. The analysis of the situation on global level in terms of access and use of ICT, confirms the differences between the countries known as the "digital divide". Recognizing the ability of R.Macedonia to realize benefits from the use of ICT and global networking to boost economic growth and development, will conducted through analysis of the composite index, ICT Development Index (IDI). The findings will provide insight into weak and strong aspects of the development of ICT at the national level.

Keywords: Information Society, digital divide, ICT, Index of ICT development

INTRODUCTION

Well developed ICT infrastructure is widely accepted as a critical factor in the ability of a country to develop and utilize new technology. ICTs also have a wide range of different economic effects which, either directly or indirectly, can enhance welfare and facilitate social and economic development. The economic impact of ICTs is through the increasing of productivity and efficiency resulting from the development and deployment of ICTs, and the development of new, related technologies (ITU, 2010:p.79).
The ability to store, share and analyze knowledge through networks, using advanced ICT, allows companies to examine and exploit its unique properties and to gain competitive market advantage (WB, 2006: p.57). Companies in developed countries become digital enterprises that are starting to dominate the modern world, which initiates changes and classical enterprises of developing countries to be transformed into digital and to practice a complete e-business.

Public and private sector have an important role in providing the necessary environment for the implementation and development of ICT. In market economies the private sector is primarily responsible for providing ICT services who in terms of provided competition will be widely available and disseminated. The main role of the public sector is to provide political and legal framework, regulating the market of ICT services, but also to be a major user of these technologies in the context of promoting e-government or e-society (WEF, 2011:66). The main task of policy makers in this domain is to carry out the activities aimed at providing easy and inexpensive access to knowledge. For this purpose it is necessary networking in the global knowledge base, through investments in building infrastructure that will enable and support its transfer to all users (UNCTAD, 2006: p.7). Increasing the level and quality of knowledge will produce improvement and development of human capital, development of absorption, innovation and technological capability of the national economy, resulting in higher and sustainable rates of economic growth.

THE DEVELOPMENT AND DIFFUSION OF ICT GLOBALLY

The last decade was marked by rapid growth and high rate of penetration of ICT in all segments of social and economic life followed by reducing the cost of access and use of these technologies. Observations of the dynamic component of the number of users and penetration rate of ICT globally, giving confirmation of the positive externalities arising from access and effective use of these technologies.
The high rate of growth is shown in the use of mobile phones as a technology that offers many advantages (lower infrastructure costs per connection, mobile access, transfer of digital images and text content, access to Internet services, the opportunity for financial transactions, etc.) allowing mass access in the developing and least developed countries.

According to the indicators from the *ITU World Telecommunication* database, coverage of world population with a mobile signal in 2003 was 61% while in 2009, peaked at 90%. Penetration of mobile devices globally in 2011 reached 87% while in developing countries 79%. The data are proof that after radio and television, mobile phones are becoming the most used communication tools today that through the large number of content they offer, allow promoting the conditions for improving the economic situation and increasing the chances for a higher standard of the population by providing access to information about employment, cheap communication with suppliers and customers, monitoring the state of markets and the like.

At the same time it is noticed decreased the fixed telephone lines especially from the period of 2005 when the rate of penetration is 19.3% fixed lines of a hundred inhabitants, while in 2011 the rate of penetration was 16.6%. Major infrastructure costs and restrictions solely on voice communication, make the technology less attractive in terms of mobile.

New ICT-related work in network. Basic Internet connectivity is provided which features such as: global reach, decentralization, rapid transmission of information in the package, etc., make very efficient,
inexpensive and portable way of communication that provides the connection with other technologies. Today, one third of world population uses the Internet, of which 45% of users are aged under 25 years. The total number of Internet users has doubled in 2010 compared to 2005. Developing countries have increased their share from 44% in 2006 to 62% in 2011.

The broadband internet provides access to all e-services and represents a basic tool for bridging the digital divide. E-inclusion can only be achieved through the introduction of broadband Internet access in all homes and businesses. Comparing the rate of penetration of broadband in developed and developing countries (in 2000, in developed countries amounted to 0.9% and in developing countries 0.1%, while in 2010 the ratio was 23.6% vs. 4.2%), apparently deepening the digital divide between them. A similar situation is the trend with mobile broadband access. In 2007 18.5% of 100 people in developed countries have mobile broadband Internet access compared with 0.8% in developing countries, as compared with the 2010 ratio was 46.2% versus 5.3%. The latest area to move the digital divide analysis and assessment of the level of development of ICT as a factor of growth in broadband speeds that grow exponentially in the last 5 years, reaching over 10 Mbit / s. \(^{13}\)

THE DIGITAL DIVIDE AND THE CHALLENGE OF REDUCING ITS

Today, it is evident difference in the rate of utilization of the benefits of ICT towards achieving sustainable economic growth and development of countries. This difference in the level of access and use of advanced ICT is known as the digital divide. The basic features of the digital divide in its multidimensional nature of coverage and different levels that is present. The main actors include the digital divide is emerging: individuals, enterprises, institutions of public and private sector, governments, NGOs, etc.. (ITU, UNCTAD, 2007:p.23).

The digital divide is emerging among certain population groups divided by age, gender, level of digital literacy, social status, geographic origin, language, culture, religion etc.. (OECD, 2001: p.5). Their ability to use existing technology and knowledge to provide sustainable economic growth, have a direct impact on higher rates of employment, reducing poverty and providing a higher standard of population.

Studying, measuring and reducing the digital divide today is a high priority for governments, UN and international organizations that consistently monitor, maintain and manage this process. The two held

summits dedicated to finding a common vision and solutions for building the Information Society, adopted four documents (Declaration on the Principles and Action Plan (Geneva 2003) and the Commitment and Agenda for the Information Society (Tunis 2005)) \(^{14}\), which constitute a framework under which to undertake activities to encourage and pave the way towards establishing an inclusive Information society. Following the implementation of policies and achievement of the objectives of the Action Plan to reduce the digital divide, are monitored at local, regional and international level through established indicators (defined in the Partnership on Measuring the ICT for Development) and institutions (ITU, UNESCO, UNDP, UNCTAD, etc.). Measuring progress towards building the Information Society at its foundation has bridging the digital divide. Composite indexes include many variables that gives a clearer picture of the situation than the comparison of individual indicators. \(^{15}\)

PROGRESS TOWARDS THE CREATION OF E-SOCIETY: THE REPUBLIC OF MACEDONIA AND WESTERN BALKAN

With the following we will perform the recognition of achievements in the development of ICT in R. Macedonia and Western Balkan countries, according to data from (ICT Development Index (IDI)). In its analysis of this index includes: time analysis of the level of ICT development between countries, progress in the development of ICT among countries, the digital divide and development potential of ICT for economic growth and development based on available knowledge and skills. \(^{16}\)

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\(^{15}\) More information about indicators on [http://measuring-ict.unctad.org](http://measuring-ict.unctad.org)

\(^{16}\) The overall index is composed of three sub-indices with a total of 11 variables through which we enable understanding of the evolution of information society development in a time frame. Within the sub-indices all variables have the same degree of influence in the composition of the total sub-indices. Sub-indices affect Access and Use both with 40% and sub-indices Skills affects 20% of its value in the composition of the total value index IDI.


3. Sub-indices Skills - consists of 3 variables: 1. Adult Literacy rate 2. Total number enrolled in secondary education 3. Total number enrolled in higher education;
According to (graph 2) the Western Balkans show continuous improvement of their performance compared in a time frame (2002-2010), expressed by higher values of total index IDI. Group as a positive example that stands Albania has improved its position by 15 places with an average annual rate of growth performance of 10.1%. R.Macedonia holds the same position 53 place, despite an increase in the index 88.6%, which emphasizes the relativity of the ranking compared with world economies. Bosnia and Herzegovina has improved its position in 3 places, although the overall index has higher values of 85.7%. Simultaneously Croatia doubled the improved value of the index and the position for 11 places. Montenegro and Serbia are missing data for the period 2002, but in 2008 show an increase in value index of 13.3% and 17.2% respectively.

Compared with 2007, R.Macedonia has shown great progress in developing performance of access and use of ICT, improving its position by 12 places and with Croatia (jump for 1 place) in the ITU report "Measuring the Information Society 2010", are in the top ten most dynamic economies that improved value of the index IDI, together in the company of Greece, Luxembourg, Romania, Sweden and Estonia as countries of Europe.

There are four groups that are ranked countries according to the value of the index IDI: high ranked, value of the index above 6.16 which included a total of 33 countries with about 15% of the total world population. Croatia in 2010 entered into this group of countries; upper ranked, value of the index between 4.09 and 6.04 which also covers 33 countries with about 11.2% of world population; medium ranked countries with an index value between 2.59 and 4.05 which covers 43 countries with about 37.8% of the world population; low ranked countries with an index value between 0.83 and
2.55 which covers 43 countries with about 35.9% of the world population. Except Albania, which is in the group of countries with medium rank, the other Western Balkan countries are in the group of upper ranked countries, and in 2010 accompanied by BiH. There is a strong correlation between groups of economies ranked by the value of the index IDI and the level of income, which indicates a strong relationship between the GNI of the country and the level of ICT development. Globally, about 66% of the economies belonging to the same group according to both ratings.

<table>
<thead>
<tr>
<th>Sub-index Access</th>
<th>Sub-index Use</th>
<th>Sub-index skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Croatia</td>
<td>6.51</td>
<td>31</td>
</tr>
<tr>
<td>Montenegro</td>
<td>5.20</td>
<td>49</td>
</tr>
<tr>
<td>Macedonia</td>
<td>4.80</td>
<td>53</td>
</tr>
<tr>
<td>Serbia</td>
<td>5.59</td>
<td>45</td>
</tr>
<tr>
<td>B and H</td>
<td>3.83</td>
<td>71</td>
</tr>
<tr>
<td>Albania</td>
<td>3.05</td>
<td>92</td>
</tr>
</tbody>
</table>


According to (table 1), all analyzed countries show improved performance sub-indices or their absolute values over 2008-2010, which certainly does not mean proportionally equal improvement in the position of the overall ranking. In sub-indices Access improve the position of the ranking showed Croatia 2, Macedonia 1 and Albania 10 places, while a worse position achieved Montenegro 4 and Bosnia and Herzegovina for 2 places. Serbia maintained its position at the same level. In sub-indices Use, countries that showed improvement in its position overall ranking are: Croatia for 5 places, Montenegro 3 places, Albania 5 places and Bosnia and Herzegovina for 9 places. R.Macedonia and Serbia worsened its position on the list for 3 places. In sub-indices Skills, except Albania, which aggravates their position by 13 places and Montenegro by 7, all other countries show improved position, Croatia 2 places, Macedonia 4 places, 1 place for Bosnia and Herzegovina and Serbia maintained its 50th position.

Ranking the countries of Europe, shows that 85% of them are in the first third of the world rankings. Out of 38 countries, R.Macedonia at the regional

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level is positioned at 35 place and achieves better result only from Turkey, Bosnia and Herzegovina, and Albania.

Graphical perception of the size of the digital divide of the R.Macedonia, will be presented in a diagram by comparing the normalized values of indicators in access, use and skills necessary for effective use of ICT in service of overall economic growth of economies in 2010, compared to:
- level of ICT development for R.Macedonia in 2002
- first ranked economy in the region of Europe, Sweden
- best ranked economy in the group of former transition economies of CEE countries, Slovenia

According to (graph 3), can draw the following conclusions about the progress of R.Macedonia in the process of narrowing the digital divide and building an information society. R.Macedonia compared to 2002, has seen remarkable improvement in access to and use of ICT, particularly through high penetration rate of mobile phones and computers in the households, number of Internet users, improving the capacity of international Internet bandwidth and in use of broadband as fixed and mobile. In the area of skills for using ICT, small but insufficient improvement has the indicator of higher education. Compared to 2010 in respect of Slovenia (24 place), R.Macedonia has relatively weaker performance with small delays, except in the area of access and use of broadband where the gap is larger. In regard to Sweden close results are recorded in the indicator of adult literacy rate and enrollment in secondary education, while on the basis of all other indicators there are more serious disadvantage, especially in sub-indices of access and use of ICT. The breadth and depth disadvantage of R.Macedonia indicate the need for broad changes to the front recognition of ICT as a factor of development.
CONCLUSION

Western Balkan countries show similar performance in most areas of ICT development. The biggest weaknesses are detected with sub-indices Skills, particularly in enrollment in higher education, pointing to the need for all Western Balkans countries to make greater efforts to reduce the educational divide in terms of developed economies. Disadvantage in Access to ICT are also great and reduction is necessary by allowing liberalization of ICT goods and services, with expected lower prices and mass access to infrastructure, and thus more likely to benefit from ICT. Poor outcomes were observed among sub-indices Uses where reducing barriers should be encouraged by governments and institutions of countries, by allowing greater competition and market regulation of prices and services offered by operators of broadband.

Policy makers in R.Macedonia following the positive example of dynamic economies by achievements in the development of ICT and the potential progress towards Information Society, can recognize that mobilizing resources development in ICT should be initiated primarily by the government through: development strategies, promotion of e-services, e-business, e-government, e-democracy, etc. This will provide incentive
HORIZONS

toward more massive access and use of ICT in the overall social life of the
country. Implementation of policies to aggressively introducing and using
ICT to improve the performance of national economy, is a process that
requires commitment and support by involving all stakeholders in efforts to
build e-society: individuals, businesses, NGOs, public sector etc.. In this
process, ICT is confirmed as a major development resource that provides
long-term progress towards creating an inclusive e-society.

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SOCIAL DIMENSIONS OF DEVELOPMENT OF SOCIAL NETWORKS

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ABSTRACT

Social networks represent a relatively new social occurrence which is more and more accepted in communication between individuals (social actors), this way penetrating in all spheres of social life of the social actors, as well as of the communities reflecting on their manner of establishment, maintenance and upgrading of social internments. For this reason social networks deserve serious research effort in the area of social sciences. This work is exactly devoted to analysis of the reasons for acceptance of social networks, their characteristics and effects on social life.

key words: social networks, mass media, social actors

INTRODUCTION

Social networks are relatively new, but more and more influential manner of communication between individuals. For only few years after the occurrence of Internet, social networks became a dominant activity, taking over the
primate from pornography. Qualman (2010) indicates that only one of the social networks, Facebook in 2010 had more members than the number of inhabitants of any country with an exception of China and India.

In other words, if Facebook was a country, it would have been the third biggest county according to the number of inhabitants. Salpeter (2011:55) informs us that 96% of the population born after the middle of 1970’s in USA uses social networks, 80% of the companies in USA use social networks for staff recruitment and every eight marriage in USA started with acquaintanceship through the social networks.

The prerequisite for development of social networks is the development of communication technologies and especially of the Internet. This is why the definitions of social networks insist on Internet sites which provide mediated interpersonal communication. So Harrison and Thomas (2009) conclude that social networks are a collection of interactions of individuals who have public or semipublic profile at the sites of the social networks, mediated communication with the profiles of individuals they are related with and an opportunity to observe the information published by their friends. Similar, but slightly wider and sociologically supported definition is offered by Aggarwal (2011:1) that defines social networks as a collection of interments and relations between social actors and the relations that are established between them through interactions. In a similar manner, social networks are also defined by Castells (2009 B: 20) according to who, networks represent mutual connection of nodes, whereupon nodes are collective places i.e. places where social actors gather and from where they disperse in the public space. In the urban space such nodes are pubs, bazaars, libraries, parks etc. In the virtual space such nodes are the sites of the more important informative newsletters, the informative, but also the entertainment portals where important part of social actors stop by in order to inform themselves or relax, so that later they could disperse in virtual space. The more important nodes are determined as centers that have certain influence on communication between social actors, for one thing, on determining the agenda for discussion in the interpersonal communication, but also for determination of the agenda for discussion at the social networks in general. For Castells the social networks are communication structures that include exchange of messages between social actors in time and space dimension.

Within sociology, the earliest works devoted to analysis of social networks emerged in the 1930’s and they are related to the work of authors such as Jacob Moreno, Elton Mayo, Kurt Lewin, which preceded the emergence of social network analysis) in the 1950’s. In the second generation, analysts of the social networks are Eduard Laumann and Mark
Granoweter as well as the anthropologists Elizabeth Bott and John Barnes (Knox, Savage, Harvey 2006:116). The social network analysis itself is rather a mathematical concept with technical quantitative methods, which acquired more detailed observation of social interaction which was developed within microsociology. Namely, microsociology studied social interactions for a longer period, developing more theories for their analysis such as symbolic interactionism, the phenomenology of social life, ethnomethodology, conversation analysis, dramaturgical theory, social constructivism, theory of communication action etc. (Sharlamanov 2011). All these theories are based on the classical theory of social action and the social consequences of it. According to Weber (1978) social action includes acting directed towards the other social actors, while social relations include anticipation of other people’s behavior, which had influence on the motives for acting and the acting of the social actors. In his analysis of social action, Weber insisted on its typologisation whereupon he extracted the instrumental goal-oriented social action which according to Weber was a basis of the rational modern society. For this reason the most serious critics of the rational modern capitalist society went through critics of the instrumental rationally-oriented social action. That is why Habermas (1983) developed the theory of communicative action which was supposed to serve as a platform from which the goal-oriented action was supposed to be criticized and through it, the modern society as well. Namely, according to Habermas, unlike the instrumental goal-oriented action which is planned and manipulative in order to accomplish certain goal insisting on the causal relation between the goals and the assets for its achievement, the communicative action is spontaneous, unplanned social action that relies on sociability of people. In its criticism of instrumental action though construction of the communicative action, Habermas goes a step further pointing out that communicative action is a basis for the instrumental action, more precisely that the instrumental action parasitizes on the communicative action i.e. that the instrumental action is distorted communicative action. Regardless the very lively debate about the nature of the instrumental action which touches the foundations of social life, some authors such as Castells (2009 A) in the technological innovations in the sphere of communication technologies and the enhancement of the importance of social networks saw a development of a new type of society (Castells and Cardoso 2006). The rationally instrumental goal-oriented action and the communicative action in the contemporary network society operate through the binary logic in the time and space dimension. The basic binary dimension is the inclusion or the exclusion from the network, the social network. In the time and space dimension, the logic of inclusion/exclusion operates within the alternatives
now or never and here or nowhere. When included in the network, the social actor is immediately and here available for communication, establishment of contact and relations with the remaining social actors. When that path is excluded, it is so far from us, as if it never existed anywhere. Social networks tend to reduce the space and time distance to zero, this way shortening the space and time distance to the extent that according to some authors such as Giddens (2000) they condense time and they shorten space, which on the other hand leads to entirely new experience, but also conceptualization of these basic philosophical dimensions of the human existence. It is exactly the intensity of contacts which occur in every time and in different space locations that leads to the phenomena of timeless time and priceless space, it is a feeling that everything can occur at any moment and in any place.

**REASONS FOR ACCEPTANCE OF SOCIAL NETWORKS**

The popularity of social networks is based on the need of social actors for affiliation in the social environment they live in. Every individual needs affiliation, as well as to be accepted by the social environment (McClelland 1985). For this reason, social actors spend great part of time in establishment and maintaining of social relations. In the hierarchy of social needs, the need for acceptance by the group is immediately behind the needs for survival and safety. Besides having the need to be accepted by the social group, social actors also have the need of knowing something more about the individuals who constitute the group and they do this through the exchange of information in the group/the social network. According to many, that is the way of forming the human personality. So Cooley (1922) set the looking-glass self theory, according to which the individuals acquire knowledge for their own personality looking themselves in the eyes of the others and they build their own personality in accordance to the desired, projected image of themselves in the eyes of the others. Thus, social actors have a need to communicate, this communication is a type of mirror in which they see the image of themselves, but they also satisfy their own needs and in the moment when they create conditions for promotion of the manner of communication such as in the case with social networks, they use the given opportunity. Namely, thanks to the new communication technologies, the social actors were given an opportunity to communicate in a much simpler way and more frequently, and they used this.

However, as the classical sociology teaches us, especially the dramaturgical theory of Goffman (1969), social actors during communication have the need to present themselves in as better light as
possible. For this reason, Goffman determined communication as a performance in which social actors form teams and play roles in front of the eyes of the audience. It seems that because of the anonymity they provide and the limitation of the contact, social networks are an ideal field for the dramaturgical communicative action. This dramaturgical communicative action includes formation of teams of social actors within the social networks. These teams are consisted of social actors who have more intensive and closer cooperation. They perform a play in front of the rest of the social network which turns into audience. That is why Aggarwal (2011: 7) suggests that structurally related groups in the social network have to be a subject of serious sociological analysis. Each member of the social networks can simultaneously be part of one or more teams who perform a play and part of the audience who observes multitude of plays. Goffman makes a difference between the front stage where the social actors cooperate in order to impress the audience and the backstage where the actors are outside the roles they play. The backstage probably is the only place where social actors are honest. Here it is a matter of the personalities of the social actors, who Goffman himself determined as very fluid and dependant on the social roles they play, which on the other hand gave Goffman the epithet cynical Machiavelli (Lock and Strong 2010: 203; Kim 2003: 53). Regardless on this, Goffman’s analysis is very convenient for observation of communication through social networks, especially on the issue of management with impressions and techniques which the social actors use during this. Probably for this reason Quandt (2012) speaks of the importance of the dramaturgical/scene reality in the era of digitalization of information and the virtualization of the experience which more and more weakens the trust in the public communication between the social actors.

