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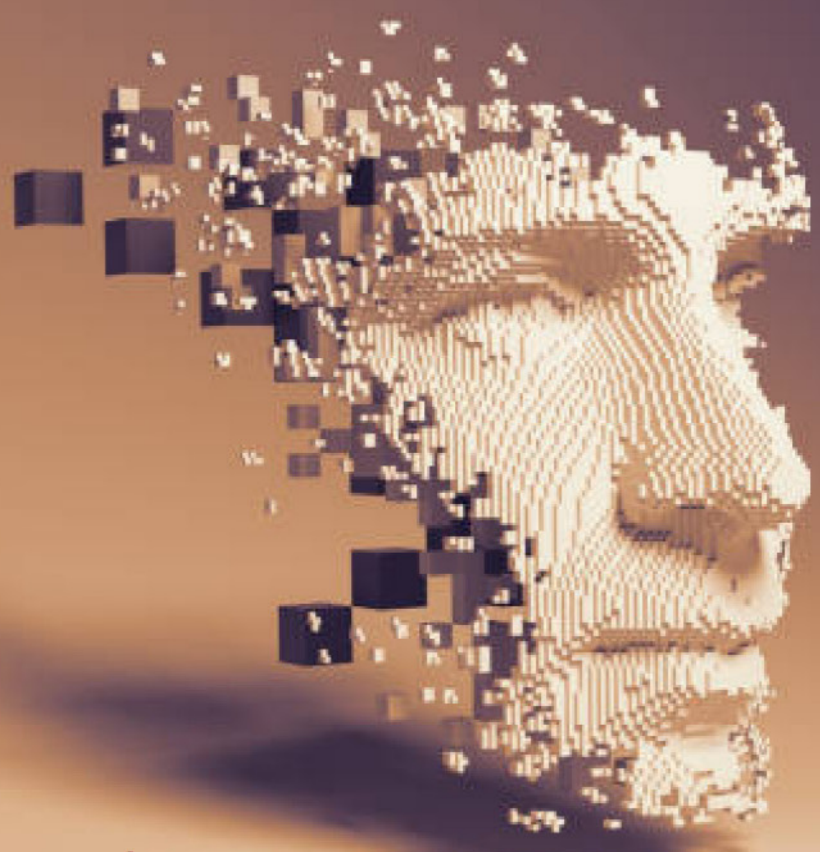

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THE SOCIO ECOLOGICAL TRACTATE ON THE ENVIRONMENT

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Abstract: In the system of the international communication between countries in the world in use is the term "Dirty State". The term is a whole composed of characteristics related to the quality of the elements and the geo-physical situations on the environment on some territories in the divided international community.

According the negative picture and bad conditions of living in our social and nature ambience, with big amounts of garbage, dirty air and bad quality of the land and waters and the low living standards on its territory, the Republic of Northern Macedonia is classified as a problematic eco country. By the professionals in the fields and the tourist public, such a situation in the documents on this topic, in the critic world and in the sciences is unfortunately defined and marked as a "Dirty State". Although this formulation causes uncomfortable feelings to the people in Macedonian society, but the facts are facts. However, the sciences and the knowledgeable in this issue (primary, the sociology and the ecology) confirms the nickname Dirty state as a real one. It is not only bad feelings or sort of theory of conspiracy, but it is obvious condition in the country.

Unfortunately, the pollution of the Macedonian living space (especially the garbage and the dirty environment) among the citizens of RSM is still experienced more as a greed, carelessness, homelessness, as a waste and pollution. But, it must be overrun as an opinion, as a practice and as a theoretical approach. There must overcome a new contemporary approach that the waste is a great resource which could save the world of living and production of the unknowing uncertain and dangerous future for the mankind.

The aim of this treatise is to contribute to further elucidation of the term, and to provoke further human efforts of the individuals and their communities and organizations in strengthening the quality of the environment, i.e. its further humanization.

Keywords: ecology, norms, recycling, "dirty state", political will
Field: Sociology, Humanities

1. INTRODUCTION: "THE DIRTY STATE"

Macedonian citizens are, in ultimately, the main cause of "social and environmental disturbances in his living environment." Climate changes and the irresponsible behavior of the human race towards the environment (wars, corruption, pollution of natural resources, human neglect of increasing amounts of waste, etc.) do not guarantee a protected and clean environment. In order to maintain the desired level of conditions worthy of human beings, man / community is called upon to preserve, protect, enhance and learn about the environment and to build appropriate green policies for environment based on international experiences. Men`s efforts to pick up the state of the environment, green policies and the quality of life of the Macedonian citizens is very much needed.

The Republic of Northern Macedonia in the world ecological map is marked as one of the so-called dirty parts of the world. The fact that this knowledge is gradually maturing among the Macedonian population - both in the public and in the political organization, and especially in the so-called civil, non-state organizations. Truth be told, there is almost no political program that does not have a special section dedicated to ecology, or the environmental issue. Now we see that dedication in some organized subjects rises as a reason to reach the higher level by rebranding into a "green party". In addition, numerous non-governmental civic associations were formed, and in the local elections, numerous representatives of several independent, non-partisan groups even appeared and won council seats in the local self-government representing the ecological issues.

The ecological problem in our country, despite our difficult acknowledgment, is absolutely true. Even in the announcements for negotiations with the EU, there is a request for serious engagements in order to clean up the country. Literally, there is not a single picnic or tourist place where the scattered garbage is not part of the landscape. Such piles of garbage on meadows or other picnic sites stand for years. The same happens with the illegal landfills, as well as with the free spaces along the main roads that have been scattered with garbage or rubble for years. It is interesting that this is a situation with the existence of sound formal legal documents on a European bases, but still the Macedonian country remains without effective social action to implement its adopted legal texts and agreed green policies, i.e. to get rid of its

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mark of a dirty country state. At the same time, it must participate and make a positive contribution to the efforts made by the international community in this regard on the planet. The highly developed world pays extremely high normative and practical attention to environmental issues and green policies. Numerous norms, documents, decisions, recommendations, etc., but also social efforts and efforts of the competent factors refer to the situation in this area.

2. SUSTAINABLE ENVIRONMENT – UNIVERSAL HUMAN RUGHTS

The problems in the environment are reaching the critical phase in the Hamlet`s style “to be or not to be”. The sort of mobilization of the societies in the world is urgently needed aiming numbers of problems to be solved on the way to the dangerous future of the world, humanity and the biodiversity. The main factor and leaders in this mobilization are the human beings and their ripe and raised environmental awareness.

The humanity is obligated to build the environmental awareness. The big step in that direction is made on July 28, 2022, when the United Nations General Assembly voted to declare the ability to live in “a clean, healthy and sustainable environment” a universal human right. So, The Assembly (UNGA) passed a resolution recognizing the right to a clean, healthy, and sustainable environment as a human right. The UNGA calls upon States, international organizations, businesses, and other stakeholders to “scale up efforts” to ensure a clean, healthy, and sustainable environment for all, and all countries, companies and international organizations to scale up efforts to turn that into reality. At the same time it asks responsible behavior and customs of the people and the institutions to respect and fulfil the aim of this resolution. The Humans must interiorize the scientific researches and cognitions that whole the thing we throw out as a garbage remains on the plot for years, maybe centuries as a witness of our indifference and unconcern to our own environment. Let`s learn the people to take care about their human rights and exigency for “a clean, healthy and sustainable environment”. Let`s start every working day at schools, factories, offices must start with discussion and cleaning the working and living space. Let it be our frankly whispering and interconnection with the Mother Earth on every morning. That is the real moral/ethical human act.

There is one unique truth in the world: every human being on the Earth has the right of living and of using the benefits and blessings given by nature, however every human being has equal proportion of responsibility for the normal existence of all aspects of the nature/environment.

The environment is a home of all the live species and they share the destiny of that living space. On interesting way they form specific complex of relationships among them in the designed and united ecosystem. Every moving and changes in the ecosystem causes positive or negative consequences in this system. The harmony is desired and assumed state in the world of biodiversity. Hereof the protection and the advancement of the environment concerns the whole of the biodiversity and the whole of the life as unique phenomenon in the Cosmos. The disharmony between species in the bio system makes the survival of the biodiversity problematic and unstable. Without their partners from the flora and fauna unity the humans would be the loneliest beings in space. Can you imagine how hard-of-hearing would be the man`s world without the birds and bees, how empty would be the world without the animals, and how desolate the land would be without the water and flowers and trees?