CHARACTERISTICS OF SOCIAL NETWORKS

The key characteristic of communication through social networks is the symbiosis between the private and the public. The social networks on one hand provide a possibility for privacy of communication between the social actors, but at the same time they provide the social actors to publish certain contents i.e. to give publicity to certain information. Namely, social networks provide mediated interpersonal communication which could take place in the private, but also in the public space, placing interpersonal communication or part of it for an insight of the public whereupon it provides many people to be simultaneously included in the communication, which gives the social networks an element of mass communication. It is exactly the possibility to be public at the same time, but also to keep privacy
of communication that initializes the question whether contemporary social networks do not represent a type of mass media.

It seems that the differences between mass communications and the mediated interpersonal communication within social networks are much larger than the similarities they show. Namely, the structure of communication provided by social networks is much more egalitarian than the structure of communication provided by the classical mass media. That is, classical media are much more in the role of senders of messages than receiving reactions. More precisely, the possibilities for reacting to the messages sent by the classical media, are limited. Also the number of mass media is limited for different reasons, which on one hand makes them target of the centers for political and economic power which incline towards controlling them, and on the other hand this tightens the possibility of broad circle of the citizens not only to react, but also to send messages themselves with the mediation of the media. In other words, classical mass media produce one hierarchically tight organized society in terms of the difficulties for provision of balanced communication between the interested social actors. The structure of power at social networks is much more evenly distributed. Everyone can send and receive messages, and since the number of the ones who send messages is dispersed and very expanded, the possibility for control of the ones who send messages is decreased. As a consequence, it seems that social networks impact the possibility for the social actors to have more balanced possibilities for communication which leads to one much more egalitarian society. Especially because communication as a possibility for expression of attitudes, establishment of interpersonal relations, but also imposing influence is related to the power of the interpersonal level which further on transfers in the area of the political and the economical.

Social networks rest on dichotomy, public-privately whereupon they insist on publicity in the exchange of information. In this, a process of double mixing of the public and the private occurs. Namely, on one hand, public information and public matters are pivot around which interpersonal relations are constructed in front of the eyes of the public on the wall of social networks, and on the other hand the private becomes public through its announcement and in this manner it is returned back as a pivot of construction of the interpersonal relations. In the first case we can speak of creation of private publicity, while in the second case we can speak of creation of public privacy. Most important characteristic of the phenomenon of public privacy is the disappearance of public interest from the public. This phenomenon may be noticed at tabloids, even before the occurrence of social networks, but with social networks it started dominating in the public life.
THE EFFECTS OF SOCIAL NETWORKS

With the increase of intensity, quality and importance of social interaction established with mediation of social networks, they start crating social life more and more. With the terminology of social constructivism, social interaction established in social networks constitutes the invisible rules of social life. Since the interactions are momentary and change and self-constitute in every new moment, also the invisible rules of social life constitute and eventually change in every next moment. What gives stability to interaction is the routine i.e. the established patterns of behavior. For this reasons sociology paid so much attention to research of the establishment of the interaction, as well as its routinization and channelization. Such routinization and channelization of interactions has an important influence in all areas of life of social actors starting from economy and ending with politics.

In the sphere of economy Qualman (2010) speaks of socialnomics which according to him is a value created and shared in social networks. Observed from economic perspective, we can treat social networks as a potential market in which companies can offer their products. Considering the fast growth of users, it is one of the fastest growing markets. That is why more and more companies use social networks for advertising their own products. Advertising through social networks importantly differs from advertising in classical mass media, but also from other types of advertising through Internet. For transferring the marketing messages to companies, the structure of social networks has an important role, as well as the influential social actors within a social network (Bagherjeiran Abraham, Bhatt P. Rushi, Parekh Rajeech, Caoji Vineet 2010: 656). But observed from wider perspective of public relations, for companies it important to explore and manage narrations which occur or which dominate on social networks and which affect their working. For this reason marketing agencies, as well the agencies for public relations use the qualitative, as well as the qualitative approaches for exploration of the structure and the dynamics of the social networks. Overall, one can say that the development of social networks has influence on conceptualization, but also the management of business in the contemporary society.

In the sphere of politics, more and more important is the position of social networks in the communication strategy of the political parties and certain politicians. This especially stands for the political communication within the election campaigns. But politicians more and more frequently use social networks for regular communication with their supporters as well as the general public. As Qualman (2010) notices, it is the communication
through social networks that helped Barack Obama from a relatively unfamiliar senator of the broad public in 2004, to become a president of USA only few years later. Even more, Barack Obama, through the use of social networks in the president’s campaign in 2007 managed to mobilize important part of the voters, especially the younger voters. Maybe for this reason, the contemporary analyses of the political communication pay special attention to the political communication through the social networks.

In this regard Norris (2000) makes a classification of three types of election campaigns: pre-modern, which includes interpersonal communication (face to face) and newspapers, modern election campaign, which includes transfer of messages of the political parties and the candidates through the mass media such as the television and the radio and postmodern election campaigns which imply transfer of messages through Internet and within those frameworks, the social networks as well. Unlike the pre-modern campaign which is interactive face to face communication between the candidate and the voters, the post-modern campaign through social networks is more intensive and puts the personal perspective in the area of the election’s political campaign and the political communication in general. Namely, the contemporary political election campaigns do not stop at presentation and exchange of opinions for the political platforms of the candidates, but also in the political communication they insert the personal life of candidates as well as the voters, so within the frames of the political campaigns it enters from common drinking coffee through social networks, up to conversation about the favorite books and authors of the candidates.

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INTELLECTUAL CAPITAL AND KNOWLEDGE MANAGEMENT\textsuperscript{19}

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ABSTRACT

In modern business greater attention is directed to the development and implementation of intellectual capital as intangible part of the total capital of an enterprise. Knowledge as the main characteristics of intellectual capital challenges managerial and academic circles with the question of how to measure and value immeasurably, i.e. how to identify and measure value of invisible assets of an enterprise. This paper discusses the process of intellectual capital and knowledge management as well as their implementation and evaluation in the enterprises or organizations in which they are represented.

Key words: Intellectual Capital, Knowledge Economy, Knowledge Management, Human Capital, Competitiveness.

INTRODUCTION

The development of knowledge, i.e. its economic form expressed in the form of intellectual capital, today is a condition for economic, technological and every other type of progress. This increased participation of knowledge in the newly created value, represents major and distinctive feature of the knowledge economy. The new way of creating value (through managing the intellectual capital and constant investment in it), suggests that for the modern enterprise far more important is the ability of employees to create value rather than the value of its physical properties. Yet, in many companies, management as property considers only what the figures in the accounting statements show. As a consequence, the greatest challenges of modern business lies in the implementation of intellectual capital. Therefore,
it is obligation for the modern management to use the knowledge that owns and to transforme it in intellectual capital. At the same time it should be created a synergetic relationship between the opportunities of information and communication technology (ICT) and creativity, innovation and the ability of its employees.

**INTELLECTUAL CAPITAL**

The intellectual capital of the company is capitalized knowledge that enables the transition to economic valorization of knowledge which it has. Its importance is emphasized as a result of the increased dependence of the enterprises from their immaterial assets.20

Tom Stewart, in his article from 1991 “Brainpower-How Intellectual Capital is becoming America’s Most Valuable Asset”, introduces intellectual capital in management agendas. According to Stewart, intellectual capital is the sum of the total knowledge of a company employees that provides competitive advantage on the market: patents, processes, management practices, technologies, experience, information about the customers and suppliers etc.

All together, this knowledge and skills, make up the intellectual capital.21

It is struktural knowledge and skills as intellectual potentials that the enterprise has and that by creating additional value (capitalization) can easily turn into an economic good.

Enterprise’s operations are becoming more knowledge-intensive and less capital-intensive, precisely because the intellectual capital is the most important and developmentally the most propulsive. Its structure is consisted of three areas: human capital (individual competencies: knowledge, education, communication, practical habits, creative skills, moral values, leadership traits, motivation, culture and other characteristics of individuals who contribute to the creation of personal, social and economic welfare), structural capital (internal structure: patents, organizational structure, organizational culture, etc.) and relational (consumer) capital (external structure: relationships with clients-buyers and suppliers, information about them, brand, trademark, etc.). The boundaries between these areas are more conditional than strictly defined. Intellectual capital as part of the total

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20 According to estimates of the experts, immaterial, purely intellectual value of the brand of the "Coca-cola" company is amounted to 67.5 billion US $, and the value of the brand of "Marlboro" -21.2 billion US $. This only confirms the fact that intellectual capital of a company is worth several times more than its book value (Trifkovic Slobodan, *Intelektualna svojina*, Istrazivacko-izdavacki Centar, Beograd, 2007, p. 10).

capital of a company or organization, represents its immaterial part (intangible assets) and because this feature is difficult to manage. The question is: How to manage something you can not see or touch? This is a significant issue that management and academic circles are trying to solve by finding ways of measuring and valuing what is immeasurably: identifying and measuring the knowledge as well as assessment of the value of the invisible assets.

Today, companies and organizations employ and apply knowledge, generate and process information, shape plans and strategies, make decisions, monitor behaviors and experiences, and based on that, learn and create. The result of these processes is intellectual property that belongs to the company that produced this property.

**CONTENT AND ESSENCE OF INTELLECTUAL CAPITAL**

The essence of intellectual capital lies in the value creation process. The value is a combination of the components of intellectual capital:

- human capital,

22Human capital is the most important component of the intellectual capital. Human capital is defined as a set of production skills, talent, and knowledge of the individual. It is acquired through education, training, and health care, and it is measured by the value (price/quantity) of goods and services produced by the individual. Since consumption is the ultimate goal of any economic system it can be said that the value of the human capital of an individual is equal to the value of the goods and services for consumption, that he directly or indirectly produces. Hence, when the value of goods and services grow, grow the value of the human capital and vice versa, when the value of goods and services declines, decreases the value of the human capital. In order the human capital to be considered as an useful economic concept, the labor must be paid according to what it produces, i.e. according the value of his marginal product. In order to test the hypothesis: Whether the labor is paid according to his marginal product value?, it is required the value of the marginal product of the labor to be comparable with wages. But how to estimate the value of the marginal product of the labor? Although for that purpose economists often use wages, in order to estimate the value of the marginal product of the labor, it can be used Cobb-Douglas aggregate production function: \( Y = AK^\alpha L^{1-\alpha} \). By the application of partial derivative of this equation (in terms of labor), we get the estimated value of the marginal product of the labor, which can then be compared with wages, i.e.:

\[
\frac{\partial Y}{\partial L} = AK^\alpha (1-\alpha)L^{-\alpha},
\]

where: \( Y \) is an output, \( K \) is a capital stock, \( L \) is a labor, \( \alpha \) is a parameter with value that can range from 0 to 1. In order to obtain the Value of the Marginal Product of the Labor \( \text{VMPL} \), it is
Companies grow, increase their profits, value and competitiveness as a result of the successful combination of various components of intellectual capital. Namely, with their combination is achieved synergy and uniqueness, which, ultimately, creates value.  

Different companies have different combination of intellectual resources and not all use the same classification of its intellectual capital. Classification should be differentiated, thus it would stress out the diversity or uniqueness of intellectual capital. Every company performs its business activities by creating, developing and using intellectual resources (employees and managers knowledge, the knowledge contained in the technology and processes, etc.) that are evaluated and translated into a value and competitive position on the market. Having on mind that in the knowledge economy, intellectual resources are an important factor of growth and sustainable competitive advantage of enterprises, it becomes clear why the effective and efficient knowledge management, i.e., its economic relevant form-intellectual capital, is a prerequisite of successful functioning.

**MEASUREMENT AND EVALUATION OF THE INTELLECTUAL CAPITAL**

Assessing the value of immaterial capital is much more complex and risky than estimating the value of material assets. Intellectual property, if considered independently, generate little or no value for the ultimate consumer. For example, a patent for the ultimate consumer is just a plain sheet of paper that has no or very little value.  

requested the marginal product of the labor \( \frac{\partial Y}{\partial L} \) to be multiplied with the market price of the product \( P \), i.e. \( \frac{\partial Y}{\partial L} \cdot P = \text{VMPL} \) (Dimitar Eftimoski, *Ekonomski rast*, FAMIS-Bitola, 2009).
Traditional concepts and methods for measuring the business performance of enterprises, are not suitable for evaluation and measurement of the intellectual capital as intellectual capital refers to the immaterial assets of the enterprises/organizations, which is more difficult to measure. In the recent years, there have been numerous attempts to find a way how immaterial property is reflected in the financial statements. This is done for the simple reason that banks and investors if they do not have information on immaterial property of the company/organization, assign a higher risk which as a result increases the probability of biased or incorrect evaluation of the company/organization that is valued. The consequences of this are numerous: from both microeconomic as well as from the macroeconomic point of view. The resulting lack of transparency, leads toward information asymmetry, that leads to inadequate and inefficient allocation of capital (overestimation or underestimation of the value of the equity), and this can have strong repercussions on employment, reduced productivity, and ultimately, can result in reduced competitiveness of the economy.

The development of the concept of a learning organization and the concept of knowledge management, led to the development of new management methods for assessing and measuring intellectual capital, divided into four groups:

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25 Suppose a new employee is hired who meets the requirements for a job (eg. appropriate education, work ethics, good behavior etc.) His salary will be based on the average salary for trainee prevailing in the industry (sector) in acting enterprise or organization where the employee was employed. After ten years the employee can become a manager or an expert, thereby earning, say, three times more than when he was a trainee. The following question is imposed: "How the company/organization justifies three times higher amount that is paid for the same employee?" The answer lies in the accumulation of knowledge that is relevant to the enterprise/organization. During those ten years, the company had invested in an employee to work more effectively. Probably very difficult these investments will occur as direct costs for the enterprise. Most of them are in the form of: attending meetings, phone calls, making mistakes, which if corrected can be attributed to learning by doing, then involvement in various formal and informal gatherings, gossips within the organization, etc. None of this contributes to something that the customer is willing to pay. However, we can say that it is investing company/organization in acquiring relevant knowledge for the company itself. Employees with ten years of work experience will count more than the company/organization pays them. In this way, the companies/organizations will cover investments in their knowledge capital (which is actually tacitly accumulated knowledge in the heads of employees) in the form of increased profits obtained as a result of the difference between the lower salary that the company/organization has paid on their own, now experienced employees, and the value of their contribution to the enterprise. In this context, we should point out another situation. When a knowledge worker (employee who has specific, relevant knowledge for the enterprise in which he works) leaves (or is fired) the company, it is not recorded in any accounting report, such as balance sheet or income statement (for example, if the company write off three machines before their full depreciation it is recorded in the accounts as a loss. But if an employee with years of career and expertise leaves the company, no financial report will register it).

26 Today there are registered over 30 methods for measuring the efficiency of intellectual capital, but the problem is that many of these methods are used only in individual (separate) cases. According to this fact
1. Market Capitalization Methods-MCM, that define intellectual capital as the difference between market value of the enterprise and the value of his capital.

2. Direct Intellectual Capital Methods-DICM, that directly assess the various categories of intellectual capital.

3. Return on Assets-ROA, is obtained as the ratio of earnings before interest and tax-EBIT and material assets (tangible assets).

4. Score Card Methods-SCM, methods that shape the various indicators (financial and nonfinancial) and indexes to show the effectiveness of intellectual capital.

**KNOWLEDGE MANAGEMENT**

Knowledge management is a multidisciplinary field that requires long-term integration of organizational culture, business strategies and processes, enterprise performance and information technology.\(^{27}\) The system of knowledge management represents consistently and persistently employees and management conduct in order to achieve continuous production as well as support and enhancement of the organizational knowledge base. Through the knowledge management can be performed redesign of the organizational goals for achieving competitive advantage and value within an enterprise.

At the same time, the processes of cognitive, social and organizational learning are essential to the success of the knowledge management strategy. Knowledge management refers to a series of procedures and practices that are used within an enterprise in order to identify, create, distribute and enable adoption of experiences and knowledge. Knowledge management efforts are focused on achieving better performance of employees, achieving competitive advantage, innovation and constant improvement of the enterprise.

Knowledge management helps individuals and groups to accept and share organizational values, to reduce unnecessary work-related activities, to reduce the time to train newly hired workers, to retain intellectual capital as a valuable organizational asset, to accept changes as well as to adapt to changing environments. The key concept of knowledge management involves implicit knowledge, explicit knowledge and the ad hoc approach. Implicit knowledge is unconscious, whereby individuals may, but need not to be aware of whether they have achieved certain results. Explicit can be concluded that there is not been accepted one general method for measuring intellectual capital yet.

\(^{27}\) The concept of knowledge management systematically began to evolve with the publication of the book "The Knowledge-Creating Company" by Ikujiro Nonaka and Hirotaka Takeuchi in 1991 based on their multi-research practices in Japanese companies.
knowledge is that knowledge that an individual consciously adopt, consciously keep in the mental focus and uses for communication. Ad hoc (for this occasion) approach is an alternative method. Based on memory of an employee who could in his memory has stored knowledge to solve a certain problem at some certain period of time.

The ultimate goal of the knowledge management is the conversion of industrial enterprise in the modern "intelligent organization", i.e. the enterprise based on knowledge (intellectual capital).

CONCLUSION

Knowledge and other intangible property, today have a key role in the business world and in the creation of material and financial goods. Data, information and knowledge management as well as their dissemination, processing, storage, reproduction and application, more and more represent the basis for economic development in the modern world. The development of the information systems and the more increased attention dedicated to the knowledge management, suggest that in the future intellectual capital much more will be taken into consideration.

Knowledge and it’s important segment represented in the form of intellectual capital is increasingly valued, assessed and measured. Today, management and proper handling of intellectual capital is standardized in almost all areas of the economy. This is not only because of the importance of knowledge and information but also for the expansion of the market competitiveness of goods and services.

This direction of development sets the immaterial property as a main component in the development of the economy. Thereby, it becomes increasingly important compared to tangible assets, which carried the current development priority. In this context is the emergence of the knowledge management concept. In the past few decades this concept occupies a key position in managerial thinking and is a key process within the learning organization. Many companies worldwide increasingly practice knowledge management toward their path to the knowledge based organization. It is usually directed toward organizational goals such as increased efficiency, competitiveness, increasing the number of innovation, exchange of acquired knowledge as well as the permanent improvement of the enterprise/organization performance. This concept can also help individuals and groups to share valuable data in the enterprise, and can be used to reduce labor excess.
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ABSTRACT

Realization of the financial function of a business entity requires finding the most appropriate solution to increase efficiency in providing funds to supply equipment with the latest technical and technological features. It is just in the realization of the financial function where the rental agreement with the right of repurchase finds an area to be used as a special mechanism for increasing the efficiency in carrying out economic activities.

The purpose of this paper is to include analysis of issues and aspects of this legal institute, to clarify it, in order to become closer and more accessible to business entities for greater implementation in the business practice, and to answer two key questions: why should we be interested in a rental agreement with right of repurchase and why you should decide for a rental agreement with right of repurchase, and not for loans from financial institutions?

Key words: agreement, lease, crediting

INTRODUCTION

World business practice starting from the middle of last century, intensively offers, uses and confirms the rental agreement with right of repurchase. Realization of the financial function of a business entity requires finding the most appropriate solution to increase efficiency in providing funds to supply equipment with the latest technical and technological features, which is the condition for existence of a business entity. It is just in the realization of the financial function where the rental agreement with the right of repurchase
finds an area to be used as a special mechanism for increasing the efficiency in carrying out economic activities. In the conditions of underdeveloped market forms, where there is no opportunity for emission of securities, and where bank loans are very expensive and inaccessible, in an environment where technical and technological characteristics of the equipment change at any time, a rental agreement with right of repurchase is a real source. A rental agreement with right of repurchase offers an opportunity to the user of the thing, at the expiration of the date for usage, to buy it and thus acquire the right to own it.

**OCCURRENCE AND DEVELOPMENT OF THE RENTAL AGREEMENT WITH RIGHT OF REPURCHASE**

Functional approach of operation as a model is inherent in American business practice. This fact explains why the rental agreement with right of repurchase, along with franchise and other alternative methods of funding, has appeared just in the United States. More recent studies seem to suggest that a rental agreement with right of repurchase in that country occurred around 1930 and in the area of financing real estates, and in 1932 it also covers the area of movable things. With a delay of about thirty years, in the early sixties of last century, it appeared in Europe and first in Great Britain, and from there in other countries on the continent and broader. When it comes to the United States the rental agreement with right of repurchase gets its meaning in the 50s of the last century. In those years specialized companies appeared. The first of these was founded in 1952, registered under the title: UNITED STATES LEASING CORPORATION (based in San Francisco). This company has grown into the largest and best known company in the territory of the United States. The presence of the rental agreement with right of repurchase and the companies that use it in the United States could be indicated by the fact that in 1975, 76% of the total supply of capital equipment in the United States was financed through a rental agreement with right of repurchase as a legal instrument. In such circumstances quite understandable is the fact that a long-term credit financing is no longer the dominant form of financing equipment in that country. Its role was successfully undertaken by the rental agreement with right of repurchase and the companies that use it. In addition to the equipment, gradually but surely the subject of its activity spreads more and more, covering in that way almost all movable and immovable property, which appear to be in free legal trade, and including, of course, the: land, buildings, various machinery, aircrafts, ships, and other transportation means.
(buses, cars, etc.), manufacturing halls, smaller and larger factory plants, even factories and alike.
As much as today this is characteristic in the United States, it also becomes a regular occurrence in the other modern market economies, such as for example, in west - Europe and wider.
In the Republic of Macedonia, the savings bank – Opportunities (Moznosti) - was the first financial institution to introduce a rental agreement with right of repurchase, but under the normative framework of the Law on Contractual and other Relations. It was about a rental agreement with right of repurchase - contracts including transfer of the right of ownership to the user of equipment. In the period 1996 – 1998, there were 125 agreements signed to the amount of about one million euros. However, due to lack of state support for development of such savings bank activities “Opportunities” stopped this program in 1998.
Rental agreement with right to repurchase is such an agreement where the provider of the facility agrees to give a thing to be used by the user of the facility for a certain time or for certain work (job, usage), and the user agrees to pay certain fee (rent) in installments and by expiration of the agreed deadline to purchase it.29
Rental agreement with right of repurchase means that it represents one side of the leasing where the user, upon the expiration of certain time, purchases the thing. The other side of the leasing represents the very use of the thing for certain period and payment of the rent, that is, in this context under leasing we understand a special method of financing both movable and immovable investment goods which on the basis of a concluded agreement or contractual relationship offer leasing (lease) of goods to the user by compensation (rent agreed for a specified period) through that and only user can be amortized over a period longer than the duration of the agreement.30

DEFINITION OF A RENTAL AGREEMENT WITH RIGHT OF REPURCHASE

Rental agreement with right of repurchase appears from later date. It occurs in post-war economic practice in the economically developed countries and in the increased international exchange of goods and services. In our country this agreement also finds application in our post-war economic practice. Rental agreement with right of repurchase as a new kind of agreement is made up of different components. In the legal theory it is not defined very

precisely. Legislations in the world, have not yet defined the term of this kind of agreement, and therefore law writers give different definitions for it.

As we already mentioned above the rental agreement with right of repurchase represents one part of the term lease. In fact, many authors identify the term lease with the term rent. Etymological word lease comes from the English word to lease which means to put out something for lease or rent, and leasing is verbal noun, which in translation means to rent out, put out for lease.

The specificity of the legal nature of a rental agreement with right of repurchase, should be sought and found in its differentiation from the rental agreement, which it is approaching to by the subject and the basis. It is not about a classic lease, although the cause of this agreement is the use of a foreign thing for a specified period of time, because the purpose of the rental agreement with right of repurchase is to transfer the ownership of the thing.

So, when it comes to rental agreement with right of repurchase it is undisputable that it has for its immediate basis the classical rental relationship, present and known as an economic and legal instrument since the earliest commodity and cash economies, as the Roman was for example. Hence, it can not but resembles its original. But no matter how much the rental agreement with right of repurchase remind to and is close to the lease, as a basic agreement, however, in the legislation (such as it exists), in the business practice, especially in recent legal doctrine and judicial practice it is considered to be an agreement that, more or less, has a separate legal nature and content. The point of view prevailing, in the mentioned legal doctrine and jurisprudence, is that the rental agreement with right of repurchase represents an independent agreement of the autonomous commercial law with a mixed content "borrowed" in one part from the rental agreement and in the another part from the sales contract. Business practice has given special contribution to draft the rental agreement with right of repurchase as a separate contract. Whether it is English - American area or continental part of Europe or, more broadly than that, this business practice has the usual, almost identical, contractual forms under which that agreement is concluded. After all, starting right from the latter, the experts of UNIDROIT in 1974 started with preparation of uniform rules on international financial leasing, which in 1988 resulted in the adoption of a special international convention in which central place got the so-called three-way rental agreement with right of repurchase, the subject of which are the movable things.
Accepting the view that a rental agreement with right of repurchase expresses its independence by the incorporation of elements of the content of the lease and sales, one must put the question what are the elements that rental agreement with right of repurchase "borrows" from the lease and sales, and therefore appears as a mixed agreement. It takes from the lease the method of payment of the compensation for use of the leased thing with right of repurchase. Namely, with it as well as with the rent, as a rule, compensation is performed successively in installments (monthly, semiannual, etc.). It is same in the lease and in the rental agreement with right of repurchase where the thing given to be used does not change its legal status as far as the rental agreement with right of repurchase exists, that is, it remains in "ownership" of the grantor who has given it. In other words, here, as in the original rental agreement, conditionally said, it comes only to sale the use value of the subject of the rental agreement with right of repurchase, and not to transfer right over that thing. Concerning the sale, the rental agreement with right of repurchase only "borrows" from it the way it determines the selling price on the thing and uses the same way for determining the amount of rent to be paid for using the subject of the rental agreement with right of repurchase.

The characteristic of this method is that when setting the price of the thing of sales the principle of equivalence is taken into account. In other words it means that it insists on equality or approximate equality of the values that are exchanged: the thing of sales and amount of money as a price to be paid for that thing. Taking this way in determining the amount of rent, it is understandable that it, as a rule, should be equal to the selling price of the thing of the rental agreement with right of repurchase that it would have in case of its sale. Thus, in this way determined, the rent, in each case, is higher than that which would be paid with the basic rental agreement. But, precisely because of this fact, after termination of the rental agreement with right of repurchase, the thing which is subject of the rental agreement with right of repurchase is not returned to the grantor of the thing. Given the fact that by the amount of rent it is fully paid, it ceases to be owned by the grantor and it comes in ownership of the user (leaseholder).

So, from a legal aspect it is important to distinguish rental agreement with right of repurchase from the related and similar institutes such as leasing, sales, loan, etc., and it is also important to distinguish from the specifics of the institutes privatization and leasehold on building land in ownership of the Republic of Macedonia in terms of providing crediting by transfer of ownership of things and transfer of rights in the enforcement proceedings, as well as of the sales by retaining the right to ownership.31

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31 Article 528 - 529 from the Law on Contractual Relations (Official Gazette of RM, No.18/01)
According to the Law on Privatization and Leasehold on Building Land in State Ownership\textsuperscript{32}, the building land, where natural persons or legal persons acquired the right to use it, can be privatized from state ownership into user ownership. So, until completion of the privatization process, natural or legal persons are users of that land or it represents a kind of rent relation between the state and the persons who are users. By taking a decision concerning the privatization of land, the natural or legal persons, users of the building land, acquire the right of ownership of land, with or without paying a fee for it, depending on the legal grounds upon which they have acquired the right to use the building land.

When, because of the existence of a disputed right of use or lack in the equality of the building land, the building land in state ownership used by natural or legal persons can not be privatized nor be entitled to a long term lease, the user in whose actual possession is the land, can obtain the right to temporary lease of that land. The right to temporary lease can be acquired by the termination of the reason for the inability to acquire the right of privatization or long lease. The amount of the leasehold on building land that is subject to temporary lease, as well as the way and procedure for payment of the rent for temporary lease shall be prescribed by special regulation.\textsuperscript{33} In this particular case we have leasehold relationship between natural or legal person and between the state, and for that lease the lessee shall pay the proper rental fee determined by special regulation, and this rental relationship is temporary. After termination of the temporary leasehold, the process of privatization of building land can continue and the natural or legal persons users of the building land acquire the right to ownership of the land, with or without paying a fee for it, depending on the legal grounds upon which they acquired the right to use the building land.

So, taking into consideration aforementioned I can conclude that the mere transfer of the thing in ownership of the creditor, and the same remains to be used by the debtor until fulfillment of his obligation towards the creditor, it actually means a lease on the thing, a lease which shall cease and be transformed in the right of ownership upon the full payment of the obligation towards the creditor. The similarities with the rental agreement with right of repurchase are obvious and they will become more remarkably apparent after complete explanation of the essence of the rental agreement with right of repurchase.

\textsuperscript{32} Official Gazette of the Republic of Macedonia, No. 4/05
\textsuperscript{33} Article 56, 57 and 59 of the Law on Privatization and lease of building land in state ownership (Official Gazette of the Republic of Macedonia No.4/05)
Differentiation of the rental agreement with right of repurchase must be made also with the sale with retention of the right to ownership. With the rental agreement with right of repurchase the thing is used by the user of the thing until fulfillment of the obligation toward the grantor of the thing, which is in fact a lease on the thing, which lease shall cease and be transferred into a right to ownership upon full payment against the grantor of the thing. In case of sale with retention of the right to ownership it is sale, but the transfer of ownership is retained until the buyer pays the full price. So, based on the aforementioned, I think when it comes to rental agreement with right of repurchase, it is in fact a separate institute with special features and characteristics, which in turn seem to be closer to other legal institutes.

**LEGAL NATURE OF THE RENTAL AGREEMENT WITH RIGHT OF REPURCHASE**

Rental agreement with right of repurchase has a lot of similarities and differences with multiple contractual-legal agreements. This agreement has the greatest similarity with the rental agreement and with the contract of sale.

Most legal theoreticians consider that the rental agreement with right of repurchase is form of rental agreement. It is indisputable that there are similarities between these two agreements. Thus, in both agreements the thing is handed over to the user in order to be utilized (used), so that the fee of the rental agreement with right of repurchase and the rental agreement is commonly called rent. But there are significant differences between these two agreements. This agreement has several additional elements and modifications that is not the case with the lease. Thus, for example, obligations of the grantor are to maintain the given equipment, replace worn parts, train staff to operate with the equipment and the like, so despite the similarities with rental agreement it is an agreement significantly different from the lease.

Similarities and differences exist between the rental agreement with right of repurchase and contract of sale. If it comes to some specific forms and modalities of sale, ex. sale with retention of the right of ownership, sale with payment by installments and the like, the similarity is obvious. On the other hand, determining the legal nature of a rental agreement with right of repurchase belongs in the area of science with most dilemmas and conflicting points of view. The difference in the legal treatment of the content of this agreement exists not only between individual systems, but

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34 Law on Contractual Relations (Official Gazette No.18/01)
also within those systems. In most countries the judicial practice represents one legal qualification, doctrine another one, and the legislation a third one. However, the business practice follows unique solutions for the general conditions of operation and the contractual forms that deviate much from the classic rules of civil law, which are valued as agreements which the rental agreement with right of repurchase is brought in connection with. It seems that there are two theses in the new doctrine. **According to one of them,** every effort is redundant in terms of determining the legal nature of the rental agreement with right of repurchase as it could be attributed to the category of some of the existing contracts of civil law. Instead, you should explore the general conditions of operation and on a case by case basis to fill gaps and interpret the will of the parties according to rules that best suit the matters in the that particular work operation. **According to the other thesis,** you should determine the legal nature of each inominant agreement including the rental agreement with right of repurchase for proper qualifications and classifications, for filling the gaps that correspond to the rules of civil law and for interpreting the will of the parties. Legal qualification according to this thesis is important for resolving the conflict of laws, for application of tax regulations and other issues. **Although the conclusions of the first thesis are not without basis because business practice has really created an original legal technique for the rental agreement with right of repurchase, they should be joined with the other thesis even more that it also doesn’t neglect the content of the contractual forms.**

Given the comparative analysis of the above stated points of view, and especially the specific contractual content of the general conditions of operation of the grantor of the lease, it seems that the most acceptable point of view is that a rental agreement with right of repurchase is mixed and typical contract of the autonomous commercial law that contains the elements of lease and sales. **Similarities of the rental agreement with right of repurchase with the lease consist of letting the equipment for use and utilization; for sale with retention of ownership, where the ownership of the provider serves only as a guarantee for payment of installments of compensation - rent, and the recipient shall bear all risks of the goods funded.**

Determining the legal nature includes also the issue of competence of the legal regime, which can be solved only by applying the theory of combination, which means that the essential elements of the two contracts that the rental agreement with right of repurchase consists of should be

35 Article 567 of the Law on Contractual Relations and the comment of Perovikj
established, and then, combining these elements, to set unique rules for the entire contract.

Taking into account the above explanations, in my opinion this new contractual phenomenon must be treated as an independent contract of the autonomous contractual law the content of which is a combination of lease and sales with some original elements. So, the rules for leasehold and sale and particularly the sale on repayment with retention of the right to ownership would be mostly competent in case of a legal gap in the agreement or for the invalidity of the contractual clauses, that is, the clause of the general conditions which are a basis for preparation of a model agreement with right of repurchase, depending on which element there is a gap and which part of the agreement is opposed to the cogent rules. The part of the content that does not fit into any of these agreements should be assessed exclusively under the legislation of the autonomous contractual law and of course those rules of civil law which should be subsidiary applied.

WHY SHOULD WE OPT FOR A RENTAL AGREEMENT WITH RIGHT OF REPURCHASE, AND NOT FOR CREDITING FROM FINANCIAL INSTITUTIONS?

- by payment of annuities together with accrued interest when credit is taken, in case of rental agreement with right of repurchase we actually pay the installment,
  -in case of payment of installments of loans taken the only cost is the interest and it reduces the profit before taxation, and in the repayment of the installment in the rental agreement with right of repurchase it is the full cost that significantly reduces the profit before taxation
- In a rental agreement with right of repurchase the costs for general maintenance, technical training and insurance are borne by the grantor of the lease with right of repurchase, and in crediting those costs are borne by the borrower,
- In crediting there is a risk of changing the interest rate on long-term financing - loans because the bank operations are related to the policy of the National Bank according to general economic conditions in the country. Such risk does not exist in the rental agreement with right of repurchase, because the borrower is protected by the agreement, as the agreement has already determined the monthly installments for repayment. But, in the rental agreement with right of repurchase the installments and the total amount subject to the contract are mostly bound to a foreign currency, mostly euro equivalent, due to inflationary movements and loss of value of domestic currency.
-in the loans, the banks usually at an early payment of loans have always a clause by which borrowers pay a penalty, because of modifications made in the agreement, and these penalties are usually a percentage of the remainder of the loan repayment. At the rental agreement with right of repurchase there is no anything like this because there is no fixed amount of the installments.

-the application and the procedure for approving the loan, as in this case a long term, is complex (documents are required, also a feasibility study - project for the feasibility of the loan, documents for mortgages, insurance, etc.), while the procedure for concluding a rental agreement with right of repurchase redemption is largely simplified

Taking into account the aforementioned, I think the state should find strength to help further develop and practice the rental agreement with right of repurchase, and in that regard the state should consider the following recommendations:

- To amend the Law on Leasing and introduce new and more effective enforcement mechanisms and avoid taxation of the interest
- To change and supplement the bylaws governing the depreciation of the equipment under lease and their approximation to the best European practice and international accounting standards
- To facilitate regional networking operations in the companies
  - it can support the efforts for regional networking operation of the companies through:
    - Organizing conferences, seminars, round tables, exchange of information for partners in the region
    - while introducing a new and efficient enforcement mechanism for seizure, the comparative studies reveal two common mechanisms of seizure:
      1. Written order for execution issued by the notary public
      2. Brief executive procedure for confirmation of the right to ownership over the thing under lease and a court decision to seize the thing (as it is the case with the Law on Financial Leasing of Serbia and Montenegro in 2003).
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8. Official Gazette No.49/03
THE RISE OF “THE REST” AND THE NEW WORLD ORDER FORMAT

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ABSTRACT

This paper presents a brief scientific analysis of the global political power reconfiguration process, in terms of the emerging powers (“the rest”) besides the USA, while categorizing the emergent contours of the new (post-American) world order format. In this context, this paper uses the phrase “the rise of the rest” in order to describe the global political state in general, in which are flooding and new great powers, which in the future will have to challenge the USA unipolar global political power.

Key words: New world order, USA, the rise of “the rest”.

THE GLOBAL POLITICAL STATE

Before we start to explicate the new world order concept and its emergent forms, it is important to enter into the essence of the current global political state, aspectuated through the prism of the only superpower today -

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the USA. Namely, concerning the global political state which inherently cannot be considered as an ultimate decline of the American world order (previously promulgated by George H.W. Bush Sr.), nor a total loss of USA global political power. Rather, it is concerned with the reduction of its global political power in terms of capacity and unilateral policy of the “coalitions of the willing”, practiced by the administration of the former USA President Bush Jr., within his doctrine of “preemptive war” involving the western world into a scandalous war against the global terrorism, which coincided with the achievement of inner - corporate interests of the USA higher establishment and the global plutocracy and oligarchy. For these reasons, we can say that American hegemony contains the “seeds” of its own destruction.

Unlike the previous role of the US, as a “global policeman”, able to manipulate the post - war organizations such as the UN and NATO pact as well, its global political power rapidly began expanding in other regions in the world. This culminated with the imperial type of foreign policy of George W. Bush Jr. and his “values exporting” doctrine, such as: democracy, freedom and human rights. As a doctrine, identical with that of the former USSR and its policy of “socialism exporting” in the occupied countries under the governance of the Western (especially USA) powers, or in other colonial countries “crushed” by the imperialist and capitalist Western powers. Thus, the escalation of such global policy caused implosive effects within the American political structures, “continuing to weakening of the USA unilateral action”,37 while increasing the distrust (especially) among the European allies and certainly open to a number of hot spots around the world, created not for invocation of a democratic, libertarian or humanistic causes, but rather for reasons of global hegemony and “greedy” energopolitics and petrolmania. All of this complemented by the emergence of “the rest” countries (emerging economies) caused a need for reflection on the possible remodeling of the existing world order.

Namely, it is important to stress that this paper will not analyze the "the rest" in detail, because their military and political influence remains unproven yet, and the USA still dominates the world political scene, thus directly influencing global politics. In this sense, we can only talk about the relativization of the American dominance that gradually causes the emergence of the new great (yet economical) powers, embodied in: China, Russia, Brazil, South Africa (RSA), Indonesia, Columbia, Turkey, Vietnam, Mexico, Egypt, India etc. But also is crucial to emphasize the fact that none of these possible great powers still does not have the ability to impose its political influence in global terms, nor have the capacity to form any kind of

"blocks" opposed to USA. Within that, is very important to know that the BRICS group (Brazil, Russia, India, China and South Africa), is not a political vanguard or "block" of the new world, but this group we can qualify only as a rudimentary condominium composed of emerging economies, with no clearly defined political and international political preferences. All this, moreover is confirmed by one of the "hottest" issues in the world politics today - the issue of Syria. Namely, BRICS showed up worrying signs of an identity crisis of its own when: “Russia and China vetoed the Arab League resolution on Syria in the United Nations Security Council, while India and Brazil voted for the resolution”. Therefore, this ultimately confirmed the lack of a unique political position of the group that could somehow worried USA or significantly disrupt its international positions. In that context, Chinese magazine Global Times emphasized: “BRICS is not a NATO type political / military bloc. It coordinates the economic interests of the world’s largest developing economies”.

While, one of the most influential Indian global political analysts Melkulangara K. Bhadrakumar, otherwise career diplomat with thirty years of experience in the Indian diplomatic service, will emphasized about BRICS that: “It began to seem that the BRICS era is probably ending unceremoniously”. Namely, the rapid economic development of the BRICS, at the same time does not mean their political empowerment, or a basis for categorizing them as a political force capable for opposing to USA. Time to come, will be a test for the further development of BRICS as a group of economically developed countries and test for their eventual (future) impact on global politics shaping the new world order as well.

38 See: Robert Marquand, Amid BRICS’ rise and ‘Arab Spring’, a new global order forms, The Christian Science Monitor, October 18 2011, http://www.csmonitor.com/World/Global-Issues/2011/1018/Amid-BRICS-rise-and-Arab-Spring-a-new-global-order-forms [2012]. Or as stated in the magazine article: “The rising powers of Brazil, Russia, India, China, and South Africa (the BRICS) hold an estimated $4 trillion in foreign reserves and make up one-third of the world's 6 billion population. And they are posing new challenges of the world order shaped by the West. From Europe, many see the BRICS as less interested in shared ideas of a multilateral world, and more inclined toward a nationalistic, multipolar world that emphasizes their own new strengths and interests. The result is fading authority and consensus on the world stage. The cold war "spheres of influence" between two powers are long gone. The new world order of American dominance has faded. But no clear leadership or rules have replaced this. New fights between trends of human rights and democracy – and sovereignty – have no rules as of yet”.

40 Ibid.
41 Ibid.
Within this paper, firstly we could define the concept of the new world order (NWO), as a manifestation of the global political power (re)allocation in the specific global political centers or poles. Therefore, the format of the new world order, directly originate from the global polarity, based on the acceleration of the global political power in the specific centers or poles.42

Namely, theorist Laurent Cohen - Tanugi wrote that the potential world-revolution, “today is already a reality”,43 and as China, India, Russia, the Gulf states and many other developing countries, rapidly establish themselves on the global stage, thus, they are inhibiting the West (especially USA) in several points, both in business, finance and diplomacy, as well as in energy, science and culture.44 Accordingly, the acceleration of the globalization, also confront the West on two grounds: “trying to shape the world to come, short of being able to continue mastering it, while learning to share global power with other, non-Western nations”.45 As far as “learning” about the NWO lesson, the USA Secretary of State Hillary Clinton said: “The United States should learn from emerging powers such as India and Brazil and make its economic interests central to its foreign policy to remain a global leader (…) [In that sense] We have to position ourselves to lead in a world where security is shaped in boardrooms and on trading floors - as well as on battlefields”.46 Thus, the leading role of the USA only will depend on its behavior, which deep inside must involve multilateralism,47 respect and support of the international organizations, multilateral and active resolving of the global issues such as climate change, economic development etc. In addition of this, the President Barack H. Obama administration, anticipates creating and practicing of a new type of American unipolarism, that unlike previous unilateral, it is a new type of multilateral unipolarism, accompanied by building partnerships in order to achieve the unipolar goals / interests. Accepting the multilateralism, the President of the USA determined himself to change the destructive American foreign policy course, turning into the direction of effective cooperation rather than division, and respect for international law against cheating and abusing it, in

42Goran Ilik, EUtopia: The international political power of the EU in the ideologization of the New World Order, Grafoprom - Bitola, 2012, p. 322.
44Ibid.
45 Ibid.
favor of the American national interests. Therefore, President Obama politically committed to implement the concept of “effective partnership”\textsuperscript{48} as a foundation of his doctrine, using all available means of American foreign policy for the achievement of that goal. This would mean that Americans, according to theorist Charles Krauthammer, especially supporters of pragmatic realism, multilateral concept see it as: “division of responsibility, based on the theory of sharing responsibility by co-decision, which allows the recruitment of others in the interest of their own hegemonic machinery”.\textsuperscript{49} All this, as the author Fareed Zakaria emphasized, will mean: “creation of an international system in which states from all over the world, will no longer be objects or observers but players. That would mean the birth of a true world order”.\textsuperscript{50} Hereafter, we will present and the basic formats of the world order as such. While, the continuity of development of the world order formats can be categorized through the following cycles: European dominated multipolarism, bipolar duopoly, unipolarism and uni—multipolarism. (Table 1.).\textsuperscript{51}

Table 1.