3. THE HUMANS AND THE BIO DIVERSITY

The human is part of the complicated world of bio diversity. But he is at the same time and the main actor of the whole happenings/events in it. However, his role in all this is controversial, contradictory: in one hand he is the main predator and destroyer of the nature and its bio diversity, and in the other hand he is most powerful factor in changing and manipulating the landscape. His activity is one of the main reasons and risks in the attacked environment. So, the man, thanks to his mind, reason and intellect, is a Master of the world and the decision-maker on the main events in the environment. This fact leading to his role and responsibility for the future of the planet. The human race is an author and operator on this great project to save and obtain eco planet survival, for maintenance, protect and promote his home, the Earth.

Counter answer on this possible states is the sustainable development. Sustainable development primarily concerns human beings, who are entitled to live healthy and productive lives in harmony with nature. This project for sustainable development of the environment includes many aspects:

first, the aspects of the material environment and the natural resources (the quantity and quality of water, air, land, urbanization and climate changes), which are unfortunately very much devastated and ruined and ask for more attention of the people`s planning the restoration and advancement for creating the better and more stable of the life and the future, and second, the subjective aspect on environment which includes ideas, vision, care, and policies by the communities regarding the human social characters of the people`s needs.

It is well known that the mind and the reason are the means by which is allowing to the human creatures to get such a sort and measure of power with what they are transformed itself as a Master of the World of the life. If the human fail in this historical and fateful act, the Planet could be one of the many lifeless sand planets in the Cosmos, but not the Haven Garden. It would destroy the greatest act and project of the mankind, I think, there will not be other chance – behind this is getting dark. NO MAN NO HISTORY. The human beings must be awarded on this maxima and they must to spread it among the whole society, and especially to transfer it to the young generations. Because, NO EARTH NO HUMANITY, NO MANKIND NO EARTH. This awareness is so important for the mankind and must be raised to the level of pangs of conscience for the people. Every correct act to the environment is positive and eulogistic, every bad act (behavior) to the environment is negative and kicked out. The permanent loss of part of bio diversity is his mutilation and loss of the bio diversity as a whole. Some poets should call it as “a world pain”.

It contributes to the meaning like: dirty environment, Dirty World/Planet, and Dirty states.

The Planet belongs equally to all members of the bio diversity. All of them creates the special phenomenon in the Cosmos: that is the World of life, constructed as an act through the eco system of the engagement of the flora and fauna on the Earth. Seems like Whole the Planet is an object flying through the Cosmos designed and colorized by the flora and fauna, i.e. wealthy creatures and overgrowth (trees, grass, etc.), and of course there is the human beings also, as Homo sapiens and main subject in the nature. That is the environment with its bio diversity, and every live pieces exist according their specifics and their destinies.

4. “THE HISTORIC TREATY” WITH BIO DIVERSITY

Evidently, the main powered part of this pictured reality is THE HUMAN and the most responsible for the many events on the planet is also THE HUMAN. Many disasters on the environment are caused by his acts and he is the one who have to solve the natural and social problems. Otherwise not only the planet, but life itself will be destroyed. He is only one to save the planet trough the project called sustainable development and protection of the environment. He is available to survive the Earth, the children and the future. To reach this goal the humanity have to change his manner. It includes many moments: maintenance, protection, and improvement of the human part of environment, the environment and the seeds of the planet.

On this way, having on mind the seriousness of the heavy and bad situation with the environment the humanity have to imagine, invent and implement numbers of measures, and methods and creative acts to stop the negative tendencies and events of the environmental destruction. The human`s activities are concerned on all the elements of the structure of the environment: the material structure, the bio diversity (flora and fauna) and the humans as a part of the bio diversity and as a specific being in there, the relationships and the driving forces and laws of social survival and development of his society. To reach the success in this inevitable intention for high quality of the environment, the humanity has to create a new policies, some kind of “historic treaty” with all elements of the environment. The treaty is not bases on the idea to conserve the nature and the human society. On the contrary, the basic idea is to cancel and skip the boundaries between the people and the rest of the bio diversity. There must be the intention to find a possibility to put and respect a free and priceless functioning of the law and legality and regularity in the existing unity of the nature, the animal world, the green grass, the trees and the human society. Such a big deal suggests large changes including even the reconstruction in the many areas of the already urbanized space in the landscape. Man`s intervention on the land with sites, infrastructure, tragic and so on, contributed many habitats of animals and birds to be destroyed, which put their survival in question. By this reason many of them are really vanished from the earth.

All of these tasks are upon the humans as the only one creature in the world able to use the mind and reason for decisions for the way and measures to protect planet and not to allow the planet and the mankind to be destroyed and to become the historically failed project of the humanity. In that case there will not be the Heavens Garden, but the abandoned sand planet, such the others we recognized in the Space.

5. TWO DIMENSIONS: ECOLOGY AND SOCIAL ECOLOGY

The environment is the place and the wholeness where the flora and fauna spend their whole existence and obtains the future of their next “living world” in every aspects as a nature, or as the humanity. It means that the environment is a complex, large and multidimensional phenomenon in the Cosmos, composed by variety of the natural and social events, things, processes, relations and so on. Every part of these variety must be identified, in his realness, the legitimacy to its existence, functioning and development. The sciences are obligated to have an answer of the past, nowadays, and to predict the future of all of this complex reality. For example, while the ecology as a science covers the natural side, the sociology has a duty to follow and lightening the relations and events presented in the environment by their social aspects: as an unique phenomena, but also the relations and connections which occurs between the natural and social species and the problem of the biodiversity and the pulsing of the whole ecosystem on the Earth.

While the Sociology as a science is oriented mainly to study the social dimensions of the human`s position, i.e. the social system and the relations in the society between the humans and between the humans and their environment, the Ecology is the study of the relationships between living organisms, including humans, and their physical environment. Ecology considers organisms at the individual, population, community, ecosystem, and biosphere level. Ecology overlaps with the closely related sciences of biogeography, evolutionary biology, genetics, ethology, and natural history. Ecology is a branch of biology, and it is not synonymous with environmentalism. (Wikipedia, the Ecology)

But the man’s life is fueling in the frame of the nature and thanks to his intellect (homo sapiens) he is responsible for the conditions of the environment in general sense, i.e. what is going on with the physical and social conditions of the whole Planet and how to protect, preserve and improve the environment. This task is exclusive responsibility on the humans, no other species in the environment have ability, possibility, intellectuality, ingeniousness, vision and skills to carry on and administer environment (the Earth), such a crucial civilizational historical mission of the human beings and their human community. The humanity is „accredited” to maintain the environment as a habit of the life and living creatures on the Earth, including the humans itself. The man has a great role in the fight against the natural threats and to guide countries all over the world in future sustainable development: climate change, pollution of the planet (air and water), devastating hurricanes, the current pandemic, the extinction of plant and animal species and the like.

The ecological moment, in addition to the natural one, has its own social dimension: first, man is one of the factors that with its sometimes irresponsible action is the cause of much of the destruction of the environment and the great natural threats and consequences, secondly, he is the one who is most called to correct and calm natural disasters and devastated environment and thirdly, there is also the aspect of the so-called a social ecology that affects social relations and makes life enjoyable, including democracy, freedom, the set of human rights and freedoms, social development, civilized and humane relations between people in and between their communities.

6. THE EARTH – THE LIFE CICLE MUST GO ON

As you know, the resources on the Planet are very limited. The humans and their communities are facing the possibility of large shortage of food, clean water, energy, etc. We can very soon meet the transformed picture in the environment from the green grass and sunny lightness, to the desire and darkness.

Progressively, the answer to this topic has been put by the sciences (sociology, ecology, technology…). Their researches and conclusions talk that the waste can be re-used again and again as a large economic value if it is recycled as a raw materials which could be intended in the place of the re productive process. If this social action is effective the humanity as a result could achieve the human social improved and clean environment (social and natural). In modern societies, recycling has long been, above all, a valuable economic category, and the ministries of environment have the same treatment as the ministries of economy, or the environment department is an influential department in government policy.

RSM is a typical example of the disagreement between the normative side and the realistic side of the social events, so it is regarding the regulation of the environmental issues, too. On the one hand, in the official documents (Constitution, legal texts, science, NGOs, etc.) is introduced all the categorical-conceptual apparatus for environmental communication, in the media sphere is presented the positive world experience for ecology, there is a publicly and officially adopted policy for dealing with environmental problems and individual interventions in green policies, there is a Ministry of Environment, and yet, on the other hand, the situation on the ground is at the level of "Dirty State".

It is obvious that this problem is not yet part of the Macedonian politics priorities and of the positive political will in the actions of Macedonian authorities and citizens. Despite the fact that there are legal-systemic solutions, still there is a lack of results.

It is not truth that the mankind had created the Planet environment. The environment had existed as a formed, concrete, and pure object before the appearances of the humanity. It probably was looking unlike the gorgeous scope, heaven field full of flora and fauna, just the way, the people everlasting imagined the God`s gardens. According the Bible and mythology there was a Master who cared of everything in deep harmony with the things. End then the running begins. The humans appeared, and started to change the game. They needed food, water, cloths, protection for their lives, aids for their work, and at the end to build settlements, infrastructure etc. It established their new relationships to the God and a nature. Because only the nature contents the life conditions, e.t. only in the nature they could find, use and manufacture all the products they need to survive and to advance their communities and to satisfy people`s wide range of life needs.

Appearance of the humans on the historical scene of the Planet Earth causes a specific contradiction in the concrete space of Cosmos. The Earth proposes the living conditions; the mankind took the chance and began to create his artificial world and a lifestyle, and after the time using his power human started building his superiority over the nature. He started the process of production and contemplation, changing the landscape but provoking and impacting many negative changes to nature itself. It was a beginning of the specific battle between the mankind and the nature. Seams, the winner is the human (for some thinkers), and the runaway is the nature (for other ones), and vice versa. This relation (nature-biology-human) took a very long time, and passed through many transformations in the history.

On the beginning the men put the first impact on the environment by using materials of natural origin (flora and fauna), with the natural remains of their activities on the ground, i.e. the waste was a part of the geo-biological same landmark. It took very long time since this peaceful cohabitation has been prevailed by the artificial materials in his productive process which occur as a results of the industrial revolution. It provoked the pollution, people felt the negative consequences on the environment caused of the industry objects. The colossal urbanization, the demographic explosion, the air, the water, the land, the dirty landscape, upset of food and energy, the climate changes and another dirty characteristics become very dangerous events for the people health and existence. Putting in the process of the production the machinery and technology based on the fossil fuels the mankind could not to control and to obtain the needed quality of the life and environment (natural and social). Modern society and its process of production are dealing with a further risks on this way. The time is going on, there are many things to do if the humanity is serious in the intention to rescue and save the ecology/environment and to continue the advancement and the development of the society in the renewed Planet Earth. First full the climate changes, than the desert. Finally, (no once whishes) the demographic consequences. Then the circle of the life would be definitely closed. Darkness.

The issue of the pollution, distortion and extermination of the natural and social ecology became the subject of the everyday and academic discussion. In the actual times this topic is more and more practical and scientifically treated as an issue which is essential factor for the humanity survival on the Earth.

The new strategy, new means, new understanding, new consciousness, new emotionality, for renewable and prospective world. New fly take off of the mankind kingdom to the space and other planets. The circle of life is not closed, there are strong human forces to obtain the life cycle to continue on the planet Earth.

7. CONCLUSION

There is a specific battle in the part of the cosmos space, on the Planet Earth between the Mankind and the Nature. In such a situation central controversial question is who will be the winner, and who will be a runaway in the game for superiority - should the man be a Master of the World/Earth/Nature, or the nature has an ability to give the back and to obtain further peaceful and fulfil survival of the Planet without of the humanity. Ultimately, this is a question of fate. Nether the Planet could be named "home" if there is no life and people, nor can the humans survive with no assumed conditions for their lives as a human beings. Living together during the long history the Earth and the humans had established such relationships which include mutual coexistence.

The relation nature – biology – life - man is essential in our thinking and our understanding of the great and unique phenomenon in the cosmic space and time, known as the phenomenon life, the only coupling between the materiel and biological in the world. So, if you say and mean the life you talk of the duality: no nature no biology/ no biology, no life, and no man.

By this reason this relation has to be very carefully, seriously and deeply researched. Getting to know her, we are closer to the secrets of life and the creation of the Planet and the world on the Earth. Ultimately, it is the most responsible and noble task for the human race and the sciences. The life as a phenomenon is a complicated, complete and sophisticated phenomenon, it is a totality formed by elements of whole reality (materiel, physical, spiritual etc. character). The life is fueling through grouping by the animal or human adherents of the living world, creating many characteristics in it. But the modern civilization brought many obstacles and problems through the so called “dirty environment”. The pollution, distortion and extermination of the natural and social ecology become the threat to the survival of the planet and the world of life. The humanity must find the way to prevail this threat true the project named “sustainable environment”. It is this generation responsibility for the future of the next generations` life. The mankind and the world of the life must go on.

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PRODUCTIVITY OF SELECTED SUFFIXES IN THE TERMS OF MATHEMATICS

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Abstract: The article deals with the analysis of mathematical terms, i.e. simple nouns. Complex terms are avoided in order to prepare a detailed lexico-grammatical analysis. The research examines the term formation within the word class of nouns. Origins of the English and Slovak terms are analysed, described and compared. Latin and Greek languages are languages of science for the English language. The original languages of terms in both languages. Furthemore, Slovak terminological equivalents are compared with the English ones in term preference the Latin/Greek term or the native term if exists. According to term formation processes, the following suffixes representing bound morphemes are analysed: -er, -or, -ion. The terms formed by affixation using the selected suffixes are compared with the Slovak counterparts in terminology of mathematics. Terms are analysed according to principles for term formation. The following principles should be followed in the formation of terms and appellations, as far as possible and as appropriate to the language: transparency; consistency; appropriateness, linguistic economy; derivability and compoundability; linguistic correctness; preference for native language. Subject of analysis are terms taken from the Slovak National Corpus 10.0, i.e. English –Slovak Parallel Corpus 4.0 en, Slovak –English Parallel Corpus 4.0 sk and the British National Corpus. In the research, electronic corpora are applied. They use mathematical ad statistical methods to evaluate e.g. occurrence, frequency, collocability of words. The previous mentioned methods are taken into consideration and help to prepare the effective, precise and objective analysis of the planned analysis. The research is based on both languages and comparison of terms in both parts of the corpus. Specific trends and tendencies in the strategies of term formation are analysed. Descriptive method is used and the methods of quantitative and qualitative analysis are applied. Due to analysis of two languages, contrastive and comparative approaches are entailed. Terminology records of terms are examined from lexico-grammatical point of view and on the basis of term-formation tendencies in each analysed language. i.e. Slovak language and English language. Records include entry, identification number, reference to the term, synonyms, subject field, formula, abbreviation, context, reference to the context, definition, reference to the definition.
Keywords: suffix -ion, -er, -or contrastive study, English language, Slovak language, term
2) Social Sciences, and Humanities

Introduction

The aim of the research is to describe and analyze term formation of the selected simple terms of nouns used in mathematics in the English and Slovak languages. The research focuses on terminology analysis. Cabré considers terminology to be a separate linguistic discipline. The discipline of terminology studies and compiles specialised terms, while terminology process includes activities such as compilation, descpription, processing and presentation of terms related to a certain subject field, which happen either in monolingual or in multilingual environment (Cabré, 1999). Terminology data bank Termium plus defines terms as a word, multiword expression, symbol or formula that designates a particular concept within a given subject field (Termium Plus, 2012).

Basic principle for designating the mathematical terms is disambiguation: one concept - one term. Naturally, this principle is typical for one closed mathematical discipline; in different disciplines, the same term can designate different concepts (Čižmár, 2009, p.8). The definition according to which the term is „Vocabulary element naming a term defined by definition and a place in the system of concepts of a specific scientific field, technology, economy and other activities" (Masár, 1991, p. 29).

New domains and new discoveries bring new terminology. New terms are coined for technical purposes. There are three principal sources in creating new terms: reusing existing words, coining terminology on the basis of existing morphemes (mainly morphemes of Greek and Latin origin) and exploiting the phonology of the language (Hanks, 2013). Language, the most important intermediary in the process, keeps losing the old, unused words, while also gaining new words-terms. The word terminology

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is usually understood as a science of properties, creation and usage of terms (Džuganová, 2002).

Similarly, Horecký also sees the difference between terminology and nomenclature. Horecký defines terminology as a collection of specialised terms used in the scientific disciplines. Consequently, in terminology understood in this way, a nomenclature as an individual group of terms naming certain things or concepts classified according to the field system is identified. (Horecký, 1956).

Metaphorization is typical feature of fixed expressions. The primary requirement in the creation or implementation of each term, name, title, designation, etc., into practical life should be its unambiguousness. It means that multi-meaning or otherwise complicated words should be avoided" (Sokolovský, 2004). Bozdechová (2016) mentions various procedures of term-formation, namely "metaphorization, word-formation, the formation of multi-word terms of different structural types, and the formation of acronyms or abbreviations" which can also be "accompanied by borrowing and loan translation". She stresses that these procedures usually appear in combinations. Some of these procedures are widely used in certain languages, while others remain rather marginal.

Two basic groups of terms can be identified on the basis of the number of the constituents, i.e. a) one word terms, b) multi-word terms. Each group contains its types and subtypes. Subject of analysis are one word terms. They are divided into non-derived and derived terms. Research focuses on one word derived terms. One word derived terms can be formed by prefixes, suffixes or simultaneously by prefixes and suffixes. The base word represents the background for derivation.