<table>
<thead>
<tr>
<th>Year</th>
<th>1900</th>
<th>1970</th>
<th>1991+</th>
<th>Future: The rise of “the rest”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order</td>
<td>MULTIPOLAR</td>
<td>BIPOLAR DUOPOLY</td>
<td>UNIPOLAR</td>
<td>UNI-MULTIPOLAR</td>
</tr>
<tr>
<td>Domination</td>
<td>European powers</td>
<td>Cold war: USA &amp; USSR</td>
<td>USA</td>
<td>USA including several other global powers, able to participate in the global politics</td>
</tr>
<tr>
<td>Characteristics</td>
<td>Alliances, rivalries, conflicts.</td>
<td>Relatively stable, with occasional reactive destabilization of both sides.</td>
<td>American global imperialism, with tremendous economic expansion.</td>
<td>Hybrid international system more democratic, dynamic, open and connected (interdependent).</td>
</tr>
</tbody>
</table>

\textsuperscript{49}Ibid.
\textsuperscript{50}Fareed Zakaria, the Post-American World, W. W. Norton & Company, New York, 2008, p. 3.
\textsuperscript{51}Ibid.
Accordingly, a hundred years ago was established multipolar order, conducted by most of the European states, which was followed by the signing of various alliances, rivalries, fights and wars.

Then was established bipolar duopoly, as an organizational category of the world order characteristic for the Cold War, recognized by the reactivity of its two opposing sides - USA and USSR, where each of them, instinctively reacting to actions taken or initiatives on the other side. With the end of the bipolar world order, the era of the American imperium arose, also known (New Pax Americana) establishing unipolar world order, with a single super power embodied in the USA. The expansion of this world order, now in its sunset, opens the gates of the new (post-American) world order, as a category which still lacks essential features necessary for the definition and further operationalization of its episteme. But creating of the NWO will be performed in parallel with the weakening of the USA unilateral foreign policy attitude, and despite the USA as the only super power, will exist and other international actors in the same time. This format of the NWO, famous theorist Samuel Huntington called it uni-multipolarism. Analogously, this format of world order will have unipolar and multipolar features as well, and at the very least it will ensure “a world of enormous cultural diversity and exoticism”.

This format of the NWO basically is a hybrid international system, (undoubtedly) more democratic than the previous one - a unipolar world order - more dynamic, more open and interdependent. Some of these attributes could be classified as positive trends in international politics, especially the interdependence as such, which is basic characteristic of the globalization as a world process. But the problem that could arise from this global political organization of global political power, would locate in the tendency of states continued to increase their political and military power, at the expense of the rest. Because, if there are no solid international legal instruments for the maintenance of the global interdependence, the possible radicalization of relations between the states would be inevitable. And from such a threat arises and the thesis of theorist Robert Kagan about the possible neo-bloc (re) grouping, with the formation of the axis of democracy, which would include the western states and those which

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52 Ibid.
53 Ibid.
genuinely share their values. On the other hand, and the *axis of autocracy* would be formed, which would be mainly dominated by Russia and China as great powers with illiberal ideological features.

Namely, this kind of *uni-multipolarly designed NWO*, moreover will require conducting a more reasonable global policy by the key global actors - especially the USA - so that all the others who do not share the values of democracy, rule of law and human rights, not to be induced to some “adventures” that would mean opening a new military hot spots, international conflicts or economic collapse. The NWO will have to be the *order of reason and common sense*, and order that needs to be built exclusively on the postulates of peace, political stability, economic development and advancement of the humanity as a whole.

**CONCLUSION**

We can conclude that the occurrence of the new (post-American) world order is extraordinary complex and lengthy process. Furthermore, the process of formatting the new world order is simultaneously accompanied by the emergence of new or “the rest” countries that will try to challenge the USA unilateral global political power in order to establish itself as a new hegemony powers.

But, especially it is important to emphasize that the “the rest” embodied in whatsoever groupings, such as BRICS or group which is located in the making of CIVETS (Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa), still represent only economic groups (groups of “economic tigers”), led by its economic interests without any political / international political indications or preferences. Based on this, the thought that these groups might oppose the USA global political power or as such to remodel the world order is more than naive. The future of the new world order and its contemporary emergent forms - in the context of Samuel Huntington’s *uni-multipolarism* - will have to seek new great powers embodied in individual states which will be able to generate global political power on the world political scene. Still, the regional hegemons such as China and Russia do not have the capacity to impose its "political will" on the world political scene yet, nor there are countries in the world that voluntarily enter into their political orbit of action.

As far as the format of the new world order, this paper affirmed the model of *uni-multipolarism* that from this perspective, it seems compatible with the current constellations of international relations. But it must be understood in a *future context* when the world will definitely recognize the new world powers and new power centers, that acting will dictate the
dynamic of international politics. Finally, starting from the moral tenets of the human civilization, we could once again emphasize that the new world order will have to be built exclusively on the postulates of peace, democracy and freedom, political stability, economic development and civilizational advancement. Accordingly, in the interest of the entire humanity, the new world order will have to be the order of reason and common sense.

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ABSTRACT

Although progress has been made in the cooperation between Member States and the Soviet successor states after the Cold War, the level of cooperation and sincere intentions concerning its existence are very questionable. This paper aims to discuss cooperation in the sphere of foreign and security policy of the European Union, Russia and NATO - led by the U.S. pact. The first part deals with the cooperation between the European Union and Russia, followed by the situation in the same area in terms of Russia and NATO, and it finally summarizes the overall security environment in which the population of Europe lives at the beginning of the 21st century, with special emphasis on the Balkan Peninsula situations. It is a fact that the EU and Russia have a political dialogue, which dates from the Agreement on cooperation and partnership between the EU and Russia and it continues with the mid-term Strategy of Russia about the EU. In addition there are institutional relationships in which both sides regularly exchange views on key international issues. This paper tends to show whether these are sufficient for establishing constructive relationships and long-term cooperation in the field of international and security policy, which has gained increasing importance in terms of population for peace, stability and development in the world.
INTRODUCTION

States on the world political scene have suffered major changes over the last century, in particular after the end of the Cold War, which lasted more than half a century, as different authors claim. However, biggest changes were made after the fall of the USSR, i.e. upon the foundation of the Russian Federation, which became a successor state in international relations. It inherited membership in international organizations, and became a resident member of the Security Council of the UN, although it is no longer considered to be as powerful as the USSR. Nevertheless, it has managed to become an important factor in building global security.

Meanwhile, the European Union has existed on the world scene for over 50 years, in the form of an alliance of European countries, and has its own well-established mechanisms for pursuing common international security policy, which enables political impact not only within Europe, but on a global scale as well. Since the breakdown of the USSR, the USA has remained the only superpower, which is why Russia has directed its cooperation towards the EU, as far security policy is concerned, in order to strengthen its weakened international political influence.

The widening of the EU in 2008 with countries which were previously under the influence of the USSR, i.e. Russia (Bulgaria and Romania) has bridged the gap between the EU and Russia. The border between these two powers has now become much bigger, and it has become a more obvious fact that international problems they face are the same: organized crime, illegal migrations, providing nuclear security, environment protection, and the like. It is necessary that both powers engage together in terms of seeking solutions to aforementioned problems, which have become truly international.

STATES IN EU – RUSSIAN FEDERATION RELATIONS

Similar problems, mutually intertwined and complementary interests are one of the motivating factors for adopting numerous documents by the EU and Russia, in order to create prerequisites for development and cooperation in the sphere of international politics and security. In this thesis I will elaborate on several major documents and declaration, which are important for conducting policies in the sphere of security and defense of these two sides.
The beginnings of the so called system of institutional cooperation lie in the issuing of the Partnership and cooperation agreement, drawn up in 1994, the purpose of which was for the European Union and the Russian Federation to be able to regulate trade and economic cooperation for the most part. It is nevertheless considered to be the commencement of cooperation in international relations and international security. The agreement additionally stands for promoting political dialogue between the EU and Russia, thus harmonizing attitudes concerning international issues of mutual interest in order to contribute to greater stability and security. The next important act is “Strategy for future relations between the EU and Russia”, adopted in Madrid, 1995, which is actually the first official Strategy of EU regarding Russia, which puts emphasis on good relations with democratic Russia as a condition for the security of Europe. Among other things, it also contains the willingness of the EU to help Russia in dealing with new security related challenges, such as nuclear security and environment protection. The following year the European Council made the action plan for Russia, based upon the previously adopted Strategy.

The first frame agreement which also stipulates the activities of EU member countries towards Russia is the Common strategy of the EU on Russia, adopted in Cologne, 1999, which appeals to more efficient cooperation, intensifying the political dialogue and approaching attitudes in order to provide common response to security problems which are likely to occur in Europe. A suggestion has been made for cooperation in the new security structure within OSCE, as well as extending cooperation with Russia concerning analysis of the European security strategy and considering the role of Russia in the so called, Petersberg tasks, (humanitarian activities, rescue actions, peace operations, civil, police and military operations for crisis management and the like). One must stress the meaning of preventive diplomacy in prevention and dealing with clashes, crisis management, and cooperation within OSCE and the UN. There should also be stricter control of weapons export and putting into practice already existing agreements, and putting an end to proliferation of weapons for mass destruction, as well as offering support for nuclear disarmament. Activities of this kind came both sides. Russia adopted „Medium-term strategy for promotion of relations with the Russian Federation- the European Union 200-2010”. It was presented to the European Council in Helsinki towards the end of 1999, and it had the following objectives:
- strengthening of strategic partnership with the Union,
- promoting the role and impact of Russia on all international relations and
- contributing to the creation of a multipolar world.
It also stipulates that Russia is interested in the development of a common foreign and security policy and cooperation with the Union in this sphere, which is to enable keeping European security without isolating the USA and NATO and without their “monopoly” on the continent. This document has clearly stated for the first time that Russia has separate interests that the EU should respect (the relations with the UIS), refraining from anything that could be contrary to the interests of Russia in that region. Although one of the objectives of the partnership of Russia with EU is to prevent and deal with local clashes, highlighting the supremacy of international law and not using force, this document does not provide any suggestions on how to realize that. It only mentions that in the following decade Russia should form its own attitude to certain aspects of practical cooperation, such as managing crisis and limitation and reduction of armament.

The structure of these two strategies of the EU and Russia shows differences in the interests and the approach of both sides. The common strategy of the EU emphasizes European values and the need for conducting thorough reforms in Russia, whereas Medium-term strategy of Russia emphasizes national interests, the country’s sovereignty and specific interests within UIS. The document adopted by the EU is too general and insufficiently defined, whereas Russian strategy is sophisticated and pragmatic. These differences in formulation of basic principles has too often ben the reason for common misunderstandings and discrepancies.

An important moment in the cooperation of the EU and Russia is the Summits during which an intensive dialogue in the sphere of foreign policy and security is established. For example: the Summit in Helsinki (1999), when new opportunities for cooperation in the field of security and defense policy were considered; the Summit in Moscow (2000) when Russia was invited to participate in crisis management operations; the Summit in Paris (2000) when the obligation for consultations at a specific level between the EU and Russia was introduced; the Summit in Brussels (2001) at which terrorism of any kind was condemned; the Summit in Moscow (2002) for practical steps in the development of political dialogue and cooperation about crisis management; the Summit in Rome (2003) on balanced and strategic partnership; the Summit in Moscow (2005) about operationalization of cooperation and strategic partnership and the like. The summits after 2008, in particular the one in Habarovsk (2009) for Russia mean paying greater attention to the possibility for the eastern partnership to become an „anti-Russian alliance“. The strategy for national security of the Russian Federation was adopted in May, 2009, through which Russia expresses its intention for closer cooperation with the Union,
including secure cooperation in economy, foreign and internal security, education, science and culture. It also specifies the establishment of a Euro-Atlantic open system of collective security, based on clear legal grounds, as a long-term national interest of Russia.

CONDITIONS IN THE NATO-RUSSIAN FEDERATION RELATIONS

Traditional confrontation relations between the USSR and NATO, i.e. the Warsaw pact and NATO have long been represented in the NATO-Russian Federation relation. There was a certain warming following terrorist attacks on the USA on 11th September, 2001. As a token of solidarity Russia expressed its willingness for cooperation in the fight against terrorism, led by the international community. However it does not necessarily mean that altruism has become an important segment of that cooperation since Russia insists on using the global war against terrorism to reaffirm its impact on international relations. There are namely beliefs that Russia expected that its participation in the international antiterrorist coalition would provide it with certain benefits. Russia has always claimed that the war in Chechnya was a war against terrorism and expected that Europe and the USA would stop criticizing its policy regarding those activities. To a certain point this was also confirmed at the EU and Russia Summit in Brussels (2001) when the EU did not mention the infringement of human rights in Chechnya, and expressed its support for the efforts Russia is putting to come up with a political solution to the problem. However, the EU refused to accept the explanation of Russia that Chechnya clashes are nothing but a war against terrorism.

Cooperation in periods of crisis through the EU has also been defined by NATO. This means that if the operation demands resources of NATO, Russia may be involved in planning in accordance with NATO procedures. In case of autonomous operations where EU has no need for NATO, Russia may send one of its liaison officers to the European military headquarters so that there is exchange of information in terms of operations. If Russia participates with more significant armed military forces then it has the right to take part in daily operations management through the Committee of Contributors.

A new moment in the conditions of NATO-Russia relations was the Iraq crisis in 2003. It was then that the problem of Islamic fundamentalism was in a certain way more seriously defined, a problem Russia had been facing in some of its republics and the issue of the role of military means used in wars against countries which are posing a threat to peace (or within
countries) was gradually put aside. The EU faced a problem of this sort in 2004 in London and in 2005 in Madrid.

THE RELATIONS OF EU, NATO AND RUSSIA WITH BALKAN COUNTRIES

Generally speaking, Balkan region has been under numerous influences throughout its history. However, during these last decades, after the end of the Second World War, and in particular in the period after the end of the Cold War, there has been desire to fulfill requirements for entering the European Union and NATO Alliance. Following the division of SFR Yugoslavia in six independent states, one of them (Slovenia) is an EU and NATO country, Croatia is about to enter the EU and in 2013 it is to become its 28th member country, and has for a while been a NATO country, BH still has the status of a certain kind of protectorate, primarily due to the fact it was in this region that the bloodiest events from recent Balkan history happened, with and Serbia, Montenegro and Macedonia being in different stages of talks for EU and NATO membership. The influence of NATO and Russia in the sphere of security issues is mostly carried out through UN, i.e. through missions the world organization takes and representation of countries- NATO and EU members as well as Russia, with a certain number of its peacekeepers and the like.

CONCLUSION

Cooperation between the EU and Russia in the sphere of foreign and security policy has been entered as priority in numerous documents. Nevertheless, expert public has been treating current and prospective relations between the EU and the Russian Federation with great skepticism. One of their remarks is that formal approaches are dominating and not strategic interests of the EU and Russia, and that is why there has been a lack of common activities. There are also some who believe that poor efficacy of the cooperation in this sphere is a result of the different nature of the EU and Russia. The European Union is an international subject with limited capacity in foreign and security policy and the system of making decisions on several levels, which do not always correspond with the interests of the member states and the union as a whole. The Union is also based on a soft and multicultural approach to security issues. On the other hand, Russia as a great power with its unique policy and clearly defined political, economic and strategic
interests has a completely different approach to security issues which refer to its interests. Russia and the EU still have different aspects of fundamental nature concerning foreign-political and security cooperation. Despite the significance of this sphere no significant progress has been made. Russia has so far refused EU invitations to take part in operations like peacekeeping activities, explaining that it is necessary to come to an agreement about an acceptable form of cooperation on equal basis. It tries to gain the opportunity to influence the development of security and defense policy of the EU and insists on being included in all decision making stages: starting with problem identification to performing common actions so that it is solved, which is something the EU is not currently accepting. Russia also insists on its attitude that prior to every deployment of any mission outside the member countries’ territory it is necessary to gain an approval by the UN Security Council.

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CERTAIN INTERNATIONAL ASPECTS OF CUSTOMS MODERNIZATION PROCESS

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ABSTRACT

Customs administrations are core governmental institutions directly involved in international trade relations. The rapid growth of international trade in value and especially in volume terms, on the one, and the social safety and security challenges particularly after the 9/11 terrorist attacks, on the other hand, impose a process of redefining the role and the way of managing and processing of everyday activities in Customs. The main functions of the Customs administrations as revenue collection, trade protection, law compliance and control of goods, have been amended with trade facilitation and ensuring social security and safety. Customs modernization as a part of trade facilitation agenda represents a process that put in place a well functioning customs administration that provides traders with transparent, predictable, and speedy clearance of goods. This paper aims to analyse certain international efforts which have been made in Customs modernization process such as legal improvements, risk management and simplified procedures, with emphasizing the results in trading across borders.

KEY WORDS: Customs modernization, risk management, simplified customs procedures, authorized economic operator

57 review scientific paper
INTRODUCTION

Customs modernization as a comprehensive streamlining of processes, formalities, procedures and documents handled by Customs, is consisted of several interdependent activities related with establishment and implementation of improved law regulations; risk management; simplified customs procedures and post-clearance audit; paperless environment and e-customs; improved human resource management and Customs-to-Customs and Customs-to-Business cooperation. Special improvements are related to establishment of simplified customs procedures and greater inclusion of trade operators in customs issues, such as the concept of authorized economic operator. Additionally, the risk management concept is applied in overall Customs operations. These reforms could be established not only by law improvements, but either by permanent usage of modern information and communication technology. Customs reforms are followed by implementation of improved human resources management that helps in optimal deployment of human resources, as well as in fighting against corruption activities.

Along with the introduction and conclusion sections, this paper is consisted of four parts. The first part is dedicated to improvements in national and conventional customs regulations, with special emphasis of international conventions that set standards in Customs. The second part is related to risk management process, and the third one is dedicated to simplified customs procedures. Perception of certain customs modernization effects are presented in the forth part.

IMPROVEMENTS IN NATIONAL AND CONVENTIONAL CUSTOMS REGULATIONS

The processes of imposition and implementation of improved national law regulations that would be harmonized with related conventions and other documents enacted by different international institutions and integrations are one of the most important activities in Customs modernization. In Table 1 the most important international conventions that set standards for the most critical customs functions are presented.

Despite of the other international organization, two of them are highly involved in the process of Customs modernization: the World Customs Organization (WCO) and the World Trade Organization (WTO).

The most important international conventions that set standards in Customs are established by the WCO, such as:
- The Revised Kyoto Convention (International Convention on the Simplification and Harmonization of Customs Procedures) provides the framework for processing goods in international trade;
- The International Convention on the Harmonized Commodity Description and Coding System (referred to as the Harmonized System or HS), provides the nomenclature and coding system for classification of all tradeables. It entered into force 01, January, 1988 and up to 07 May 2012, 141 contracting parties have formally acceded to the Convention, although there are numerous parties that have not acceded to it, but they apply HS into their Customs Tariff Schedules. Actually, there are 65 non-contracting parties which apply HS, out of which 55 are countries or territories and 10 are organizations.
- The Convention on Temporary Admission, referred to as Istanbul Convention, entered into force on 27 November 1993, and as of end of June 2011, 61 country world-wide have acceded to this convention.

**Table 1: International Customs Conventions**

<table>
<thead>
<tr>
<th>Convention</th>
<th>Date of enter into force</th>
<th>Number of CP/M*</th>
<th>Position as of date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention on establishing Customs Cooperation Council - WCO</td>
<td>04.11.1952</td>
<td>177</td>
<td>30.06.2011</td>
</tr>
<tr>
<td>International Convention on the Simplification and Harmonization of Customs Procedures, referred to as Revised Kyoto convention</td>
<td>03.02.2006</td>
<td>76</td>
<td>30.06.2011</td>
</tr>
<tr>
<td>The Convention on Temporary Admission, referred to as Istanbul Convention</td>
<td>27.11.1993</td>
<td>61</td>
<td>30.06.2011</td>
</tr>
<tr>
<td>International Convention on the Harmonized Commodity Description and Coding System, referred to as Harmonized system</td>
<td>01.01.1988</td>
<td>141</td>
<td>07.05.2012</td>
</tr>
<tr>
<td>WTO accession</td>
<td>01.01.1995</td>
<td>155</td>
<td>10.05.2012</td>
</tr>
</tbody>
</table>

Source:
- g - Dates of signature without reservation or of deposit of instruments of ratification or accession

Note: * Contracting parties, members
The WTO is established in 1995, and as a successor of the General agreement on Trade and Tariff – GATT, it provides a forum for trade negotiations directed towards liberalization of international trade and ensuring unique rules for all, thus contributing to economic growth and development (WTO, 2009). The WTO also provides a legal and institutional framework for the implementation and monitoring of its agreements, as well as for settling disputes arising from their interpretation and application. The current body of trade agreements comprising the WTO consists of 16 different multilateral agreements (to which all WTO members are parties) and two different plurilateral agreements (to which only some WTO members are parties), out of which there are several agreements that are highly related to Customs matters, such as:

- The Agreement on Article VII of GATT 1994, known as the Agreement on Customs Valuation (ACV), provides the framework for determining the customs value of internationally traded goods.

- The Agreement on Rules of Origin develops a system for standardization of the rules of origin of goods in international trade.

The International Convention on the Harmonization of Frontier Controls of Goods, referred to as Harmonization Convention entered into force on 21 October 1982 and up to 08 May 2012, 69 countries acceded to it. The Convention is developed under the auspices of the United Nations Economic Commission for Europe (UNECE) and it provides the framework for standardization and harmonization of customs control procedures at customs border-crossings.

The process of legal improvements in the national Customs systems, lays down on implementation of related international conventions in their laws and other regulations. Even though, the national economic and political conditions should be respected.

The EU, as a powerful trade block, is very active in almost all international efforts for trade facilitation, as well as Customs modernization. It is a signor of almost all international conventions in this sphere. Although, the European customs union was established in 1968, the Member-states have not harmonized their Customs regulations until 1994, when the first Community Customs Code entered into force. Along with the Customs code, the Regulation on implementing provisions was imposed, too. After long process of their improvements, followed by numerous amendments, the new Modernized Customs Code was imposed in 2008. The European commission on 20.02.2012 sent the Proposal for a Regulation of the Parliament and the Council laying down the Union Customs Code. The proposal comes out, mainly, from necessity for further modernisation of customs legislation and procedures and the use of IT systems for customs clearance and procedures
in view of facilitating the way of doing business with customs and ensuring safe and secure trade of goods in the European Union, as well as from the requirements of the Treaty of Lisbon. All these improvements resulted from the customs modernization efforts. The EU’s Customs legal regulations are very important for the countries – candidates for membership, such as the Republic of Macedonia, because according to the EU’s Acquis Communautaire, they have to harmonize their legal systems with the EU one.

**CUSTOMS RISK MANAGEMENT**

Impossibility to control all transactions, vehicles, vessels, goods and passengers, leads to application of selectivity approach that means that modern customs control systems should be based on risk management as a tool for achieving balance between facilitation and regulation.

The main characteristic of the customs risk management (CRM) approach as the systematic identification and implementation of all measures necessary to limit exposure to risk, is determination which persons, goods, and means of transport should be examined and to what extend. The high-risk persons, goods and means of transport are subject of high-level controls and interventions; despite of low-risk ones that receive high-level trade facilitation. Risks facing customs include the potentials for non-compliance with customs law such as licensing requirements, valuation provisions, rules of origin, duty exemptions regimes, trade restrictions, and security regulations, as well as the potential failure to facilitate international trade.

CRM consists of several procedures that Customs administrations should put through: risks identification; risk assessment that is consisted of risk analyses and risk evaluation; risk treatment; monitoring and reviewing, and communication and consultation within national Customs administrations, C2C (Customs to Customs) and C2B (Customs to Business).

The process of establishment of customs risk management starts with defining of the risk management context, which is treated on strategic, operational and tactical level:

- Strategic risk management identifies areas of risk, sifts out those of minor importance, and intervenes only where experienced and practical judgment indicates it is necessary;
- Operational risk management determines the level of control necessary to deal effectively with the assessed risk, and
- Tactical risk management is used by officers at their workplace in dealing with immediate situations to decide which movements require greater controls.
The risk management process is very complex and dynamic, and its activities are highly interdependent and mixed, as well. Also, it is a process under continually monitoring and controls which as a feedback, reveals necessities for permanent improvement and development.

Identifying risk areas, for example: customs frauds and threats on social safety and security, along with the information from different sources (IT system for processing declaration; internal detailed records from different related units within Customs Administration; information from external governmental institutions; international customs cooperation) is a basis for identifying risks. Each identified risk should be analysed in terms of probability of risk occurrence and consequences of the risk occurrence. This activity is called risk analyses. Furthermore, risk evaluation as process of determination whether identified and analysed risk is acceptable follows. The operational process follows with risk treatment as an activity for determination of different risk profiles and risk indicators, as kind of goods; traders; tariff lines; prices; currencies; values, country of origin; country of destination, etc.

Risk management is not a static process, but it is a dynamic one and it is a subject of updating and improvements. The process is under monitoring and reviewing. Data obtained in this phase are used as feedback information for further developments of the CRM process. Next, the CA in continuation builds up effective systems for communication and consultation among involved internal units, C2C and C2B relations. The effectiveness of this system depends on developing and implementation of clean channels within management information systems as the determinant for accurate, relevant and quick information flows.

Risk-based inspections are the norm in OECD high-income economies. They are also becoming increasingly common else-where (WB, 2012). Today 97 economies use risk-based inspections. Among these economies, 49 have introduced or improved a risk-based system since 2006, 31 of them low- or lower-middle-income economies.

SIMPLIFIED CUSTOMS PROCEDURES

Simplified customs procedures are one of the most important trade facilitation measures in the Customs modernization process that were implemented by the Revised Kyoto Convention. In general, there are simplified Customs procedures related to Customs declaration and specific simplified transit procedures. The highest level of simplification in Customs is the concept of authorised economic operator (AEO).
SOCIAL SCIENCES AND HUMANITIES

Simplified procedures related to customs declaration include several exemptions of the regular lodgement of a Customs declaration:
- Lodgements of incomplete Customs declaration. The Customs legal regulation limit the requested information and documents that should be presented in the declaration, except the data related to customs debt determination the compilation of statistics and the application of Customs law;
- Lodgements of a commercial or an administrative document, instead of customs declaration, and
- Local clearance: Placing the goods in Customs procedure only with their registration in the bookkeeping records of the authorized economic operator. Goods may go directly to or from the premises of economic operators, provided that they are entered into the records of the company.

The lodgement and acceptance of incomplete or provisional customs declaration, as well as commercial or administrative document either bookkeeping records, must contain at least the data indispensable for Customs goods’ identification, that is data necessary to customs debt determination and application of customs regulations. This facilitation measure could be granted to an economic operator, who shall submit a written request to the Customs. Along with the data on the type of the requested procedure, a written request shall prove that all legal provisions related to requested customs simplified procedure are fulfilled. Only low risk trade operators who meet all legal requirements will be authorized by Customs.

Despite of the kind of the simplified customs procedure applied, the authorized trade operator is obliged to submit a supplementary declaration that may be of a general, periodic or summary nature.

The simplified Customs transit procedures as authorized consignor and authorized consignee are special facilitation measures. An authorized consignor is a regular, large-scale consignor of goods who may be authorized by Customs authorities to issue and authenticate transit documents without having to present them to Customs at the time of export/dispatch. An authorized consignee is a trader who may be authorized by state authorities to move goods which arrive under the transit procedure to his own premises without first presenting them to Customs at the destination.
Table 2: Established AEO programs by regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific</td>
<td>6 (China, Japan, Korea, New Zealand, Malaysia, Singapore)</td>
</tr>
<tr>
<td>Americas</td>
<td>5 (Argentine, Canada (3 programs and a pilot), Costa Rica, Guatemala, USA)</td>
</tr>
<tr>
<td>Europe</td>
<td>3 (EU 27, Norway, Switzerland)</td>
</tr>
<tr>
<td>Middle East</td>
<td>1 (Jordan)</td>
</tr>
</tbody>
</table>

Authorised economic operator (AEO) is “a party involved in the international movement of goods in whatever function that has been approved by or on behalf of a national Customs administration as complying with WCO or equivalent supply chain security standards. AEOs include manufacturers, importers, exporters, brokers, carriers, consolidators, intermediaries, ports, airports, terminal operators, integrated operators, warehouses and distributors” (WCO, 2011).

Since 2001 there have been a number of initiatives taken by the WCO member administrations to enhance the security and facilitation of the supply chain. These developments have received a common benchmarking instrument, developed by the WCO, i.e. the SAFE Framework which is signed by 164 countries, out of which 41 (14 + 27) countries (due to the EU-27 uniform programme) have established and 9 countries plan to establish AEO programmes in the near future. According to the EU’s AEO program, three types of authorizations could be issued: a Customs Simplifications AEO certificate, a Security and Safety AEO certificate and a Customs Simplifications and Security and Safety AEO certificate. Thus, implementation of AEO program and achievement of mutual recognition have become an important priority for many WCO Members.

EFFECTIVENESS PERCEPTION OF CUSTOMS MODERNIZATION

Perception indexes as one of the most popular measures of performance measurement in Customs are aggregation of subjective survey responses submitted by stakeholders on the quality of service delivered by Customs or other governmental agencies published by international organizations, such as the World Bank. The World Bank Doing Business reports publish perception indexes in several areas, including Trading across borders set of indicators comprised by measures of documents, time and costs to export and import by regions and by economy. In the 2007-2012 period, 166 trade facilitation reforms are performed in 106 economies.
grouped in 7 regions. The reforms, mainly introduced electronic data interchange systems for submitting and processing documents. The most frequently used IT software package for declarations’ processing and implementation of Customs control channels using risk management is known as ASYCUDA (Automated System for Customs Data). This software package is largely used in the world that ensured high performances for Customs administrations, as well as for business community and other stakeholders. The benefits on trading across borders from implementation of ASYCUDA could be seen in the Table 3.

Table 3. Before and after implementation of ASYCUDA - the Philippine Bureau of Customs case

<table>
<thead>
<tr>
<th></th>
<th>Before computerization</th>
<th>After computerization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required signatures</td>
<td>79</td>
<td>5</td>
</tr>
<tr>
<td>Cargo release time</td>
<td>6–8 days</td>
<td>4 to 6 hours for green lane 48 hours for yellow and red lanes</td>
</tr>
<tr>
<td>Shipments examined</td>
<td>All</td>
<td>15% physical examination (red) 15% document examination (yellow) 70% no examination (green)</td>
</tr>
<tr>
<td>Supporting documents</td>
<td>Payment orders</td>
<td>Payments are made to required official receipts, banks and electronically and proof of bank transmitted to Bureau of payments Customs by computer</td>
</tr>
<tr>
<td>Place of examination</td>
<td>Anywhere in the port</td>
<td>Designated examination areas</td>
</tr>
<tr>
<td>Accountable forms</td>
<td>Many forms</td>
<td>Single Administrative required Document (SAD)</td>
</tr>
<tr>
<td>Inward manifest</td>
<td>13</td>
<td>3 copies in electronic documents submitted format to Bureau</td>
</tr>
</tbody>
</table>


Additionally, strong impact on faster and easier trading across borders during the 2007-2012 period, had the legal reforms done in all regions, which resulted in decrease of a number of documents to export and import, as well as reducing time to export and import in all region (Fig.1-4). The only exemption is South Asia region, where the number of documents to export increased from 7.6 in 2007 to 7.8 in 2012.
According to the Doing Business data, average customs clearance costs for exports in economies where documentation requirements are easily accessible are assessed on 138 US$ per container, and are 25.3% lower than the same costs in economies where documentation requirements are not easily accessible (212 US$ per container) (WB, 2012).

Generally, Customs modernization has produced positive impact on trading across borders, especially through reduced number of documents and reduced delays to traders in export and import, as well as through better resource deployment by application of risk based management.

CONCLUSIONS

Customs modernization as a part of trade facilitation agenda represents a process that put in place a well functioning customs administration that provides traders with transparent, predictable, and speedy clearance of goods. This process has produced positive impact on trading across borders, especially through reduced number of documents and reduced delays to traders in export and import, as well as through better resource deployment by application of risk based management. Additionally, this process helps in improvement of the environment in which markets, private enterprises and
civil society function. There are positive trends toward greater facilitation of legal trade, as well as reduction of time delays on import and export. Overall activities implied to greater Customs efficiency, although there are necessities for wider implementation of AEO’s concept.

REFERENCES

ETHNIC STEREOTYPES AND PREJUDICES IN PRIMARY SCHOOL: Teachers vs. Roma pupils

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ABSTRACT

The work tries to embody the presence of the stereotypes and prejudices towards Roma population in sensitive educational conditions. During that, an emphasis was put upon the teachers that are in direct contact with Roma pupils. The main methodological tool used was the research/survey in which 15% of the teachers were included from previously selected primary schools. Key conclusion from the research was that ethnic-based stereotypes and prejudices are identified in teachers’ behavior during work, that is, they affirm that Roma pupils do not want to engage themselves in every day’s educational activities and the bad economic status is just a pretext for their poor grades; Roma population do not possess work ethics, they live a carefree life and continuously lament about everything.

Key terms: stereotypes, prejudices, teachers, education, Roma pupils

INSTEAD OF INTRODUCTION: STEREOTYPED BEHAVIOR TOWARDS ROMA POPULATION

Roma are probably the most stigmatized ethnic group in Europe and that social stigma reached its climax on Balkans. The ungrounded negative emotions, motives and treatment towards Roma generate high level of ethnic, racial and social distance, which consequently became reason for their discrimination and segregation. The mechanisms of prejudices trough generations continuously disable their social integration and the stereotyped mental installation of non Roma population points to attributes such as: poor

original scientific paper
hygiene, deceitfulness, indolence, tendency to a cheerful life avoiding commitments and obligations. Another interesting superstition and prejudice at same time, is the belief that Roma women are dangerous because of their witchcraft activities and, at the end the stereotype, according to which, Roma children do not attend school regularly or at all. (Žunić 2002, 166-167)

In fact, there are 2 types of prejudices and stereotypes toward Roma population. The first one carries romantic characteristic-related to the artistic side: Roma particular way of life, the cult they nurture to the careless way of life, the love, the nature; as opposition of the materialism in the European culture. The second type of stereotypes is related to the underestimating attitude toward Roma civilization, that is, ethnically and racially inferior group that sometimes doesn’t even deserve other people’s patience. (Haliti 2006, 342)

Contemporary social views affirm that the social distance of this ethnic group is a result of the lack of knowledge of the individuals that are not Roma. An OSCE analysis conducted in Macedonia confirmed that fact. According to that survey, in macedonian primary schools, the communication between Roma and other ethnic groups is poor, which can be noted from the numbers: even 62,7% from Albanian pupils, (43,6% Turkish and 39,1% Macedonian) do not nurture any kind of contact with Roma pupils which indicates that they do not know each other at all. The survey highlights that, Macedonian and Albanian pupils, once realised mutual contact to Roma individuals-led to forming positive experience, in other words those did not realised any contact have negative opinion because the lack of the mutual experience. (OSCE 2010, 13-14)

Of course, the role of the educational institutions is extremely important in the process of forming negative image of “the others”. A study appoints to the fact that stereotyped content followed by negative statement is noted in an official textbook designed for 5-th grade pupils. According to the text, every pupil comes to a conclusion that “all Gypsies are beggars”, while in other textbooks “Roma are filthy, stained, and you would rather die than make friends with people like that”. (Petroska - Beshka and others, 2009, 37)

METHODOLOGICAL APPROACH

The target of the research was directed versus examination and analysis of the stereotypes towards Roma by teachers directly involved in the education process with Roma students. Primary school education is selected because the number of Roma students that attend this level of education is much bigger than in secondary schools or colleges. The
Municipality of Kumanovo is exposed as an example because of the accessibility of the data, regarding the large number of the Roma community, as well as the ethnic variety in general in this administrative unit. The further selection between primary schools is executed by choosing schools with largest percentage of Roma pupils.

General methodological technique for establishing the issue was the survey method. The accent was pointed to the teachers, expert associates etc. The surveyed individuals were selected by spontaneous and immediate presence criteria while conducting the survey and 15% of the total number of the teachers was surveyed.

The questionnaire was composed by 5 items about the socio-demographic data and 15 questions related to the teachers’ perspective about Roma pupils’ interest and the interest of their parents to educate them, working habits of Roma pupils and their parents, collective characteristics of Roma populations, traditional values of Roma and their segregation. The questionnaire included predefined formulas with 3 suggested answers: I agree completely (3), I agree partially (2), I do not agree at all (1).

The statistics method was used in the data storage, data processing and data analysis stages, calculating percentage, average values, ratios etc.

TEACHERS AND ETHNIC STEREOTYPES TOWARDS ROMA POPULATION

Interest for proper education regarding Roma

Chart No. 1 Education interest (%)

<table>
<thead>
<tr>
<th>Perspective</th>
<th>I agree completely</th>
<th>I agree partially</th>
<th>I do not agree at all</th>
<th>Without answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Roma pupils do not display interest for acquiring education.</td>
<td>31,6</td>
<td>66,7</td>
<td>1,8</td>
<td>0</td>
</tr>
<tr>
<td>2. Big expectations are unlikely regarding the level of Roma education.</td>
<td>19,3</td>
<td>56,1</td>
<td>24,6</td>
<td>0</td>
</tr>
<tr>
<td>3. Roma parents do not show interest in providing proper education for their children.</td>
<td>45,6</td>
<td>49,1</td>
<td>5,3</td>
<td>0</td>
</tr>
<tr>
<td>4. They often use their poor economic status as an excuse for the failures in the educational process.</td>
<td>77,2</td>
<td>19,3</td>
<td>1,8</td>
<td>1,8</td>
</tr>
</tbody>
</table>
Most common prejudice, and in general point of view related to Roma is that, weather in the role of students or parents, they are not interested much of acquiring education and skills.

The chart shown above demonstrates that only 1.8% of the teachers disagree with the perspective “Roma pupils do not display interest for acquiring education”. 2/3 partially, and almost 1/3 completely agree with the perspective No.1, which favors this point of view in teachers’ mental structure. Further results of the questionnaire, it can be noted that the disinterest of Roma pupils has negative influence on their schoolmates. Additional analysis shows that female teachers are more likely to absorb this kind of attitude (5-th grade teachers) than other members of the trained personnel. Exactly 50% of the female teachers completely agreed with the first perspective, which can be interpreted in two ways: either the female personnel spends more time with pupils (4-5 hours on daily basis), and consequently they have more time to notice the (dis)interest, or, the female teachers do not notice from the start Roma pupils’ interest for knowledge and they do not encourage them at all.

A similar attitude at the inquired ones has the perspective No.2, which is in tight connection with the previous one, only the second is much more heterogeneous. Chart No. 2 reveals that 1/4 of the inquired disagree with the opinion that “Big expectations are unlikely regarding the level of Roma education”, while 1/5 fully agree, which demonstrates that 20% of schoolteachers have very low expectations regarding Roma pupils. The mono-disciplinary (every 5-th of them) teachers have lower expectations than multidisciplinary teachers (every 7-th of them) and expert collaborators (every 6-th). However, the majority of the inquired agree only partially, which indicates that the schoolteachers are in dilemma concerning their expectations from Roma pupils’ interest in absorbing knowledge.

Common circulating thesis about the educational failure of Roma pupils is the absence of effort by their parents. Only 5.3% of the teachers do not agree with this perspective (Chart No.1), over 45% fully agree and 50% of the surveyed consented partially. As a result came unusually high average (median) value of the perspective $M=2, 40$. The group that supported the most this perspective was composed by younger teachers, those who have had maximum of 5 years working experience, even 2/3 of them. Probably it derives as a result of higher expectations that young teachers usually have, in sense of parental support and their active involvement in the process, which obviously is missing.

Although the majority of schoolteachers are aware about the problems that the low socio-economic status carries alongside, still, even 3/4 of them fully agree with the perspective “They often use their poor economic status
as an excuse for the failures in the education process” (M=2,77). Supplement to this affirmation is the fact that the Government, several years earlier, started a project for providing free textbooks, other required school materials, free transport and accommodation for the pupils. Another fact that confirms the aforementioned perspective, is the enormous sums of money they spend relating their traditions. For example, a typical Roma wedding costs 2 or 3 times more than a wedding of individuals with better socio-economic status. Therefore, that pretext does not correspond with the actual material condition. In following, 1/5 of the respondents partially consent with the perspective, while only 1, 8% disagree with it (Chart No.1), so the low rate $C_\sigma=16,6\%$ only confirms the congruence in the points of view.

### Roma working habits

<table>
<thead>
<tr>
<th>Perspective</th>
<th>1 agree completely</th>
<th>I agree partially</th>
<th>I do not agree at all</th>
<th>Without answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Roma pupils do not achieve results at school because they are not trying hard enough.</td>
<td>63,2</td>
<td>36,8</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2. Roma individuals do not possess working habits.</td>
<td>43,9</td>
<td>49,1</td>
<td>5,3</td>
<td>1,8</td>
</tr>
</tbody>
</table>

One of the most common prejudice about Roma is that they are “slothful“ people. Stereotypes from this kind are noted quite often, even during the education process. Officially, almost 2/3 of the teachers fully agree and over 1/3 partially support the perspective “Roma pupils don’t achieve results at school because they aren’t trying hard enough” (Chart No.2). Maybe it’s just a way for the teachers to get rid of the responsibility because of the poor educational results, by pointing the finger to the pupils, transferring the guilt, and at the same time, providing themselves with alibis. The high average value of the perspective (M=2, 63) and relatively low variation rate ($C_\sigma=18, 5\%$) point that there aren’t significant variations in the categories, in other words, teachers from different age, sex, working experience and type of discipline share same point of view about the issue. Consequently, it becomes obvious that a prejudice with ethnic background is established. According those answers, the teachers strongly believe that Roma as community (not only Roma pupils!), do not possess working habits. Only 5.3% disagree with the perspective, while almost 44% fully
support it. The average value is lower comparing to previous positions/perspectives (M=2.39).