Methods

In the research, electronic corpora are applied. They use mathematical ad statistical methods to evaluate e.g. occurrence, frequency or collocability of words. The previous mentioned methods are taken into consideration and help to prepare the effective, precise and objective analysis of the planned analysis. The research is based on both languages and comparison of terms in both parts of the corpus. Specific trends and tendencies in the strategies of term formation are analysed. Descriptive method is used and the methods of quantitative and qualitative analysis are applied. Due to analysis of two languages, contrastive and comparative approaches are entailed. Terminology records of terms are examined from lexico - grammatical point of view and on the basis of term-formation tendencies in each analysed language. i.e. Slovak language and English language. Records include entry, identification number, reference to the term, synonyms, subject field, formula, abbreviation, context, reference to the context, definition, reference to the definition. Termium Plus states that terminological analysis is "The analysis of terms in context and of the concepts designated by them within a given subject matter in order to determine their interrelationships" (TERMIUM Plus, 2012). Methods of term recordings are included. Data are collected from an electronic corpus the Slovak Academy of Sciences called from the Slovak National Corpus 10.0, i.e. English –Slovak Parallel Corpus 4.0 en. Current version par-sken-4.0 is available in the amount 556 mil. tokens (261 mil. Tokens for the Slovak part, 295 mil. tokens for the English part).

Formation of terms

Word formation is the process of creating new words from the material available in the language after certain structural patterns. For instance the noun driver is formed after the pattern v+-er, i.e. a verb stem + the noun-forming suffix –er. The meaning of the noun driver is related to the meaning of the stem drive- and the suffix –er (Ginzburg,1966, p.135). According to Kvetko (2015) term formation processes are based on the word formation processes. Word formation or word building is the process of building new words by means of existing elements of language according to certain patterns and rules. All the words in Modern English may be classified into derivational types according to the structures of the stems they are based on. There are simple words, derived words and compound words (Ginzburg et al. 1966, p.133). The derivational or word-formation level of analysis of word-structure is concerned with the description of typical derivative relations between morphemes within the word and derivative correlation between morphemes between different types of words. In the research the second approach is applied, i.e. the approach of morphemic level of words. Words are classified according to the number and type of morphemes they consist of. Suffixes may also be classified according to the lexico-grammatical character of the stem the suffix is usually added to. Suffixes –er, -or, -ation are added to verbal stems, e.g. speaker, writer, etc. The derivative morpheme is the morpheme detached from the root and grammatical morphemes in the derived word. It refers to the semantic element defined by the string of appropriate semantic features.

We distinguish these ways of word formation in English: principal processes: affixation, compounding and conversion. Shortening, back-formation, blending and word manufacture or coinage fall into minor processes.

Derivation is the most common process to form new words in English language. It is defined as a process of adding affixes to words to create new words. In this group we differentiate prefixes and suffixes. Prefixes are added to the beginning of the word (such as prefix bi- in bilingual). Then suffixies are added to the end of the word (such as suffix –ish in greenish). Infix is an affix that is incorporated inside another word. Affixation means building a new word by adding a derivational affix to a derivational base. (Lančarič, 2016, p.81).

Siegel in Štekauer (2000) distinguishes two classes of affixes. This classification is based on the different phonological and morphological behaviour of the two classes. Class I and Class II affixes.

Class I prefixes (+boundary) include e.g. in-, con-, de-.

Class II prefixes (# boundary) include e.g. anti-, pro-, circum-.

Class I (+boundary) suffixes are Latinate ones –able, -en, -ate, -ion, -ity, -y (noun forming)

Class II (# boundary) suffixes are –ness, -less, -ly, -al (noun forming).

Class I suffixes, introduced by +boundary, admit phonological changes (divide vs. division), and cause a rightward shift of the main stress (telegraph vs. telegraphy). Class II suffixes are introduced by # boundary which blocks phonological changes (divide vs. dividing); therefore , they never cause stress shift. Morphologically, these classes differ in that class II affixes may only attach to words while class I affixes may combine with stems. If both class I and class II affixes occur in a word, a class II affix generally follows a class I affix (Štekauer, 2000).

Words can be modified in their form, meaning or function. A suffix usually changes not only the lexical meaning of a word but also its word class (and grammatical meaning). Kvetko (2015) presented the following classification of noun-forming suffixes.

1. -or: actor, visitor, director, instructor
2. –er, eer: speaker, reader, writer, profiteer
3. –ist: scientist, satirist, journalist
4. –ess: hostess, princess, actress
5. –ty, ity: cruelty, certainty, oddity, stupidity
6. –ure, ture: failure, closure, exposure
7. –dom: freedom, gangsterdom, officialdom
8. –age: passage, shrinkage, postage
9. –ance, ence: appearance, preference, reference
10. –hood: likelihood, brotherhood, neighbourhood, manhood
11. -ing: reading, opening, lining
12. -ion, -sion, -tion, -ation: operation, action, competition
13. –ness: consciousness, willigness, goodness
14. –y, -ery: enquiry, expiry, robbery, slavery
15. –ship: censorship, kinship, ownership
16. –ment: government, management, refreshment
17. –t: complaint, restraint

The suffix –er of native origin denoting the agent, is synonymous to the suffix –ist of Greek origin which came into the English language though Latin in the 16th century. (Ginzburg,1966, p.149). The most frequent noun forming suffixes in the Slovak terminology are presented by Masár (p. 30, 2000). Specific suffixes are classified into sections based on creation of various entities:

A.Persons

In order to form the names of persons, the following native and borrowed suffixes are used:

Native:

1. –teľ: doručovateľ, zlepšovateľ
2. –č: volič, triedič
3. –ník, -nik: tlmočník, požiarnik
4. –ca: sprievodca, správca
5. –ár, -ar, -iar: prípravár, mliekar, guliar

Borrowed:

6. –ista: klavirista, humanista
7. –átor: moderátor, koordinátor
8. –ér: montér, masér
9. –ant: projektant, frekventant

10. –ent: referent, dirigent

B. Objects

The most frequent suffixes are:

1. –č: vyorávač, zhrnovač
2. –ačka: skúšačka, miešačka
3. –ok: nátlačok, odpilok
4. –ina: záclonovina, stavebnina
5. –dlo: čerpadlo, kružidlo
6. –áreň, areň, iareň: skrutkáreň, dozrievareň
7. –ňa: predajňa, výhrevňa
8. –ovňa: briketovňa, strojovňa

C. Features

They are neccessary and often occurrred in terminology.

1. –osť: prilnavosť, prchavosť, trhavosť
2. –ota: čistota, mokrota, tučnosta

D. Processes

The following native and borrowed suffixes are used:

Native:

1. –ie: zhodnocovanie, tmelenie, plnenie
2. -ba: liečba, plavba, platba
3. –ka: zvážka, vyvárka

Borrowed:

3. –izácia: matematizácia, paletizácia, privatizácia
4. –cia, -ácia: difrakcia, resekcia, diferenciácia
5. –encia: konkurencia
6. –zia: disperzia, invázia
7. -áž: betonáž, senáž

The suffix –stvo, -ctvo is used to form names of jobs, features, ranks, functions, institutions, states (e.g. betonárstvo, učiteľstvo, dobráctvo, veliteľstvo, ministerstvo, vlastníctvo, šialenstvo).

a) The suffix –er

The noun suffix –er is used to coin words denoting in particular 1. persons following some special trade or profession, cf. baker, hunter, etc., 2. Persons doing a certain action at the moment in question, cf., packer, chooser, giver, etc., 3. A device, tool, implement, cf. blotter, atomizer, transmitter, etc.

b) The suffix -or

Trnka (2014) mentions that nomina agentis can be created by conversion. Suffix –or intruded into the written language, i.e. the words of the domestic origin, in order to distinguish their meanings and diminish homonymy of the words, e.g. sailor – námorník; sailer - sailing ship. The origin of the suffix –or is Old Norman –our (from Latin –atorem). From the 16.century suffixes –our and –or were unified into one form –or. In the case of non-existence of Latin noun, the suffix –or was substituted by –er. It represents the most productive suffix in the English language. Almost all verbs containing the ing form can be transformed into nomen agentis with this suffix.

c) The suffix -ion, -sion, -tion, -ation

Kvetko (2015) mentions the folowing alternative suffixes -ion, -sion, -tion, -ation. The suffix -ition appears to be non-productive, e.g. add - addition, part- partition.