General Roma characteristics

Chart No. 3 General Roma characteristics (%)

<table>
<thead>
<tr>
<th>Perspective</th>
<th>I agree completely</th>
<th>I agree partially</th>
<th>I do not agree at all</th>
<th>Without answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Roma pupils often hide the truth.</td>
<td>26.3</td>
<td>59.6</td>
<td>10.5</td>
<td>3.5</td>
</tr>
<tr>
<td>2. Roma pupils are more aggressive towards non-Roma schoolmates.</td>
<td>14.6</td>
<td>38.6</td>
<td>45.6</td>
<td>1.8</td>
</tr>
<tr>
<td>3. Poor hygiene is common to Roma pupils.</td>
<td>19.3</td>
<td>75.4</td>
<td>3.5</td>
<td>1.8</td>
</tr>
<tr>
<td>4. Roma continuously lament about something.</td>
<td>49.1</td>
<td>40.4</td>
<td>8.8</td>
<td>1.8</td>
</tr>
</tbody>
</table>

Ethnic stereotypes imply generalizations about certain characteristics, in other terms -collectivization of those characteristics. Roma, in general, not only pupils, suffer from a stereotype that claims "Roma are deceivers". The mild version of this stereotype - "Roma pupils often hide the truth" - was unacceptable only for 10% of the surveyed teachers (Chart No. 3). The aforementioned perspective is completely acceptable for 1/4 of the teachers, while the majority (3/5) is partially consented to this statement. Further analysis of the answers reveals that older teachers, those with over 25 years of working experience, in 56.2% of the cases agreed completely with this perspective. This might be a positive sign, because it indicates that the upcoming younger teachers are less subjected to stereotypes, and hopefully, these teachers will set the foundation of this stereotype reduction trend. The perspective about the aggression of Roma pupils has encountered biggest rate of disagreement by their teachers. The statement "Roma pupils are more aggressive towards non-Roma schoolmates" was supported only by 14% of the teachers (31.2% of them belong to the group that possess more than 25 years of working experience in the branch). The percentage of partially consented is 38.6%, while the majority (45.6%) disagree with this statement (Chart No. 3).

Another vastly spread and negative ethnic stereotype related to Roma population, not only pupils, is the one about the poor personal hygiene. This stereotype, actually, encountered high level of consent from the surveyed
teachers, which can be seen from the fact that only 3, 5% disagree with the perspective, while 19.3% completely and 75.4% partially agree (Chart No. 3). As same as in the previous case, the more experienced teachers (over 50) are those who support perspective No. 8 and are mostly infected with form of stereotype.

“Roma continuously lament about something”. These kind of considerations are often heard in quotidian communication between non-Roma individuals, whether the topic is the economic status, the discrimination in the institutions or some other. This type of conversation between non-Roma individuals generated attitudes such: “Non-Roma communities have problems too, but no one seems to pay attention to them”. A very high level of consent regarding the perspective No. 10 is noted - 1/2 fully and 2/5 partially agrees with this consideration. Chart No. 3 reveals that only 8, 8% of the teachers answered “I do not agree at all). Further analysis indicates that 70% of those teachers who confirmed that Roma do lament always about something, were male teachers and 56% of them possess more than 25 years of working experience in the field of education, which probably comes as a result of the “masculine point of view”.

**Roma preferences**

Chart No. 4 Roma preferences (%)

<table>
<thead>
<tr>
<th>Perspective</th>
<th>I agree completely</th>
<th>I agree partially</th>
<th>I do not agree at all</th>
<th>Without answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Roma prefer music instead of education.</td>
<td>38.6</td>
<td>47.4</td>
<td>12.3</td>
<td>1.8</td>
</tr>
<tr>
<td>2. In Roma basic system of values the wedding ceremony is more important than acquiring primary education.</td>
<td>49.1</td>
<td>40.4</td>
<td>7.0</td>
<td>3.5</td>
</tr>
<tr>
<td>3. Roma life motto is “live only for the moment”.</td>
<td>49.1</td>
<td>31.6</td>
<td>17.5</td>
<td>1.8</td>
</tr>
</tbody>
</table>

The basic value orientations regarding Roma community are often considered “discussible”, improper and strange for modern times and because of it the entire Roma culture and tradition is stigmatized as “less worth”. There is a widespread stereotype about them as “musical people”, which, in fact, is not negative one, but it carries negative label when the music and the fun are placed on a throne instead of other values in life. As seen on the Chart No. 4, even 38.6% of the surveyed responded that Roma
people do give bigger priority to music than educational process and 47.4% partially agreed with this consideration. Only 12.3% do not kneal in front of this stereotype and responded that for Roma education is more important than music and fun. Interesting fact is that almost every multidisciplinary teacher, even 92.9% fully agrees with the speculation that claims that the music is more important to them than education.

The perspective No. 12 comes as an addition to the previous bond between music and education. Half of the teachers fully sustain the speculation “In Roma basic system of values the wedding ceremony is more important than acquiring primary education” and 2/5 of them partially give the support to the speculation. Chart No. 4 reveals that only 7% of the surveyed don’t agree with the specified perspective about the dominant role of the wedding ceremony in the Roma community. Once again the female teachers fully support the given perspective, even 78.6%, with higher average value compared to previous perspective (M=2.44 and M=2.27)

In the context of basic value orientations, the modern society is dominated by the general opinion that “everyone should invest in proper future”, and consequently, the best way is acquiring education. But, according to the teachers, Roma do not think much about the future. In following, almost half of the teachers (56.3% of them with over 25 years of working experience) answered that they agree completely with the speculation “Roma life motto is live only for the moment” and 1/3 of them partially agreed. Chart No.4 presents that only 1/6 of the surveyed don’t consent with this type of considerations, saying that even Roma people have plans for their future.

Roma segregation

Chart No.5 Roma segregation (%)

<table>
<thead>
<tr>
<th>Perspective</th>
<th>I agree completely</th>
<th>I agree partially</th>
<th>I do not agree at all</th>
<th>Without answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Roma pupils are harder to collaborate with than non-Roma pupils.</td>
<td>42.1</td>
<td>47.4</td>
<td>8.8</td>
<td>1.8</td>
</tr>
<tr>
<td>2. It’s better for Roma pupils to acquire their education separately from non-Roma pupils.</td>
<td>14.0</td>
<td>22.8</td>
<td>61.4</td>
<td>1.8</td>
</tr>
</tbody>
</table>
The need for additional explanation to the pupils is often very demanding and exhausting. It requires supplementary commitment for which the teachers don’t have energy, time or will to fulfill it. The statements of the teachers, in general, are that working with Roma pupils is much harder than working with pupils from other ethnic composure. “One Roma child requires effort like 10 non-Roma” - said one teacher. This statement was supported by 42.1% of the surveyed. During the research, even 80% of young teachers (below 30 years) completely agree with the perspective No.14. Those who agreed partially covered 1/2 (Chart No.5) and only 8.8% of the teachers disagree with the aforementioned proposal.

Despite the presented results above, which carry relatively stereotyped character about Roma pupils and generally, Roma individuals, the teachers, would never separate Roma pupils from others. This brings to a conclusion that the teachers, gladly are “for” Roma integration and congregation with other ethnicities, but during that process, they have to be aware that they have to play the key role as theirs educators. In fact, perspective No.15, which refers to Roma segregation has the lowest average value on the scale – M=1.52 but also the highest ratio – Cσ=48.2% that leads to certain aberration from the average.

More precisely, even 61.4% of surveyed teachers disagree with the statement “It’s better for Roma pupils to acquire their education separately from non-Roma pupils, 14% fully agree with it and 22.8% are only partially consent with the statement (Chart No.5). Interesting fact is that neither one of the teachers below the age of 30, and with the maximum of 1 year working experience, consented with the perspective No.15, which might be a result of their unsolved employment status; most likely because of the underlying fear of classes reduction and consequently loosing a job they disagreed with statement.

**FINAL OBSERVATIONS**

- **Presence of ethnic-based stereotypes and prejudices of schoolteachers**
  Based on the analysis, it can be noted that ethnic-based stereotypes and prejudices are quite common regarding schoolteachers that are in direct contact with Roma pupils, which can generate further discrimination upon them.

- **According to the schoolteachers, there is poor interest at Roma population about acquiring education**
The teachers believe that Roma pupils do not involve themselves enough in the matter of their education, they do not display interest (neither the pupils, neither their parents), and very often their poor economic status is used as a pretext (not a reason) for scanty results, which makes it even harder for the teachers.

- **Traditional stereotypes although subsist, still, in reality, they are not reason for ethnic segregation**
  Educators consider that Roma people favor music and weeding ceremony instead of knowledge and education (opinions that are most widespread among multidisciplinary teachers), don’t possess working habits, live without conception for the future and continuously complain about something. In addition, there are registered cases of ethnic stereotypes like “Roma pupils often hide the truth and have poor hygienic habits”. Interesting fact is that the negative stereotypes about general Roma characteristics are most evident among senior educators. However, despite all, the educators would never segregate Roma children from non-Roma in the education process.

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BILINGUALISM AND LANGUAGE INTERFERENCE

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ABSTRACT

Today, in the era of globalization, mastering two or more languages becomes an important element for the communicative process with which, at the same time we will bridge the gap of cultural and social differences.

Bilingualism is present in every country in the world, in all classes of society, and in all age groups. In fact, it is difficult to find a society that is monolingual.

Since, foreign languages are acquired for communication purposes, the occurrence of language interference is a natural phenomenon when two languages are in contact.

The aim of this study is to view some of the definitions on bilingualism given by some eminent linguists, the reasons for second language acquisition and at the same time to view the language interference which, occurs as a result of bilingualism.

Key words: bilingualism, language interference, communication, languages in contact.

INTRODUCTION

Bilingualism is by no means rare phenomenon in the world. Nowadays, there are more bilinguals than monolinguals, in other words, more than half of the world’s population is bilingual or speaks more than one language.

According to some estimation, the English language is part of the political, cultural and economic life to a great number of countries in the world. Actually, English is the language in which all the business deals in the world are carried out, and it is used in the international tourism, diplomacy, aviation, the internet etc.

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In Macedonia today there are a great number of bilinguals due to intermarriages, learning more than one foreign language, international contacts (personal contacts, international tourism, business deals, diplomacy…)

When a person becomes bilingual, that is, has acquired a second language, it means that two languages are in contact which, leads to language interference, in other words, transference of elements from one language into another language in phonetics, grammar, lexis and orthography.

**BILINGUALISM**

There are a great number of definitions for the word “bilingualism”, but we shall look at some of them.

Working on the theory of languages in contact, Rudolf Filipovic,(1986:36) looks at two problems: bilingualism and interference, that is, the perception of certain elements from one language into another. He also, considers bilingualism to be one of the factors for lexical borrowing.

Leonard Bloomfield, (1933:460-470) an eminent American linguist, differentiates two types of bilingualism, early and late bilingualism. The early bilingualism is when the speaker has acquired the second language in the early childhood, and the late is when the speaker has acquired the second language in his late years. Here, Bloomfield mentions the immigrants and the people who have studied in foreign countries.

According to Mackey,(1962:52) the nature of bilingualism could be seen through four characteristics: degree, function, alliteration and interference. In other words four questions should be considered for every bilingual speaker.

- How well does the individual speak each of the languages?
- What does he/she use the languages for?
- How does he/she switch from one language to another?
- How well can the bilingual keep the languages apart?

According to Saunders, (Saunders,1988:9) bilingualism is when an individual can master two language systems and thus, bilinguals can be ranged along a continuum where at the beginning are those who are indistinguishable from a native speaker in both languages, and at the end of that continuum are those who have just begun to acquire the second language. Thus, they are all bilinguals who possess different degrees of bilingualism.
In the bilingual communities people should speak two languages, especially those who speak the language of the minority. Besides their native language they have to learn the second language, very often the language of the majority, for example, in Macedonia the Macedonian language is an official language and the language of the majority, so the minorities who live and work in this community need to acquire the Macedonian language if not more, but to a certain degree in order to be able to function better in this community.

There is a great difference in the process of acquiring a second language. Some learners are very successful, while others learn the second language very slow or they only reach the lowest level of acquisition. Many factors influence on second language acquisition, for example, intelligence, age, language ability, socio-psychological factors etc.

In the bilingual communities, where the members of the minority groups need to acquire the dominant language, the socio-psychological and cultural position of the learner is crucial. According to Gardner and Lambert (cited in Quinn McNamara, 1988:26) the socio-psychological factors influence on the acquisition of the dominant language. They differentiate two types of motivations- integrative and instrumental motivation. The learners with integrative motivation would be more successful in acquiring the dominant language, because their aim is to become a part of that community, on the other hand, those learners with instrumental motivation acquire the other language only for commercial, educative and other instrumental purposes.

**INTERFERENCE IN THE SPEECH OF BILINGUALS**

Lexical interference is a common phenomenon in the speech of bilinguals. Today, linguistics defines the term interference as violation of the language norms of a language under the influence of other language elements, in other words, deviation of the effectual rules, a clash with the language accuracy and rules.

The traditional term for interlingual influence, which used to be referred to as *borrowing*, has been replaced by Weinreich, with a new term, *interference*. Weinreich (1953:157) uses the term interference for all types of interlingual influence, and he defines the term interference as “a result of the phenomenon, where one individual uses more than one language.” The term interference could be used for the relation between the coexistent language structures of the bilingual speaker and their occasional overlapping. When one element of a language is accepted into another language it is referred to as *integration*.
According to Berthold, Mangubhai, and Batorowicz, (1997:2-13) the term interference could be defined as transference of elements from one language into another language in phonetics, grammar, lexis and orthography.

These linguists point out that phonological interference occurs when elements that have foreign stress, intonation and sounds from the mother tongue influence on the second language. Grammatical interference occurs when the mother tongue influences on the second language in terms of the word order, the use of pronouns, articles, verb tenses and so on.

Lexical interference is understood as borrowing words from one language which, are transformed to sound more natural into the other language, while interference in the orthography is when the spelling of one language interferes with the spelling of the other language.

According to the theory of languages in contact, the inter-lingual influence does not occur only within the languages that are in contact, but also in the process of second language acquisition. In the process of languages in contact, the primary rule is to keep the mother tongue apart from the second language. If the two languages are not kept apart, then language interference occurs. As an example of languages in contact we could point out the Macedonian and English languages in Australia where the Macedonian immigrants in order to adopt better in the new community need to learn the English language, which is the language of the dominant culture, the language they have to use in order to communicate on the workplace, at school, administration etc. However, not enough effort has been put to keep the two languages apart, so, in the speech of these bilinguals interference has been noted, in other words, violation in both language systems, such as the stress, incorrect pronunciation of certain phonemes, literal translation of English expressions into Macedonian, lexical borrowing, etc. This means that, as a result of parallel usage of two languages in the speech of the bilinguals one language may influence on the other.

As a result of this, in the system of one language certain violations may occur, such as: incorrect stress; lexical borrowing, incorrect articulation; literal translation and code switching, for example, Пазите на лајтоте кога ќе го кросате хајвот (Be careful when you cross the highway); an example of code switching; Тие трб意义上 да платат регистрациона тука од 60 долари и тоа е овер або ви упсека карта (they have to pay registration fee of 60 dollars and that’s over and above extra of the air ticket).
According to Andre Martinet, (1963:223) interference is an unavoidable phenomenon within the bilinguals or the learners of foreign language. Martine illustrates interference in the field of lexicon, phonetics, and syntax.

Odlin Terence, (1989:12-13) states that depending on the direction of the language influence, two directions could be distinguished:

a) The influence of the second language on the native language, mainly on the lexical level and

b) The influence of the native language on the second language, mainly in the pronunciation and syntax.

It should be noted that Weinreich used the term interference to cover any case of transfer. The surveys of bilingualism show that the effects of cross-linguistic influence are not monolithic but instead vary according to the social context of the language contact situation. These effects can often be distinguished through the use of the terms borrowing transfer and substratum transfer. Borrowing transfer refers to the influence a second language has on a previously acquired language, the native language. Substratum transfer involves the influence of the native language on the second language, that is, on the acquisition of the second language. Although both types of transfer are similar in some ways, their results are often different. Such differences reflect differences in the social and linguistic factors. Borrowing transfer begins at the lexical level, because the attrition of the language absorbing the foreign vocabulary begins with the strong cultural influence from speakers of another language.

THE PROCESS OF INTERFERENCE

The process of interference within bilinguals occurs because the speaker has already acquired one language, and that is, the native language. Linguistics uses the languages in contact to define the process of interference. Within all the languages in contact and within every bilingual there is a tendency towards equivalency and equalization. The contact and convergence represent two different languages and two cultures. Seen from a sociological aspect, an individual learns the elements of the language and of the cultural system, which is different from his own, in other words, bilingualism and acculturation. The results of this process, the changes that occur in one or in both systems are in interference. The process of interference is also supported by the specific names of institutions and concepts, which do not exist in the native language but are used in the new culture, for example, the Macedonian word for пив is локал or кафе.
it does not have the same meaning as in the English language, or the names of institutions, organizations and so on.

According to Lyons, (1981:308-309) the supporters of the linguistic relativity would say that much of the differences of the grammatical and lexical structure, which is found in languages, are such that some processes or concepts that could be said in one language could not be said in other language.

The influence of one language on the other language contributes for lexical borrowing. The most important and the most specific borrowings are the cultural borrowings. With every cultural borrowing, words that are connected with those contacts could be borrowed. Thus, every cultural wave brings new stake in the language, for example, the newest English loan words in the Macedonian language such as: happening > хепенинг; impeachment > импичмент; enormous > енормно; essential > есенцијално; crucial > круцијално, and so on. This process, with which the process of interference is accelerated, is due to the increased influence of the international contacts, of the media, the press, radio, internet, etc. This process of interference mostly is carried out in that way that the articulation is borrowed from the native language.

Linguistic interference occurs on many levels: in one language and between two languages. This notion leads to two new phenomenons: inter-lingual and intra-lingual transfer. The inter-lingual transfer is defined as a process of one form or rule of the native language or from a previously acquired language into the language which, is acquired at the moment or is spoken. This happens when using the language for communication purposes. Thus the transfer occurs as a communicative strategy.

Interference occurs when there is not any possibility of internal interference. We could find this interference very often when there is no transfer of the elements from Macedonian into English. The structure of the native language is transferred spontaneously even there where there are no similarities between the two languages.

**CONVERGENT OCCURRENCES**

In the process of lexical interference there are three types of relation in the language lexicon: convergent, divergent and lexical gaps.

The convergent occurrences of two languages are those cases in which there are two or more words in one language and only one word in the other language. In other words, the occurrences from the native language are convergent towards one occurrence in the other language, for example, in the English language there is only one word for the four words in the
Macedonian language, золва, јатрва, снаа, шурна > sister in law; шура, брацанак, зет > brother in law; стрина, тетка, вујна > aunt; вујко, тетин, стрико, чичко > uncle.

**DIVERGENT OCCURRENCES**

Divergent occurrences in the process of interference between two languages are cases when in the native language there is only one word, and in the other language there are more words. Beginning from the native language towards the foreign language, such occurrences are seen in divergent relation, for example, цел < target, aim, goal, purpose etc.

**LEXICAL GAPS**

When in the native language there is a word for some concept, and there is no adequate word in the foreign language because there is no such concept then, we are talking about lexical gaps, for example the words ъезве, баклава, филџан, опинци or the fish in the Ohrid lake, плашица, белвица and so on. The situation could be the other way around: when in the native language there is no word for some concept for example, lay buy, passion fruit, sprouts etc.

When in the language there is no word for certain reference then it is referred to as referential gaps which, lead to language gaps. This type of referent in the Macedonian language, that is, in the English language is translated by using a loan word or calque. In this case there is a language exchange in the Macedonian language, for example, team > тим, match > меч, stop > стоп, corner > корнер, sport > спорт; standard > стандарт; test > тест; toast > тост; taxi > такси; whisky > виски; box > бокс.

There are structures that are specific for one language, one culture, and could not be translated literally in English or in Macedonian, so a construction that is common in the language is used for the given situation, for example:

Добро утро може ли да ја добијам госпоја ....? > Good morning may I speak to Mrs.....

Faithfully yours > со почит (ваши ....

Special attention should be paid to the cultural and specific differences. In order to be a coordinated bilingual, it is important to know the culture of the language that is spoken as a second language, and the awareness of the culture leads to a closer contact with the language, which, leads to faster and unconscious lexical borrowing.
CONCLUSION

Most countries in the world today use a number of different languages, which leads to language contact and bilingualism and as we have seen when two languages are in contact language interference is an unavoidable process. The most common borrowing in bilingualism is the lexical borrowings which, is due to lexical gaps in the language system, enriching the language system with new vocabulary, replacing the old term with a newer term etc. In other words, bilingualism and language interference are a natural process and are closely related with the increased communicative contacts between the nations in the world, such as communication in the economy, politics, diplomacy, tourism, education etc.

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ABSTRACT

The objective of this paper is to highlight the significance of incorporating the concept of verbal irony (VI) in teaching ESL (English as a Second Language). Although this indirect form of speech is a universal linguistic phenomenon, which is an intrinsic part of both formal and informal human interactions, it has been considerably neglected in ESL teaching processes.

ESL students will very likely encounter VI in their everyday interaction with native speakers of English and, consequently, those encounters will present them with real hardships, partly or utterly hindering their communication.

In order to prevent such uncomfortable occurrences, teachers of ESL ought to make sure that their students are properly trained to promptly recognize and correctly interpret instances of VI.

Key words: verbal irony, teaching ESL

INTRODUCTION

The concept of VI can often be rather elusive and intricate even for native speakers of the English language. Logically, the recognizing and interpreting of VI can be far more complex for learners of English as a second language (ESL) who apart from linguistic should also have socio-cultural knowledge of the countries in which English is the official language.