The suffix –ation should be recognized by English speakers as an allowable means of forming nouns of action out of verbs (Ginzburg, 1966, p.155)

Discussion and findings

In general, it can be said that the suffix –er is more general than the Slovak counterparts. It is used to coin words of the group deverbal substantives, e.g. baker - pekár, purchaser - nakupovač, as well as the group of desubstantival substantives, e.g. joiner – stolár, repairer – opravár. In the case of the Slovak counterparts of the suffix –er, i tis difficult to recognize tendencies in sufix equivalence. The suffix –er has got more counterparts, e.g. suffix –ík: interpreter- tlmočník; suffix –áč, e.g. česáč-comber, rozbíjač – breaker; suffix –eľ, e.g. darovateľ- donater, uctievateľ- worshiper; suffix –ca, e.g. dopravca- carrier, ruler – vládca, etc.

The most frequent suffix was –ion with 8227 030 occurrences in the Slovak National Corpus, e.g. addition - sčítanie, approximation – aproximácia/ približný odhad, division - delenie, multiplication – násobenie, substraction - odčítanie, correlation – korelácia. The terms addition, approximation, division, multiplication belong to the field of mathematical operations. The identical suffix –ion enhances quicker comprehension and language economy. The second frequent suffix is –er (4 137 793) e.g. remainder - zvyšok, integer – celé číslo. These terms belong to the field of mathematics called algebra. The suffix –or occurs in 771 473 instances, e.g. protractor- uhlomer, factor- faktor, calculator- kalkulačka, denominator- menovateľ.

The collocability of morphemes, i.e. the relations they can enter in its front and back fields belong to the form of all morphemes. In the case of specific terms on mathematics, it can be stated that majority of the terms fall into the field of algebra.

Table 1 The occurrences of suffixes in the Slovak National Corpus

-ion	8 227 030
-er	4 137 793
-or	771 473

Table 2 Contrastive terminology record of the term factor

1 ***(TER)*** činiteľ	2 ***(IDC)*** 1	1 ***(EQU)*** Factor	2***(IDN)*** 1
3 ***(ZDR/TER)*** DGT-Acquis https://ec.europa.eu/jrc/en/language-technologies/dgt-acquis		3 ***(SOU/TER)*** DGT-Acquis https://ec.europa.eu/jrc/en/language-technologies/dgt-acquis	
4 ***(SYN)***		4***(SYN)***	
5 ***(VO)*** PV – MAT		5***(SF)*** NS – MAT	
6 ***(SKR)*** M		6 ***(ABBR)*** M	
7 ***(KON)*** Model zaťaženia 71 sa musí vynásobiť činiteľom alfa (α) , ako sa stanovuje v norme EN 1991 - 2 : 2003 odsekoch 6 . 3 . 2 (3) P . Hodnota α musí byť rovnaká ako hodnoty uvedené v tabuľke 6 alebo väčšia .		7 ***(CON)*** Load model 71 shall be multiplied by the factor alpha (a) as set out in EN 1991 - 2 : 2003 paragraphs 6 . 3 . 2 (3) P . The value of a shall be equal to or greater than the values set out in Table 6 . Thus, 1,2,3, and 6 are all factors of 6; x-1 and x + 2 are factors of $x^2 + x – 2$, since $(x-1)(x+2) = x^2 + x - 2$	
8 ***(ZDR/KON)*** DGT-Acquis https://ec.europa.eu/jrc/en/language-technologies/dgt-acquis		8 ***(SOU/CON)*** DGT-Acquis https://ec.europa.eu/jrc/en/language-technologies/dgt-acquis NELSON, D. Penguin Dictionary of Mathematics. 2008. Penguin Books. **ISBN**: 0141030232	
9 ***(DEF)*** Činiteľ je základný počtový výkon – činiteľ, násobenie, činiteľ rovná sa súčin		9 ***(DEF)*** A number of polynomial that divides a given number or polynomial exactly.	
10***(ZDR/DEF)*** OLEJÁR, M. 2019. Zbierka vzorcov z matematiky. Bratislava. ISBN 978-80-89465-34-7		10***(SOU/DEF)*** NELSON, D. Penguin Dictionary of Mathematics. 2008. Penguin Books. **ISBN**: 0141030232	
11 ***(MIE/EKV)***		11 ***(DEG/EQU)***	
12 ***(AUT)*** Hudcovičová, M.	13 ***(DAT)*** 22.2. 2023	12 ***(AUT)*** Hudcovičová, M.	13 ***(DATE)*** 22.2. 2023

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ANALYSIS OF ENTERPRISE'S INCOME IN THE CONTEXT OF THE POST COVID-19 RECOVERY OF ECONOMIC AND SOCIAL SYSTEMS (METHODS AND METHODOLOGY FOR ANALYSIS)

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Abstract: Enterprises' income is a key object of both accounting and financial and business analysis, and in particular, of the analysis of the financial statements. The issue of income is relevant at all stages and phases of the enterprises' development and business. The importance and relevance of this issue is determined by the significance of the income and of changes that occur in its amount, with regard to the formation and dynamics of both the absolute indicators (financial performance) and the relative indicators (income effectiveness and return) that define the effectiveness of the enterprises' business and their positioning on the competitive and dynamic market characterised by certain level of entropy.

The object reviewed in this publication refers to the going concern in Bulgaria operating in the field of public services – organization and provision of cultural, scientific, educational, congress, conference, information, political and other various types of public services. The owner of the enterprise's capital is the state represented by the Minister of culture of Bulgaria.

The subject of this study covers the enterprise's income and the methods for its analysis. Enterprise's income for the period 2019 – 2021 is analysed. The interest to the question of enterprise's income is due to the fact that at the beginning of 2020 a number of measures have been implemented in the country and state of emergency, and later on – epidemiologic emergency, were in place for some time, due to the spread of the coronavirus and the announced global Covid-19 pandemic. In 2020, the enterprise has almost fully discontinued its business with view of the restrictive measures undertaken by the Bulgarian government due to the spread of Covid-19. As a result, the main functional and administrative indicators that characterise the enterprise's specific business – namely, the provision of services in public benefit, have been deteriorated. Covid-19 affected the enterprise's income gained form the provision of cultural, conference, congress, and other entertainment public services most.

The author's objective here is to analyse the impact of the health, economic and social crises caused by the Covid-19 on the amount, structure, and dynamics of income for the analysed period. The author has the task to improve the methods for analysis of enterprise's income. The resultative analytical information is useful for the enterprise's management allowing it to make informed, timely, and appropriate operational and strategic decisions for overcoming the consequences of the Covid-19 crises and continuing the enterprise's business.

Keywords: crises, incomes, structure, efficiency, analysis
Field: Social Sciences

1. INTRODUCTION

The external environment in which enterprises functioned during the spread of Covid-19 was unsure and hardly predictable, even in short-term aspect. Whole sectors of the economy were closed thus disturbing the usual economic activity of the enterprises in Bulgaria. This fact influenced the normal business of the enterprises and most of them faced some difficulties with the supply change, with running their business, with the collection of debts from customers, with their liquidity and solvency. In the context of the crises caused by the spread of coronavirus, the values of financial indicators characterizing the different aspects of enterprise's business have deteriorated thus adversely affecting the level of their financial stability and their financial and economic position.

This publication analyses the revenue of enterprises operating in the field of public services. Due to confidentiality reasons, the enterprise is indicatively called Margarita. The publication analyses the amount, composition and structure of enterprise's revenue by means of benchmarking of their dynamics during the crisis (2020 and 2021) years versus the pre-crisis 2019 year. Furthermore, it analyses the effectiveness of revenue for the three-years' period under consideration.

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2. NATURE OF REVENUE

Accounting Standard 18 "Revenue" defines the requirements for recognition for accounting purposes, measurement, accounting and presentation of revenue in the financial statements of enterprises that apply the Bulgarian accounting basis. Revenue is defined a gross inflow of economic benefits during the current reporting period arising from the course of the ordinary activities of an enterprise when those inflow results in increases in equity other than and independently from the increases related to the contributions from equity participants.

The general provisions of international accounting standards on the preparation and presentation of financial statements of enterprises that apply the international accounting basis, revenue is defined as increase of the economic benefits during the current reporting period in the form of inflow or increase in assets, or decrease in liabilities, ultimately resulting in increase of the enterprise's equity, other than the increases resulting from contributions from equity participants. This definition of income covers both revenue and profits. Revenue is defined as income, which is generated in the course of the ordinary activities of the enterprise. It is designated with different names, for example, sales, remunerations, interests, dividends, right considerations, etc.

In the financial reporting conceptual framework (2018, paragraph 4.2.), revenue is in general defined as changes in the economic resources and claims of an enterprise, which reflect its financial performance. The definition itself does not differ materially from the definitions as provided for by the national and international accounting regulations in terms of the nature of revenue. The framework states that revenue means an increase in assets or decrease of liabilities thus resulting in equity increase other than the increases related to the contributions from claim holders to the enterprise's equity.