However, considering the fact that VI is unavoidable in everyday human interaction, irrespective of relationships among people (close friends,
relatives, acquaintances, strangers etc.) and situations they are in (at home, in the office etc.), it is an imperative to include it in teaching ESL. Thus, language learners will learn how to cope with it in real life situations.

The objective of this paper is to assist ESL teachers in introducing VI in ESL teaching processes. To that end, firstly, the paper elaborates on some key aspects of VI, with which both teachers and learners should be familiarised, such as the defining of the term VI and the markers which are crucial in recognizing it. Furthermore, the paper provides a short discussion relative to the results obtained from a small scale pilot survey of VI in the context of learning English on the part of non-native speakers of English. Finally, we offer some useful ideas and suggestions referring to the ways in which VI could be successfully implemented in teaching and learning ESL.

DEFINING VERBAL IRONY

Traditionally, VI has been defined as saying the opposite of what one means and has been associated with flouting Grice’s maxim of ‘quality’ (“Try to make your contribution one that is true”) (1975), i.e. deliberately telling something which is not truthful (e.g. “What a lovely weather!” - uttered during a storm). However, it was almost immediately realized that what the ironist intends to convey is not always necessarily the complete opposite of what he/she says, for instance, that is the case with literally true assertions or understatements (e.g. “I love children who keep their rooms clean!”/ “This room seems to be a bit messy.” - uttered by a very upset mother who has already asked her son to clean up the mess in his room but in vain.)

Sperber and Wilson (1981) analyzed VI as a case of ‘mention’, in which a speaker refers to, or echoes, a remark or thought previously expressed by someone else in a given speech event in order to convey usually a derogatory attitude towards it. Another definition depicts VI as ‘pretence’, i.e. as an utterance by means of which the ironic speaker pretends to be very optimistic, perceiving events as if through rose-colored glasses, while at the same time expressing a negative attitude toward the situation or idea he describes (Clark and Gerrig, 1984).

Ironic utterances can also be interpreted as allusions to a failed expectation, or as “a discrepancy between what is expected (what should be) and what actually is” (e.g. “That was simply the most delicious meal I have ever had” – uttered by someone who paid through the nose for the meal in a fancy restaurant but disliked the food) (Kumon-Nakamura et al., 1995).
Having underlined some of the principal definitions of VI, it becomes obvious that VI obligatorily involves some kind of a contrast or incongruity between what the ironist says and what he/she means or intends to convey.

MARKERS OF VI

Irony is not irony unless it 'fairy hints' at its own nature; or if a speaker intending irony does not see to it that his addressee is provided with markers which could be spread over the whole range of linguistic expressions (Muecke, 1978: 366).

Thus, apart from relying on contextual markers which involve discrepancies between the utterance and the circumstance in which it is uttered (e.g. “What a wonderful weather!”); there are also paralinguistic markers which include vocal prosodic signals (change in the tone of voice, the pace of speech, laughter, intonation, accent, nasalization etc.), and kinesic cues (smile, nodding, rolling the eyes, blank facial expression, raising the eyebrows etc.). Verbal markers most commonly include adjectives and adverbs which signal VI by creating overstatements (e.g. “I can never repay you for this” or “Thanks a lot for your help” – to someone who actually did not help you at all) and understatements (e.g. “He seems a bit nervous”- for someone who was outraged and lost control making a public exhibition of himself). Furthermore, if some of the chosen verbs, nouns, adjectives in a particular utterance belong to a different register (slang and colloquial words), and if they are inappropriate for a given context, that can also help the addressee to detect irony. Sometimes neologisms (newly coined words) (e.g. “Romneymania”- used ironically by the current US President, Barack Obama, for his political opponent, Mitt Romney, during the presidential election campaign) are used by the ironist to signal irony.

JUSTIFICATION OF THE NEED FOR INCLUDING VI IN TEACHING ESL

In order to validate the proposal for including VI in teaching ESL, a small scale survey was conducted which included 40 students from the Faculty of Administration and Information Systems Management – Bitola.

The hypothesis upon which the survey was based was that even proficient learners of ESL will face difficulties when they are exposed to VI.

The surveyed students were organized in two separate groups of 20 students. The only difference between the two groups was that only the first group, “the informed”, were previously acquainted briefly with some of the
The aim was to check whether explicit explanation will significantly improve students’ understanding of VI. Furthermore, both groups of students were presented with a short and interesting video clip posted at http://bigthink.com/rickygervais61, which depicts a brief monologue referring to animals’ rights by Ricky Gervais, a famous British writer, actor and comedian.

The students were allowed to watch the video clip for three times and were instructed to identify and underline the ironic utterances and, eventually, to write down short explanations about what makes the selected utterances ironic.

Additionally, the survey included several native speakers of the English language whose task was to confirm which of the utterances were really ironic. They all agreed that 8 out of 25 utterances in the monologue were ironic.

On average, the majority of the students successfully recognized from 2 to 5 ironic utterances (out 8 in total). Moreover, it was also evident that the tendency to correctly recognize the ironic utterances on the part of the “informed” students was slightly greater. However, we could draw the conclusion that one single informative session on VI is not sufficient for ESL learners to grasp the concept in its entirety.

The results of the survey also showed that the majority of the students could successfully recognize only one or two markers of VI, whereas 50% of the “informed” and 15% of the “uninformed” students offered no explanations at all. Subsequently, it was inferred that even though ESL learners intuitively recognize VI to some extent, yet they are not able to explain what makes certain utterances ironic.

Generally speaking, this small scale pilot survey is in line with our initial hypothesis that ESL learners lack knowledge relative to the indirect speech act, verbal irony, and that the need to include VI in ESL teaching processes is realistic and justified.

IDEAS AND SUGGESTIONS

Fortunately, the process of incorporating VI in ESL teaching processes could be alleviated by the abundance of various materials suitable for analyzing VI, both in oral and written discourse.

For the purpose of exploring VI in oral discourse, ESL teachers could

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61 This website provides a lot of video clips which contain excellent examples of VI which are really convenient for analysis, especially because the website also provides transcripts for all the videos. Thus, students can gain a better understanding of the topic, by both reading the transcript and observing the paralinguistic markers of VI.
analyze conversations in TV comedies and dramas, notably due to the fact that the verbal interactions presented in them are comparable to everyday ordinary human conversations. Furthermore, apart from the fact that there are numerous such comedies and dramas, it is also worth mentioning that the technological advances and the Internet considerably have simplified the access to such materials.

On selecting such video clips ESL teachers should surely pay attention to their content, register (formal and informal), different relationships among actors (close friends, relatives or strangers), various settings (at home, in the office etc.) etc.

Following the identifying and discussing of the ironic utterances in these comedies and dramas, ESL teachers could stimulate learners to either try to act the conversations out, i.e. to imitate the characters uttering their original lines, or to change the conversations slightly or completely, retaining the ironic overtone, all the same. This could pose a great challenge for ESL learners which will instigate their creativity and originality.

Another particularly recommendable source for materials adequate for introducing VI is the previously mentioned website, http://bigthink.com/rickygervais. On using this website ESL teachers may primarily urge their students to express their opinions and standpoints in connection with a particular topic. Then, they could watch the video and read its transcript and compare them with the author’s viewpoints. The discussion can proceed by revealing the ironic utterances and the markers of VI which indicate their ironicalness.

Instances of VI in formal speech can be found in political debates and discussions where politicians criticize their opponents’ actions and deeds. Again, the rich online video source, youtube.com, can provide ESL teachers with political speeches or interviews of politicians who frequently resort to using VI.

Analyzing VI can be performed by considering written discourse as well, i.e. by means of consulting written sources such as various plays (e.g. “Julius Caesar” by William Shakespeare), poems (e.g. “The Road Not Taken” by Robert Frost), novels (e.g. “Pride and Prejudice” by Jane Austin), newspaper articles etc.

Paralinguistic markers in these sources are been substituted by typographic markers such as inverted commas, bold letters, italics etc., which often prove to be crucial for a prompt detection of VI.

62 ‘Daria’; ‘Friends’; ‘Seinfeld’; ‘Two And A Half Men’; ‘Brothers and Sisters’; ‘Grey’s Anatomy’ and ‘Heroes’ are some of the TV comedies and dramas which are particularly suitable for analyzing VI.

63 One such politician who is known for his outspokenness and critical attitude is the British MP to the European Union, Nigel Farage.
CONCLUSION

In conclusion, VI as an indirect form of speech should most definitely be embroiled in ESL teaching processes especially as it may alleviate the interaction between non-native and native speakers of the English language. However, it should be used with caution as ESL learners’ age, values, attitudes and views of the world may vary considerably, and tolerable for another.

REFERENCES

The terms denotation and connotation are of great importance in linguistics because they refer to the meaning of the terms. The denotative meaning is quite stable and is adopted by the members of a certain community or speakers of a certain language, while the connotative meaning concerns different social or individual perceptions of a certain term.

The aim of this article is to analyze the role of the denotation and connotation when presenting terms in the terminology products such as terminology forms, bases and dictionaries as well as the challenges that this two aspects of the meaning impose on the translator.

Key words – denotation, connotation, terminology, translation, French language, Macedonian language

THE ROLE OF DENOTATION AND CONNOTATION IN THE LEGAL TERMINOLOGY AND IN THE TRANSLATION OF LEGAL TEXTS FROM FRENCH TO MACEDONIAN AND VICE VERSA

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The terms denotation and connotation are very important in linguistics, especially in the field of semantics because they refer to the meaning of the linguistic sign.

In order to explain their meaning it is necessary to analyze the structure of the linguistic sign established by the Swiss linguist Ferdinand de Saussure in his work *Cours de la linguistique générale*. According to

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64 original scientific paper
Saussure the signifier and the signified are the components of the sign/signé, formed by the associative link between the signifier/signifiant and the signified/signifié.

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\text{Signe} = \frac{\text{signifiant}}{\text{signifié}}
\]

The french linguist Bernard Pottier \(^{66}\) enters even deeper in the structure of the linguistic sign given by Saussure in order to explain the concepts of denotation and connotation. So, according to Pottier the signified is composed of form and substance. The substance of the signified consists of semantic features and the form concerns the characteristics that indicate a belonging to a certain class. The substance of the signified is actually a set of semantic distinctive features.

On a minimal level of the linguistic sign (the morpheme) the sum is called sememe and each distinctive feature is called a seme. A seme is the name for the smallest unit of meaning recognized in semantics, referring to a single characteristic of a sememe.

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\text{Sememe} = \{\text{seme}_1, \text{seme}_2, \text{seme}_3, \ldots, \text{seme}_n\}
\]

According to Pottier the semes can be divided into two groups: denotative and connotative semes. Denotative semes determine the meaning of the sign in a stable way, based on the large social acceptance of the sign. On the other hand, the connotative semes determine the meaning of the sign in an unstable and very often individual way. The sememe that represents a sum of connotative semes is called virtueme. It is very difficult to define precisely the connotation because it refers to all subjective, implicit, indirect, cultural and other meanings of the term. Or, the denotative semes indicate elements of the definition that are known by all speakers of one language, whereas the connotative semes depend on the context or on the identity of the speaker.

**DIFFERENT ASPECTS OF THE CONNOTATION**

Roger Mucchielli \(^{67}\) underlines four different segments that concern the connotation:

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1. The term can have a language and logic meaning and can refer to everything that that term means for the speaker, and that is in relation with his direct perception or with his knowledge.

2. The connotation can be seen as a psychological category, and it can refer to personal impressions, affective appreciations etc. that a certain person relates in a very subjective way. This kind of understanding of the connotation is dominant today, and is mentioned for the first time by Roland Barthes.

3. This term can be analyzed from the point of view of the communication situation, and this aspect of the term connotation is introduced in the linguistics by Luis Hjelmslev. According to him, the connotation is the meaning that the word gains when it is used in certain conditions by a certain cultural subgroup, and its use signals the fact that the person belongs to that subgroup.

4. Finally the author indicates the sociopolitical aspect of the term, that refers to the second, hidden meaning of a word which indicates a certain ideology, historical interests of a class, myths about the group to which the speaker belongs to.

The first two segments concern the individual differences in the perception of the same term. For example, people who have never had any trouble with the law perceive in a different way the term судија (judge) than those who have already been convicted.

Today, the connotative meaning is seen through the prism of the four aspects mentioned above, because it can often happen that elements from different aspects intervene at one term. Thus, the term flic (cop) has the same denotative meaning as the term policier. Nevertheless, unlike the term policier (police officer), the term flic has different connotative meanings because the term is used with a pejorative nuance and is a part of the spoken language. The pejorative character of the term indicates a subjective association built upon the corresponding referent, while the use of the spoken language indicates the social group to which belongs the speaker, the characteristics of the communication situation etc.

In order to illustrate the ideological motivation of certain terms we can indicate the way in which the term комунизам (communism) was accepted during the Cold war in the eastern and in the western world. The term had extremely positive connotation in the communist countries and was used only in positive, glorifying contexts, while the same term had extremely

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negative connotation and was accepted with repulsiveness and even fear in the western, capitalistic world.

The complexity of the connotation can be illustrated by the following examples that refer to the same referent but possess different connotative value:

_Negative connotation_

Vo градот има преку 2000 скитници (vagabonds).

_Neutral connotation_

Vo градот има преку 2000 лица без постојано живеалиште (sans domicile fixe/homeless).

_Positive connotation_

Vo градот има преку 2000 лица без покрив над главата (sans-abri/homeless).

Although all the three expressions refer to the same people, they provoke different associations in the reader’s mind. The first term has a certain nuance of the spoken language, while the third one designates a person that should be an object of compassion. Therefore, if a journalist writes an article aiming to support the construction of a shelter for the poor for example, he will use the third term. However, if the objective of his article is to give a certain support for the law against begging then he will use the first one. The neutral, administrative term без постојано живеалиште avoids intentionally the positive and negative associations brought out by the other two terms.

The denotative meaning is not given once and for all, but it is still relatively stable for a long period of time. The connotative meaning on the other hand can change a lot in time. For example, the term инвалид gained a negative meaning in the Macedonian language and today its public use is not acceptable, the term being replaced with the more appropriate ценник со посебни потреби. The fact that in time terms can acquire new connotative meanings can be illustrated by the French terms aristocrate and bourgeois. In this sense, the term aristocrate used to denote a member of the class of nobles, and today the term is used as a qualification for a man of elegant posture and manners. The second term bourgeois firstly used to denote a member of a class that occurs in the Middle Ages in Europe, and today this term has negative connotations meaning shallow person, without education and ideals.
DENOTATION AND CONNOTATION IN TERMINOLOGY AND TRANSLATION

Of course, in terminology, connotation and denotation are analyzed on a terminology level because as we already mentioned every term has denotative and connotative meaning. The terminology forms which represent the basis for elaboration of other terminology products as dictionaries and terminology databases, usually present the denotative meaning of the term through a terminology definition. Unlike the denotative, the connotative meaning can not be fully embraced because it indicates subjective nuances in the understanding of certain terms. The forms usually supply just one part of the connotative meanings of terms. The terminology forms can be edited in different ways but usually they contain data about the domain or subdomain to which belongs the specified term. Thus, in a general way, are determined the contexts in which the term can be used. Of particular importance for determining of the connotative meaning are the linguistic and geographical indications that the form sometimes gives for the regional use of certain terms. While looking for the contextual meaning the translator can also find very useful the indicators of the linguistic level that the term belongs to, or the information if a term is a neologism, archaism and other recommendations about the use of the term.

From the above we can conclude that the terminology through terminology forms presents the denotative meaning of terms, and the segment of the connotative meaning that is mentioned by Hjelmslev in terms of its use within certain cultural groups or subgroups. Of course, the terminology cannot transfer individual conceptions of the term or its ideological motivation in different societies.

The problem of denotation and connotation is more complex if it is considered in the context of the translation, which means not on a terminology level but on a text level. It seems that if words have had only denotative meaning the translation process would have been much simplifier, and many disputes about the translation in the past and today would not have existed. The proponents of the theory that translation is impossible find their strongest arguments for this thesis precisely in the field of the connotation saying that the same term is perceived differently by the members of different cultures, and that the differences exist within the same cultural group.

70 Mounin (1963: p.144-168) In the conclusion to the chapter devoted to terms, translation and connotation he affirms that the connotations deepen even more the gap between languages and which is deep enough because of the material differences between civilizations because of the different perspectives of the world that languages impose to us. He wonders whether it is possible to translate and how to translate when the same term causes different associations for each individual.
However, in many cases the translator is not helpless. While searching for equivalents, he can and is obliged to take into consideration the connotative meaning, and if he translates an archaism, neologism, a term that belongs to the specific language level, etc. to try to find an appropriate translation equivalents, which would also be archaisms, neologisms or which would belong to the appropriate language level in order to achieve the same effect as the source text.

For example, there are Macedonian texts in the field of law that may contain archaisms or names of institutions that are not part of the current legal system and that are of Turkish origin, such as кадија, бег, ага, ефендија, султан etc... It is interesting to note that some of them exist in the same form in the French language: effendi, sultan. Those that were not directly borrowed from Turkish can be translated in a descriptive way or they can be borrowed directly. Because the archaisms give certain specificity to the whole text, it is recommendable to borrow directly the term and to explain it additionally. The term кадија for example will be taken as such and in a footnote will be added an explanation that it is a judge from the time of the Ottoman Empire. Of course, this term is equivalent to the French term juge but the use of this equivalent would mean the loss of the archaic sound that brings the text.

An important specificity of the French legal language is the fact that it has terms that belong to the old French and Latin language and the archaic Latin and French terms are not part of everyday language. Therefore, they are relatively unburdened with strong emotional associations. On the other hand, they connote a solemn, formal tone that suggests the importance of the legal text, and they mark the legal language as a specific and highly specialized one. The translator that translates into Macedonian a French legal text can find, without major difficulties, equivalents with the same denotative meaning in the Macedonian language. However, the connotative nuance and the effect that the presence of such terms causes in the French reader, can not be conveyed by the translator in the Macedonian text. He can translate icelui with оној but he will not convey the nuance of the archaic term, as the Latin term subpoena can be translated судска покана за сведочење, but it will not transmit that official nuance connoted by the Latin term.

When it comes to the translation of texts with legal content, it should be remembered that the legal language is inherently neutral and it tends no to cause any positive or negative connotation in the readers. Therefore, when translating this type of texts it is extremely important to use professional terms that have very similar or identical denotative meaning, but which also

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71 It is a term used in the Anglo-Saxon law, but is also used in Quebec.
have neutral connotative meaning. The neutral connotative meaning is not absolutely a viable category, but in this case, it means avoiding terms with strong emotional motivation.

CONCLUSION

As for the contribution of the terminology to the translation on this plan, we can conclude that the contribution is huge in the field of denotation, because it gives the translator very important information about the direction he should take during his search for equivalent in the target language. Terminology products are of great benefit to the translator because they give useful advice about the contexts in which the term can and should be used. When it comes to the subjective perception of the terms, of course, the translator can not have a direct influence on it, but we can presume that if he takes the aforementioned measures the likelihood increases that the target text will inflict on its readers similar effects to those that the source texts evokes in its audience. To achieve this goal it is necessary that the translator is not only bilingual but also bicultural which means to be informed about the social trends in both societies.

BIBLIOGRAPHY:

The Victorian era has always been in the focus of my interest. From the literary point of view it was a period of huge literary output. Although sometimes there are diverse opinions about the worth of all of their literature, the Victorians seem to have been obsessed with social and political problems. Despite the fact that the Victorian era prided itself on being the age of progress, ordinary people experienced poverty, injustice, ugliness and different forms of immorality.

In Chapter One, I discuss the main characters Rochester and Heathcliff in the two novels Jane Eyre and Wuthering Heights and their characteristic features as Byronic heroes. First I focus on Heathcliff as a Byronic hero, and then very briefly I describe the incestuous love motif with reference to Byron’s Manfred to make clearer my views on Byron’s influence upon the writer. Further on I dwell on Rochester as a Byronic hero.  

**Key words: Victorian era, Byronic heroes, love, incest.**

**INTRODUCTION TO VICTORIAN AGE AND THE BYRONIC HERO**

A very distinctive heroic tradition appeared for the first time during the Romantic Movement in Germany with Sturm und Drang, and culminated with Goethe’s Faust which is considered to be the greatest achievement of Romanticism. This ‘hero aspect’ has always been more important in...
Germany then in Great Britain. British Romanticism has its representatives but with a priority of the Gothic villain who may be said to be a combination of heroic and demonic characteristics. The British representative in this respect is Byron. If Faust stands for German Romanticism then the Byronic hero has a special significance in British literature. Of course we should not forget that the Byronic hero also engendered a European progeny in France, Russia and Poland especially.

A Byronic hero exhibits several characteristic traits, and one of them is that he can be considered a rebel in many ways. The Byronic hero does possess some kind of a ‘heroic virtue’ but has many dark qualities as well. He is an individual who has great qualities of mind and heart. He is a figure of strength and creativity, like traditional heroes, but who is also a product of inner darkness, and a creature of rebellious passion as well. “With regard to his intellectual capacity, self-respect, and hypersensitivity, the Byronic hero is ‘larger than life’ and with the loss of his titanic passions, his pride, and his certainty of identity, he loses also his status as a traditional hero.” (Thorslev 187) There are at least four distinguishing factors in the Byronic hero's philosophy of life: revolt against society, pursuit of individual goals, romantic expression and the constant experience of strong emotion.