The purpose of International Financial Reporting Standard (IFRS) 15 "Revenue from Contracts with Customers" endorsed by the European Union is to establish the principles that an enterprise must apply when preparing and providing the external and internal users of its financial statements with useful information about the nature and origin, recognition, timing and uncertainty of revenue and cash flows from a contract with a customer. To achieve this purpose, the enterprise must recognize for accounting purposes revenue to depict, on one hand, the transfer of promised goods and/or services to customers, and to recognize, on the other hand, the amount of revenue that reflects the consideration to which the enterprise expects to be entitled in exchange for those promised goods and/or services.

Specialized literature features publications on enterprises' revenue that are treated by IFRS 15. They highlight that "a common principles-based approach for recognition of revenue both from goods and from services needs to be established, which reflects the way business is run; the type, nature and amount of fulfilment of obligations to customers; processes for creation of value in time and the related business risks." (Filipova at al., 2020, page 4)

IFRS 15 introduces new approach for recognition of revenue from contracts with customers by "making attempt to go beyond the pure transaction approach when recognizing revenue, and to shift to valuation approach – valuation of each identifiable performance obligation, including its inherent costs, rights and net result it gives rise to." (Filipova at al., 2020, page 4). The stages of the common model for recognition of revenue are as follows: 1. Identification of the contract with a customer; 2. Identification of the performance obligations in the contract; 3. Determination of the transaction price; 4. Allocation of the transaction price to each performance obligation in the contract; 5. Recognition of revenue when a performance obligation is satisfied by the enterprise. (Brezoeva, 2018)

3. METHODS FOR ANALYSIS OF ENTERPRISE'S REVENUE

3.1. Applied basis for accounting of revenue

For the purposes of the accounting of its ongoing activities and the preparation and presentation of its financial statements, the enterprise whose revenue is subject to study here applies the international accounting base: international accounting standards; international financial reporting standards; IFRS 15 "Revenue from Contracts with Customers". Enterprise's financial statements are prepared in accordance with IFRS endorsed by the EU.

The enterprise has disclosed in its accounting policy that revenue means the increase of the economic benefits during the current reporting period in the form of inflow or increase in assets, or decrease in liabilities resulting in increase of the enterprise's equity not related to contributions to the equity. Revenue is recognised in profit or loss and other comprehensive income in case of increase of future economic benefits related to an increase of asset or decrease of liability, which can be reliably measured. The revenue is recognised at the same time with the recognition of the increase of an asset or the decrease of a liability.

In general, enterprise's revenue is generated by staging different events and activities and by giving premises for lease.

In 2020, due to the spread of Covid-19 and the measures undertaken by the Bulgarian government to overcome the occurred health crisis, the enterprise has applied for the 60/40 measure to keep the jobs of its workers and employees, also known as 60/40 measure for keeping jobs. Revenue under this measure is accounted for as revenue from subsidies and is recognised and disclosed in the statement of profit or loss and other comprehensive income.

The adverse impact of the Covid-19 crisis has continued in 2021 as well by affecting almost all aspects of the enterprise's business – economic, financial, public, reputational, etc.

3.2. ANALYSIS OF THE AMOUNT, COMPOSITION, STRUCTURE AND DYNAMICS OF REVENUE

Data for the enterprise's business contained in the synthetic accounts reporting revenue from sale of goods and services are presented in table 1.

Based on the data summarized in table 1, we can make the following conclusions:

Table 1. Amount, composition and dynamics of the enterprise's revenue

Indicators	Years			Deviation		Rate of change	
	2019	2020	2021	2020/2019	2021/2020	2020/2019	2021/2020
I. Revenues from contracts with clients, thousand BGN, from them:	12504	7818	9072	-4686	1254	-37,48	16,04
1. Revenues from providing services, including:	12052	7665	8965	-4387	1300	-36,40	16,96
a) rental of halls	2973	694	1165	-2279	471	-76,66	67,87
b) leasing of office, warehouse, commercial and other areas	6402	5829	6332	-573	503	-8,95	8,63
c) management fee	459	538	601	79	63	17,21	11,71
d) revenue from ticket sales	1290	205	344	-1085	139	-84,11	67,80
e) commission income	237	65	80	-172	15	-72,57	23,08
f) advertising revenue	286	194	163	-92	-31	-32,17	-15,98
g) income from mobile equipment provided	285	92	211	-193	119	-67,72	129,35
h) income from providing other services	120	48	69	-72	21	-60,00	43,75
2. Income from sales of goods	452	153	107	-299	-46	-66,15	-30,07
II. Other incomes	706	358	660	-348	302	-49,29	84,36
III. Total income from continuing operations (I + II)	13210	8176	9732	-5034	1556	-38,11	19,03
IV. Income from financing under the 60/40 measure	0	1393	2245	1393	852	-	61,16
Total amount of revenue (III + IV)	**13210**	**9569**	**11977**	**-3641**	**2408**	**-27,56**	**25,16**

- the total amount of revenue for 2020 versus 2019 has decreased by BGN 3641 thousand (9569 – 13210).

This decrease is due to the measures implemented by the Bulgarian Council of Ministers for overcoming the crisis with the spread of Covid-19 and the state of emergency on the territory of the country declared by decision of the National Assembly of 8 March 2020. The decrease rate is 27,56% [(-3641: 13210) x 100].

- the amount of revenue from contracts with customers for 2020 has significantly decreased versus 2019. The decrease is in the amount of BGN 4686 thousand (7818 – 12504), and the decrease rate is 37,48% [(-4686: 12504) x 100]. Closing whole sectors of the national economy and the interruption of social contacts among people resulted in discontinuous of the activities of enterprises providing research, cultural, concert, entertainment and other public services to the society.

- other revenue from the enterprise's business, which according to the applicable accounting standards comprises assets obtained free of charge, surpluses found during stocktaking of assets, etc., for 2020 versus 2019 has also decreased by BGN 348 thousand (358 – 706), and the decrease rate is

49,29% [(-348: 706) x 100].

- in 2020, the enterprise has applied for and has been approved as eligible for the measure 60/40 for keeping jobs in the context of the existing health, social, economic crises due to Covid-19. The subsidies received under this measure are in the amount of BGN 1393 thousand. The subsidies received under these governmental measures for overcoming the coronavirus crisis are accounted for in accordance with the requirements of International Accounting Standard 20 (IAS20, 2007). The guidelines issued by the Ministry of Finance (MF, 2021) explained and cleared out the accounting of funds granted under different state aid programs and measures for overcoming the consequences of the coronavirus pandemic.
- In comparison to 2020, the enterprise's revenue for 2021 has increased by BGN 2408 thousand (11977 – 9569). It is obvious that the level of enterprise's revenue from the pre-pandemic 2019 can still not be reached. This is due to the yet existing significant spread of the coronavirus, the less social contacts, the measures undertaken to limit the number of seats in concert halls, theaters, cinemas, etc. The revenue increase rate is 25,16% [(+2408: 9569) x 100], and as an absolute value it is less than the rate of decrease of 2020 revenue versus 2019 (27,56%).

Table 2 shows the structure of enterprise's revenue for the three-years' period in question.

The data in the table show that during the three years, the revenue from provision of services has the biggest relative share from the total amount enterprise's revenue, which is directly related to the main scope of its business – provision of public services. However, this share records a trend of decrease as follows: 2020 versus 2019 – decrease by 11,13 points, and for 2021 versus 2020 the decrease is 5,25 points. We can also see a positive trend for drop of decrease in the share of revenue from provision of services as a relative value, which is due to the gradual relief of anti-crisis measures in the country during the second half of 2021.

Table 2. Structure of enterprise's revenue and its changes

Indicators	2019 year		2020 year		2021 year		Change, %	
	BGN thousand	relative share, %	BGN thousand	relative share, %	BGN thousand	relative share, %	2020/2019	2021/2020
1. Income from provision of services	12052	91,23	7665	80,10	8965	74,85	-11,13	-5,25
2. Income from sales of goods	452	3,42	153	1,60	107	0,89	-1,82	-0,71
3. Other income	706	5,34	358	3,74	660	5,51	-1,60	1,77
4. Income from financing under the 60/40 measure	0	0,00	1393	14,56	2245	18,74	14,56	4,19
Total revenue	13210	100,00	9569	100,00	11977	100,00	0,00	0,00

Revenue from subsidies under the measure 60/40 for keeping jobs in 2020 is 14,56%, and in 2021 - 18,74%, in the total amount of enterprise's revenue, i.e. there is an increase by 4,19 points.

The structure of revenue from provision of services is of particular interest. Revenue from letting office, warehouse, shopping and other areas has the biggest relative share for 2019 (53,12%), followed by revenue from letting halls for staging different events (24,67%) and the revenue from sale of tickets (10,70%).

For 2020, we can see significant changes in the structure of revenue from provision of services. Revenue from letting office, warehouse, shopping and other areas (79,05%) also take the biggest share, followed by revenue for letting halls (9,05%); then revenue from management fees (7,02%) comes next. Revenue from sale of tickets decrease significantly (by 8,03%), which is due to the decrease in the number of seats in public halls due to the observance of the requirements for physical distance between viewers.

For 2021, we can see minimum increase of the relative share of revenue from sale of tickets by 1,16%. This fact evidences a trend for overcoming the consequences of the coronavirus spread. The main reason is the relief of the anti-epidemiological measures in the country during the second half of 2021.

Table 3. Structure of revenue from provision of services and its changes

Indicators	2019 year		2020 year		2021 year		Change, %	
	BGN thousand	relative share, %	BGN thousand	relative share, %	BGN thousand	relative share, %	2020/2019	2021/2020
1. Income from providing services, including:								
a) rental of halls	2973	24,67	694	9,05	1165	12,99	-15,61	3,94
b) leasing of office, warehouse, commercial and other areas	6402	53,12	5829	76,05	6332	70,63	22,93	-5,42
c) management fee	459	3,81	538	7,02	601	6,70	3,21	-0,32
d) revenue from ticket sales	1290	10,70	205	2,67	344	3,84	-8,03	1,16
e) commission income	237	1,97	65	0,85	80	0,89	-1,12	0,04
f) advertising revenue	286	2,37	194	2,53	163	1,82	0,16	-0,71
g) income from mobile equipment provided	285	2,36	92	1,20	211	2,35	-1,16	1,15
h) income from providing other services	120	1,00	48	0,63	69	0,77	-0,37	0,14
Total revenue	12052	100	7665	100	8965	100	-4387	1300

The structure of enterprise's revenue during the three-years' period in question may be presented on chart 1.

3.3. ANALYSIS OF REVENUE EFFECTIVENESS

The information required for the analysis of the revenue effectiveness is contained in the enterprise's statement of income. It is presented in table 4, where the effectiveness ratios of revenue and costs for each year of the period under consideration are calculated.

The revenue effectiveness ratio is calculated as a ratio between enterprise's total costs and revenue, whereas the costs comprise charged income taxes (corporate tax and its alternative taxes). It characterises the amount of enterprise's costs incurred for gaining revenue of one Bulgarian lev. This is a typical indicator for external analysis based on the financial statements data and for internal analysis for the needs of the enterprise's management.

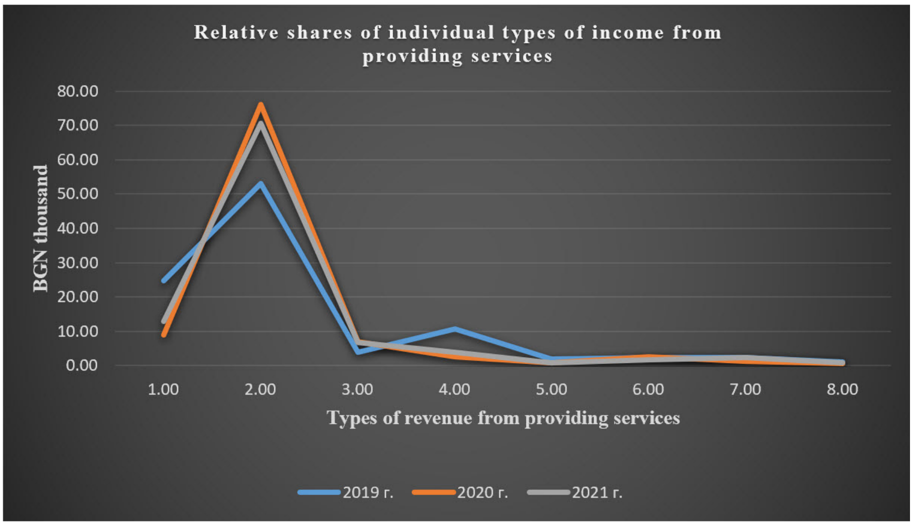

Chart 1. Structure of enterprise's revenue

Table 4. Revenue effectiveness

Indicators	Years			Deviation	
	2019	2020	2021	2020/2019	2021/2020
I. Incoming information, BGN thousand.					
1. Total amount of revenue	13210	9569	11977	-3641	2408
2. Total amount of expenses	27703	21540	22715	-6163	1175
II. Additional calculated indicators, BGN.					
3. Revenue efficiency ratio (point 2 : point 1)	2,10	2,25	1,90	0,15	-0,35
4. Cost efficiency ratio (p.1 : p.2)	0,48	0,44	0,53	-0,03	0,08

The data in table 4 show that the revenue effectiveness ratio has increased by BGN 0,15 in 2020 versus 2019 (2,25 – 2,10). This means that in 2020 the enterprise has incurred BGN 0,15 more for gaining revenue of one Bulgarian lev, which means that revenue is less effective thus deteriorating the business effectiveness. This is due to the impact of the measures implemented by the government for limiting the spread of Covid-19.

The revenue effectiveness ratio for 2021 versus 2020 has decreased by BGN 0,35 (1,90 – 2,25), which means that the revenue effectiveness has increased. This is due to the reopening of the national economy during the second half of 2021. We must note that the increase of the revenue effectiveness has been positively affected by the higher revenue growth rate in comparison to the cost growth rate of the enterprise for 2021 versus 2020.

4. CONCLUSION

The outcomes of the study of the enterprise's revenue give us grounds to make the following conclusions:

- we believe that the definition of revenue should state that we speak about net flow and not gross flow of economic benefits for the enterprise during the current reporting period. Thus, we will avoid any unclear aspects relevant to value added tax charged over the net amount of sales. It should be unambiguously defined that this is an indirect tax and it is not comprised in the amount of net sales of products, goods and services.
- in 2020, the enterprise has undertaken anti-crisis and unpopular measures both in operational and strategic aspect for the purposes of keeping at least a portion of its activities and revenue. The following measures have been undertaken: significant decrease of fixed tangible assets' maintenance costs (maintenance and repair of buildings, safeguarding of property, etc.); change in the structure and number of staff; applying the measure 60/40 for the staff under employment contracts; review of receivables in arrears and the solvency of customers-tenants; adjustment of prices under the contracts with tenants, depending on the market prices, etc.

By reopening the economy during the second half of 2021, the issues caused by the spread of Covid-19 have been gradually overcome.

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LEADERSHIP IN TIMES OF CRISIS

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Abstract: Leadership encircles the capability of an individual, group or organization to guide others (individuals, teams, or whole organizations). True leadership requires a personality that attracts other people, constant development of relationships with team members, possessing professional and practical knowledge and skills, experience, self-confidence, intuition and empathy. Strong leaders continuously empower other people, because they believe in their team members. Leadership skills are continuosly learned and improved not only during professional development, but throughout person's life. Crises are inevitable events, that occur sooner or later in all the organizations. They can be triggered by different internal or external factors. Each crisis is specific and unique and requires different approaches for finding solutions. When a crisis occurs, ignoring or avoiding it, is one of the biggest mistakes for the organization. It should be accepted, resolved and used to initiate change, which is necessary for organzations' survival and further development and growth. Having an organized, planned and structured approach to crisis management can help in damage reduction, restraing the company losses and discover inventive mechanisms to maintain the workforce's productivity. Crisis leadership is a process that resolves the unforseeable events that happen unexpectedly and have the ability to diminish the organizational structure, to cease growth and development and lead to catastrophic outcomes. Whether the crisis will be successfully resolved, depends on how the leadership will deal with the situation. A positive approach to crisis is to accept it as an opportunity, to take responsibility, manifest confidence and implement changes which will streghtehen the organization and empower the employess to perform better and become stonger people in future. If leaders are bold and act, if they are decisive and willing to adapt their decision to the occurring conditions, they are going to have more success in resolving the crisis, compared to leaders that choose to wait and not take any action. Leadership is a vital process at all times, but when a crisis strikes, a strong leader has cardinal importance for the organization.

Key words: leadership, organization crisis, crisis management, leadership during crisis
Field: Social sciences

1. INTRODUCTION

1.1. Leadership

Leadership is defined as a capacity of an individual or a group of individuals to guide the members of a group or an organization. One of the crucial characteristics which every true leader must possess, is the power of influence. It is not enough only to obtain the leader title in an organization, because the person's position has nothing to do with their capability to be a true leader. Each time the true leader speaks, other people listen and pay attention, and he/she is the one everyone expects an answer from, for every question asked. If one cannot influence other people, they will not follow him/her.