The Byronic philosophy sees love as the ultimate and only essential truth and final resting place for one in this life. The Byronic hero is constantly in search of impossible life and this is why he is doomed to failure. So, according to Deborah Lutz “The Byronic hero’s definition is the tormented melancholy failure that nears the success, fails and experiences the eternal loss i.e. the repetition of the impossibility of bliss.” (Lutz 52)

HEATHCLIFF AS BYRONIC HERO

Charlotte and Emily Brontë differed in their outlook on life and approach to literature. This means that their characters are supposed to be different as well. Wuthering Heights is a more difficult book to understand than Jane Eyre because according to Virginia Woolf and other critics, Emily was a greater poet then Charlotte. Woolf confirms this with the statement:

“When Charlotte wrote she said with eloquence and splendour and passion ‘I love’, ‘I hate’, ‘I suffer’... But there is no ‘I’ in Wuthering Heights. There are no governesses...There is love, but it is not the love of men and women.” (O'Neill 53)

The Byronic hero is defined by Thomas B. Macaulay as “proud, moody, cynical, with defiance on his brow, and misery in his heart, implacable in revenge, yet capable of deep and strong affection” (Macaulay157), and this definition perfectly fits the main character
Heathcliff in Emily Brontë’s *Wuthering Heights*. When we start reading the novel, at first glance we get a feeling that it is all about love and the obstacles lovers have to overcome and we expect a happy ending. But it doesn’t happen to be like that. The impossible love of Heathcliff makes him progressively more and more alienated from the people around him. He only wants what he can’t have and this is why so many readers have seen him as a Byronic Hero. The appearance of Heathcliff is typical of Byronic heroes. This is how Mr. Lockwood describes him, and that would surely seem appropriate as a description of Satan in Milton’s *Paradise Lost*: “He is a dark-skinned gypsy in aspect, in dress and manners a gentleman: that is, as much a gentleman as many a country squire: rather slovenly, perhaps, yet not looking amiss with his negligence, because he has an erect and handsome figure; and rather morose.” (Brontë 3)

This description creates a gloomy yet attractive, reticent and passionate impression of the appearance and character of Heathcliff, which is quite in line with other Byronic heroes. Those words reveal what kind of hero Heathcliff is and foreshadow his extraordinary life experience, which also reflects upon his character. He is conscious of his own frustration and like Milton’s Satan, is bent upon destruction. The melancholy in him presents the sickness of the Byronic soul and does not foster in him the cult of ‘separateness’ which is characteristic of both Manfred and Childe Harold. Because of all these reasons, Heathcliff is a perfect example of a Byronic hero. Heathcliff is also a man who has sinned in his life, a man who lives to find revenge, and a man for who the reader is capable to feel sorry for.

Heathcliff arrives at Wuthering Heights as a boy who is apparently an orphan and looks like a gypsy. Immediately he finds himself being picked on by Hindley, who feels like he is competing with Heathcliff for his father's attention. This is the moment when Hindley feels alienated from his father. After Earnshaw’s death the sorrow of Heathcliff begins to grow. Hindley inherits Wuthering Heights and now Heathcliff is the one who is alienated from everyone but Catherine Earnshaw. At this point Heathcliff gets assigned to do all the degrading jobs around Wuthering Heights. This fills him with anger and hatred of everyone except Catherine for whom he feels obsessive love. Heathcliff is an extremely complex character. This complexity also contributes to Emily Brontë’s creation of this Byronic hero. Yet Brontë manages to make her dark hero, at least to a certain extent, a sympathetic figure. After reading this novel, readers may hate Heathcliff, but they will also be greatly impressed by him, which cannot be produced only by hatred. Before a Byronic hero, or villain hero, as the name itself suggested, conventional good and evil lose their value and meaning.

Heathcliff wants revenge but at the same time, he is a victim of the
inimical world which pulls out his dark potential. Heathcliff is such a man whose good side is distorted by the external environment. Early in the book, just when the reader has nearly made up his/her mind that Heathcliff is a cruel and insensitive brute, unaware of even the elementary obligation which one human being owes to another, when in a short time, he has gone so far as to drive Lockwood out into the storm alone. There comes one of the overwhelmingly lyric moments in the novel as Heathcliff leans far out of the window and implores the spirit of Cathy to come in: “I obeyed, so far as to quit the chamber; when, ignorant where the narrow lobbies led, I stood still, and was witness, involuntary, to a piece of superstition on the part of my landlord, which belied, oddly, his apparent sense” (Brontë 23).

The depth of feeling, the compassion of which Heathcliff is plainly capable in those scenes, forces us to reconsider our judgment of this character. But it is still a matter of personal opinion. His unswerving devotion to Cathy seems to be Heathcliff's only redeeming quality. To almost everyone else he is a monster; he delights in causing misery, and is described as being a demon several times throughout the book by different characters. But, he still remains one of literature's most romantic, heroic characters ever to grace the page.

INCESTUOUS LOVE

Cathy and Heathcliff are one. They are brought up as brother and sister and may very well be siblings. They roam the moors, sharing all of their dreams and sufferings. Speaking about the brother-and-sister love of Heathcliff and Catherine, we may say that Wuthering Heights figures an immoral love. The Byronic obsession with forbidden love, especially between brother and sister penetrated the imagination of Emily who first read Byron’s poetry in 1833, when she was only 15 years old. The influence of Byron on her is often equated with the creation of the Byronic hero, a defiant turn of mind and a taste for ill-fated lovers. So, the question of literal incest doesn’t arise directly in Wuthering Heights although Heathcliff inherits the name of the dead Earnshaw, i.e. his father, but remains malignant to the family. The book tells us about him that he is “a challenging, gypsy, demon, out-and-outer, and his seed is blight.” (Brontë47)

However, the text is in many ways innocent of incestuous imputation. If we conceive Catherine’s “resting her darling head on the same pillow with Heathcliff, the deep emotional shudder supplements the reader’s glimpse into their intimacy and has no taint of sexual voyeurism.” (Wilson122) It is mostly governed by Heathcliff’s memory and he himself completes his sentence, “as she did when a child.”(Brontë257) With the adjustment of
Emily Brontë’s Byronism and the austerity of her own literary mood, the novel itself gives the denial to the knowingness which tends to characterise the brother-sister love. Thus, the reader has the knowledge of the essential unity and unanimity of Catherine and Heathcliff, it is their likeness. This affinity is because of Heathcliff’s changeling status within the family. His lack of attributable origins means that he could have come from anywhere. He is like a human waste material on the streets of Liverpool that gravitates to a father in Mr. Earnshaw. In their tribal resemblance, the children’s unlikeness as male and female is apprehended as spurious. This theme is quite familiar in Byron. In Manfred for example the hero tells the Witch of the Alps:

She was like me in lineaments, her eyes,
Her hair, her features, all, to the very tone
Even of her voice, they said were like to mine...
I loved her, and destroyed her... (Manfred II,ii)

Therefore, if we compare Manfred and Heathcliff, it is obvious that the voice of Heathcliff is no less authentic when he cries to the dead Catherine because Manfred cried with equal passion years before to Astarte:

Yet speak to me!
Speak to me! though it be in wrath!—but say—
I reck not what— but let me hear thee once—
This once—once more! (Manfred II,iv)

Specifically, Manfred’s curse, which causes him to be haunted by Astarte, sounds much like Heathcliff’s wish to be haunted by Catherine. One difference is that, in Byron, the phantom of Astrate articulates his curse. Manfred is tormented by the fact that he has had an incestuous relationship with his sister in the past. So there is all this grief and love, combined with very conventionally masculine, that is outgoing and adventurous, characters. Heathcliff matches the model of the Byronic hero in that sense as well. However, there is a salient difference in Brontë’s case. Heathcliff and Catherine are not spoken of as bearing resemblance. For example the very popular exclamation of Catherine in chapter IX is referred as the manifestation of perfect love:”Time will change it, I’m well aware, as winter changes the trees – my love for Heathcliff resembles the eternal rocks beneath – a source of little visible delight, but necessary. Nelly, I’m Heathcliff – he is always on my mind.” (Brontë73)

According to Graeme Tytler ”Catherine's words are interpreted as part
of a specific psychological pattern considering the speech as a certain reluctance on the heroine's part to accept the 'otherness' of Heathcliff's identity.” (Graeme 47.2) There are many proofs that confirm Catherine’s unwary consideration of Heathcliff, despite the fact she identifies herself with him. This phrase is voiced at the moment of her consultation with Nelly about whether or not to marry Edgar Linton. Catherine deems that Heathcliff doesn’t know what love is and this would suggest that she was simply anxious to prolong their childhood relationship. Although Heathcliff remains true to his inner nature throughout the novel, Emily does not judge him too harshly. When she marries Edgar and lives at Thruscross Grange, Cathy is symbolically punished with death. Emily’s chief defence of the Byronic hero is that he embraces his inner nature and remains true to himself whatever the ultimate cost.

Owing to the novel's enduring fame and popularity, Heathcliff is often regarded as an archetype of the tortured Byronic hero whose all-consuming passions destroy both himself and those around him. Heathcliff can also be viewed as a reflection and product of his psychological past: the abuse, neglect and scorn of those with whom he grows up render him abusive, neglectful and scornful. If Emily Brontë had not been so strongly influenced by Byron, Heathcliff could not have been conceived, but he goes further than the Byronic hero in his romantic rebellion. His complicated, mesmerising and altogether bizarre nature makes him a rare character, with components of both the hero and the anti-hero.

**ROCHESTER AS BYRONIC HERO**

It is a mere fact that both *Jane Eyre* and *Wuthering Heights* are products of the Victorian era, written by two women of the same family who were sisters. Both novels explore the deep passionate love triumphing against all obstacles and odds, involving brooding heroes with a past. While *Wuthering Heights* brings out diabolism on an earthly level and an imagined union beyond all bondages, *Jane Eyre* sticks to the divine Christian basis and human moral codes of marriage, very common issues of the Victorian era, and a satisfied fulfilment of those codes, on earth itself. Due to this factor, characterisation is also different. Jane Eyre, from one side, is gentle, plain, completely unnoticeable, yet with a dignified, clear, indomitable bearing and will. From another side, she is an orphan, who undergoes indignities right from childhood, sufferings as an adult, till getting true love. Jane cares passionately for Rochester but she often preserves her detachment from him. Charlotte Brontë takes care that the reader who is about to care passionately about the heroine and should preserve his/her degree of detachments as well.
“The two sisters were influenced by Byron but they didn’t show the same reaction to Byronism in their novels and poetry. While Emily represents full-scale adoption, Charlotte seems to demonstrate the tendency to be simultaneously attracted and repulsed.” (Wilson115) This confirms the fact that the two sisters offer slightly different versions of the Byronic hero, which may account for the measurable differences in their reactions. To Emily for instance, the Byronic hero is a force of nature that cannot and should not be tamed or controlled. Charlotte, on the other hand, seems to explore the seductive and redemptive qualities of the character type, who can be reformed. Charlotte, like her sister Emily, was strongly influenced by Byron’s poetry in her own writing. She began her writing career as a poet.

The Byronic hero has another dimension in Charlotte’s work. He is intact but less overt. He is not a typical seducer and doesn’t mesmerize Jane in any way. “Like Heathcliff, Rochester is dark-complexioned but is considered less pleasing to the eye.”(Oneill34) He has “broad and jetty eyebrows, his square forehead, his full nostrils, denoting... cholera, his grim mouth, chin, and jaw” (Brontë183) and all these attributes are more remarkable for ‘character’ and not attractiveness. Speaking about his body, Jane notices that he has “a good figure in the athletic sense of the term, broad chested and thin flanked; though neither tall not graceful.” (Brontë137). Rochester has enough experience in love, although he may not look like a typical Byronic seducer. He has a chequered sexual past. Jane considers Adèle as his daughter and afterwards Rochester, too, hints that she may be. After giving Adèle a pink silk frock, Rochester explains, ‘in a few minutes she will re-enter; and I know what I shall see, — a miniature Céline Varens, as she used to appear on the boards at the rising of— but never mind that.’ (Brontë158) Rochester makes his affair with Céline quite clear much later, when he denies that Adèle is his daughter. He also reveals that he had two other mistresses, Giacinta and Clara. Byron’s heroes have mysterious sexual pasts as well, something unique to Charlotte’s version of him. So the main difference between Byron and Charlotte is that Byron had some homosexuality flirts, unlike Rochester who is strictly heterosexual.

Throughout the novel, except at the beginning, Jane and Rochester’s relationship is one of equals, like that of Catherine and Heathcliff in Wuthering Heights. So Manfred and Astarte are also well matched as Manfred recalls: ‘She had the same lone thoughts and wanderings, / The quest of hidden knowledge, and a mind / To comprehend the universe’ (Manfred II,ii). Early on in their relationship, Rochester says: “I don’t wish to treat you like an inferior...I claim only such superiority as must result from twenty years’ difference in age and a century’s advance in experience.” (Brontë152).
Their equality is discussed as a kind of sameness strikingly similar to Heathcliff and Catherine’s in Emily’s novel and Manfred and Astarte’s in Byron’s drama. Jane reflects as she observes Rochester’s interactions at a party at Thornfield Hall: “(Brontë 199) The same language of equality and kinship is repeated during Rochester’s marriage proposal: “‘my bride is here,’ he said, again drawing me to him, ‘because my equal is here, and my likeness’.” (Brontë 285)

In fact, what Charlotte offers in the novel Jane Eyre are the two versions of Byronic hero and both are based on Byron’s models. Not only Rochester but Jane herself is also a true Byronic hero. She is self-possessed and independent but at the same time she is restricted by some of society’s conventions. As Susie Campbell remarks: “Ultimately it is Jane who is the true Byronic hero of the novel. In her passage through loneliness, isolation, intense suffering and temptation, Jane asserts her own individuality, forges a sense of identity and proclaims freedom and independence of will.”(Campbell 67) Rochester recognizes her Byronic qualities and works to free her from her self-imposed prison. But after she refuses to become his mistress and they fail to get married, Rochester speaks to her: “Jane! Will you hear reason? – because if you won’t, I’ll try violence.”(Brontë 340). A part of her wants to yield to him but she is reasonable enough and makes her decision with dignity: “I care for myself. The more solitary, the more friendless, the more unsustained I am, the more I will respect myself.” (Brontë 356).

Further on in the novel, Jane gains what she always wanted, i.e. self-possession which allows her to test the gender conventions of her society. After Jane’s inheritance and Rochester’s injuries, Jane becomes the family financier and her husband becomes dependent on her. This reversal even nowadays is rare and demonstrates that Jane and her creator Charlotte are indeed proto-feminists.

CONCLUSION

Throughout the Victorian age, Byron’s influence was manifested in the work of many authors and artists. There are many examples of Byronic heroes such as the ones portrayed by Charlotte and Emily Brontë, who were fascinated by Byron’s poetic output and dashing life. The two sisters were mesmerized by the impossibility of his existence based on a quest for love that was doomed to failure. The literary tradition of heroism in Britain may be said to have practically died with Byron but a few notable exceptions represent its continuation. Jane Eyre’s Rochester is certainly a descendant of the Gothic villain-hero, as is Emily Brontë’s Heathcliff.
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MODERN TRENDS IN THE LINGUISTICS OF THE LANGUAGES FOR SPECIFIC PURPOSES

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ABSTRACT

The linguistics of the languages for specific purposes (LSP), or linguistics of the professional languages, is a young branch of linguistics that deals with the study of the professional languages. The task of the linguistics of LSP is to detect and to study the regularities of the appearance, development and the importance of the professional languages. This science investigates the professional languages in the diachronic perspective that follows its development and examines the current state of the lexical vocabulary of the professional languages. As a result of such research we receive an overall review of the system of the language for specific and occupational purposes.

Keywords: applied linguistics, professional language, terminology, professionals, communicative competence.

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THE LINGUISTICS AND THE LANGUAGES FOR SPECIFIC PURPOSES

The historical changes and the differentiation of the humans’ dealing affect and change the scope of the subject of the linguistics of the languages for specific purposes, so that today the science offers a wide-range of scientific investigations with modern and current issues and problems. With continued expansion and increasing complexity of its subject, the linguistics of the professional languages even transcends the linguistic boundaries, expands the differentiation method and the method of investigation. Even though it started as a lexicological and terminological dominant (language specific) linguistics in the past, it increases the number of new linguistic disciplines today - certainly not to the detriment of the terminology, specifically multilingual, which still has not lost the leading position. These two aspects - the abundance of the subject and the method of work - is a reflex of the linguistic researches and cover the problems of bilingual and multilingual terminology in professional languages, represented as a heterocritical professional language; tendency toward the international terminology with a desire for faster convergence to global and world standards, in teaching professional foreign language and other research objects.

Today there is an increasing number of intensive surveys of the professional languages. The special emphasis should be given to some vocational language centers: "University of Economics" in Vienna and the "Trade Faculty" in Copenhagen that achieve overall linguistic development through research terminology, lexicography, adult education in a specialized language and so on.

The reasons for the scientific exploration of the phenomenon of the professional languages are numerous, the most important of which is the impact of the professional language on the general language. On the other hand, today there is an increased international intertwining - and not just economic - contributing experts to communicate specialized language.

Inevitable part of these events is a great terminological expansion, that mainly can be controlled poorly: the wave of innovations in a certain profession carries a variety of specialized technical terms, often the targets of the terminological systems.

This modern trend in the linguistic research tends to the fact that the professional languages meet the standards and the needs of a particular economic or non-economic branch, and at the same time can be overcome,
to understand and find application in practice. Professional languages also constitute an important source for the most current scientific information.

**PROFESSIONAL LANGUAGE - TERM AND DEFINITION**

Because it is a fairly new area of the linguistics, it is necessary first to light up the term 'professional language'. Today there are many different opinions regarding:

- defining the notion of the professional language,
- the criteria for stratification of the professional languages from one another,
- the principles of internal differentiation is closely related to the various professional communications of a certain professional language.

To give an accurate definition of the term 'professional language' that will meet all the criteria is very complex. When studying the professional languages, large number of different names and terms are obvious. The term itself, not only in our country, but also in other languages, is a subject of a scientific discussion. In English the commonly used term is 'language for special purposes', 'language for occupational purposes', 'language for professional purposes' or 'business language'. In Italian, there are also different names. In German, the German term 'Fachsprache' ('professional language') is the most suitable and most accurate.

A true professional language is always connected to an expert, because it requires complete clarity of concepts and expressions. Thus, the professional language is a system of all language resources used in a communication that refers to a given profession and/or ranked experts in the circle of the given area and representatives of a certain profession, but it includes experts as well as laymen, too.

In our research regarding the professional languages, we indicate a very important moment in the professional language - namely professional language is a means of the expression and understanding of experts, who possess a certain structure of thought. The issues of the professional language and its definition are examined by the linguist Shifko, who describes the professional language and defines it according to the following three aspects:
Professional language is a well-known instrument that is suitable for a more or less restricted circle of specialists (profession and language: pragmatic criterion).

Professional language is a relatively small part of reality (in comparison with the universal instrument of the common or general language: referential criterion).

Professional language allows precise and simultaneously economical communication. Economical communication stresses the importance of the time and energy. According to the linguist Shifko, the professional language is also a pragmatic, primarily semantic entity and means the sign-structures and their function according to given criteria.

The carrier of the information of the professional languages is the professional terminology. Beside the high degree of the used terms, the technical terms cannot themselves make a linguistic whole entity, and therefore there is a necessity of a combination between general vocabulary and specialized terminology and according to this, it can be concluded:

- The professional languages are part of the overall system of the common language.
- There are different professional languages, because there is a variety of professional areas.
- Professional languages differ from one another.
- Professional language is a medium between trades, science and the world.
- The communicative, e.g. the functional aspect again demonstrates the assumption that there is only one professional language and cannot be restricted by other professional languages, but in a certain professional language there are different communicative levels.
- Professional language is a tool, which is intended for a larger or smaller group of specialists and professionally competent persons, and is able to be understood of professionals working with other professionals in the same field, and with representatives of other disciplines.
- Professional language is a relatively small part of reality (in comparison with the universal instrument of general language).
- Professional language allows precise and simultaneously economical communication.
- Professional language is a complex area of the language use.
- Professional language has its own characteristics in a variety of professional communicative situations and shows an internal
differentiation.

THE IMPORTANCE OF PROFESSIONS IN A SOCIETY - THE ROLE AND THE TASK OF THE RESEARCH REFERRING THE PROFESSIONAL LANGUAGE

With the greater importance of the professions in a certain society, the role and the task of the research of the professional language significantly expands into:

- The documentation of the professional knowledge in the data banks, specialized vocabulary, and the professional books.
- The professional internal organization through communication, introducing referral.
- The education of the professionals in their profession and establishing the professional schools.
- Transfer of professional knowledge, if necessary for communication in professional situations (e.g., buying and selling air tickets, booking room, making a brochure, explaining the method of preparing a meal, etc.).
- Translation for the international exchange of a professional information.
- Professional language gets more and more important role in the standard general language, because the literature is becoming more extensive and enters the life of a common man. Therefore, there is a growing need to study language’s features of the professional language as a mother tongue and a professional language as a foreign language.

Changes in the language take place at the same time with the changes in the economical activity and handling, as well as with the changes of the individual leisure and recreation activities, on the other hand. The pragmatic function of the language is a priority in the professional language compared to the language change. The studies of the professional languages nowadays have shown a number of linguistic, socio-cultural and psychological factors whose position is very important in the creation and existence of the professional language and communicative competence of the experts.

CONCLUSION

Today there is no doubt that the new achievements of the science and economy affect the professional languages. The impact of the scientific and
technical professional languages in the syntactic and lexical field leads to a qualitative change in the general language, so that the professional languages have contributed not only to the field of professional language, but also in many other related disciplines, as well as in the general language, too.

Professional languages represent an important segment in the linguistic research, and particularly in the research and the research is focused on the certain fields that are used in the professional foreign language teaching, translation, publication of scientific and technical literature.

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