Intuition is a distinction between extraordinary and good leaders. Extraordinary leader instinctively knows how to maintain leadership in different situations and crisis, and intuitively determines if the goals are achievable with the available resources. Some people are gifted with intuition during birth, while others can develop it through training.

Trust is the bedrock of leadership. Capability, liaison and character, are the three attributes a leader must have, in order to earn the teams' trust. Every leader must be aware that when choosing that position, he/she must stop thinking about himself/herself, so in practice, having a good character prevails over the other two characteristics, because one gains people's trust if behaves in an altruistic manner - by putting what is best for his/her team and the organization first, before himself/herself. People need to feel secure and know they can count on their leader at any moment. Trust creates respect- people will follow one

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person if they respect him/her.

Great leaders know that emotion is a force that motivates people to act. Emotional connections are built and developed through personal (face to face) and group interactions. One must always have in mind that must connect to each person individually, because every individual is different and unique. Leader's responsibility is to initiate and maintain these connections as a foundation of an exceptional communication, loyalty and work ethic, which is necessary for organizations' success. Strong leader encourages his/her team members to develop their knowledge and skills, because he/she has faith in them. Brené Brown wrote: "I define a leader as anyone who takes responsibility for finding the potential in people and processes, and who has the courage to develop that potential." This kind of empowerment brings change, but confident people know that they can always adapt to the new circumstances. Therefore, a confident leader is not afraid of this process, because the more power he/she gives, the more he/she receives.

Each leader must implement changes in the organization and find the perfect timing to do so. Change should start with small steps; through preparation and motivation. Team members should obtain the necessary skills and be motivated to want to make change. These two steps initiate and accelerates the change implementation.

Timing is everything, not only during organizational change, but during all the processes and actions. According to John C. Maxwell: "Each action can be with four possible outcomes: the wrong action at the wrong time leads to disaster; the right action at the wrong time leads to resistance; the wrong action at the right time is a mistake; and the right action at the right time brings success."

Development of the leadership skills is a continuous process, which requires constant learning. According to John Wooden: "The best leaders are lifelong learners; they take measures to create organizations that foster and inspire learning throughout." Through formal education people obtain vocational knowledge and skills, but we learn the best lessons from our daily life experience-mainly from our failures in order not to repeat the same mistakes, and from other people with whom we interact in our personal and professional life. One must always be aware that he/she can learn from everyone and everything.

1.2. Organizational crisis and crisis management

An organizational crisis is a low-possibility event with high negative impact, that jeopardizes the organization's existence. It happens suddenly, and it is hazardous for the organization's operations, finances and reputation. Crises can cause a financial loss by deranging operations, create a market share loss, as well as related lawsuits. The worst-case scenario is if the organization decides to ignore crisis, because it will not vanish if you choose not to act.

Every organization must be prepared to deal with potential crises, in order to survive. According to Robert C. Chandler, there are six stages within every crisis: warning, risk assessment, response, management, resolution and recovery. Commonly, organizational crisis occurs unexpectedly, but the organization should foresee this event, and prepare crisis management guidelines which would be applied if and when crisis starts.

When the organization experience crisis, it should be handled with a crisis management plan and coordinated activities in order to overcome the difficulties. Crisis management plan can include financial activities, PR, social media marketing etc. Also, the organization must form crisis management team that will take fast action with precise focus, primarily to rescue the company's reputation. During these situations it is very important to hear the opinion of each crisis management team member, because the managers cannot always think clear during stressful situations.

As soon as the crisis management plan and focal points are defined, crisis management team must begin to handle crisis in practice on internal and external level. Very important part of dealing with a crisis process is communication with the employees, explain honestly the problems and risks and ensure them that the company has the strength to overcome the crisis.

After the crisis is resolved, the company should do a post-crises analyses in order to be prepared for the future.

1.3. Leadership during crisis

Latin writer's Publilius Syrus famous quote states: "Anyone can hold the helm when the sea is calm." When everything functions smoothly, almost anyone who has professional competences, skills and experience can lead. Crisis is one of the greatest tests for leaders. Actions and behavior during crisis distinguish good from bad leaders. Effective leadership is necessary for surviving during crisis. Usually crisis is so unpredictable, that the leader does not have time to prepare. Also, no one can predict how long the crisis will last.

Communication between leaders and employees is an essential skill. Open communication on principal information, expectations, and support contributes to building trust and enables the company to navigate in the times of crisis.

It is extremely important to be honest towards the employees about the crisis magnitude. Honesty must always be combined with confidence. Crisis can create chaos in the organization due to intense emotions caused by uncertainty. Very often, when crisis strike, the very first thing a leader must do is take control, stop the panic and ensure that everyone is determined to complete the activities according to crisis management plan. The leader must never manifest fear, because the employees need to rely on him/her in every step of the way.

Leaders must be able to adapt to every situation. It is not enough to have crisis management plan-during crisis the strong leader adapts and changes the plan according to the circumstances.

Crisis is a situation where leader must make hard decisions. It demands quick response, but the decisions must be measured. In fact, the leader must quickly evaluate all the available data and decide the best way to act. This is a skill that can be developed.

Leader must keep positive attitude during crisis, that is easier said than done. This does not mean that a person should be a blind optimist, when the facts implicate negative outcome. The leader creates a positive team environment when he/she empathizes with the employees. Sometimes it is enough just to listen to the suggestions and other thoughts of team members, because that creates sense of affiliation. The most important is to always have in mind that all crises pass sooner or later, and we should accept them and do our best to find solutions.

2. MATERIALS AND METHODS

For the purpose of the paper, a case analysis has been conducted in the Representative office (RO) of a foreign company, which was established in the Macedonian market twenty years ago. Main responsibilities of the RO are obtaining market authorizations and planning and conducting sales and marketing activities for company's products. Total number of employees during the research was seven: six representatives and RO's director. The RO experienced a specific crisis, due to the bank account blockade, which started at the beginning of May 2022 and lasted until the mid-February 2023. Reason for blockade was the annual Update of registration of the bank account, which is legally required for non-resident customers, based on the rulebook of National Bank of the Republic of Macedonia. Company's headquarters failed in obtaining the necessary documentation during the bank deadline, which lead to banning all bank transactions during above stated period of 10 months.

Research method used during the case analyses was individual interview with all the RO's employees.

3. RESULTS AND DISCUSSIONS

At the beginning of the crisis the RO director honestly informed the RO employees about the situation and explained the reasons that lead to the bank account blockade, as well all the potential risks of losing clients, market authorizations and negative impact on sales, market share and reputation. (100% of the interviewed employees answered that they were aware and informed).

The employees were informed that all the financial operations will be delayed until the company's headquarters deliver the required documents, but also encouraged by the director, to be honest with clients and to maintain the communication with them. All the employees agreed that clients should be openly informed about the current problem and the cause of the crisis, so the RO team created a communication plan. (100% of the interviewed employees confirmed this information).

According to the communication plan, the RO director informed the key clients (state institutions, wholesale companies, marketing agencies etc.) about the frozen account, offered debts payment through cession agreements as a possible solution, and maintained communication during the crisis. (100% of the interviewed employees confirmed this information).

Employees informed all the other clients (retail companies and consultants), maintained a constant communication with them and ensured them that all the marketing activities fees based on the signed contracts will be payed, as soon as the company's headquarters sends the required documents and the bank allows the financial operations. Retail companies and consultants were also offered cession agreements, if decided not to wait for debts payment. (100% of the interviewed employees confirmed this information).

RO succeeded in keeping all the market authorizations, due to good communication and long-term collaboration with state institution. These institutions did not agree on cession agreements, but they accepted all the legal procedures concerning market authorizations to remain on hold, because the crisis occurred due to objective reasons (100% of the interviewed employees confirmed this information).

All the planned marketing activities based on the signed contracts were realized. 80% of the marketing agencies accepted the cession agreements, while the rest (20%), decided to wait payment. (100% of the interviewed employees confirmed this information).

Wholesale companies did not accept cession agreements, and decided to wait payment, due to the long-term cooperation and trust that had been built between these companies and the RO. All the wholesale companies distributed company's products without any delay to the retail companies during the crisis. (100% of the interviewed employees confirmed this information).

Most of the retail companies and consultants (50%) decided to wait for payments and even tried to help the RO through maintaining and raising sales (none of the RO employees did not expect such level of understanding and empathy, when crisis begun). 35% of the retail companies and consultants accepted cession agreements. However, part of retail companies and consultants (15%) did not accept cession agreements and additionally decided to stop the cooperation until they receive invoice's payment. (100% of the interviewed employees confirmed this information).

In cooperation with RO's legal advisor, the RO director found a solution for salary payment for the employees through state institutions, so all the employees, received their monthly salaries during the crisis. (100% of the interviewed employees confirmed this information).

Company's headquarters did not have a way to finance the RO, so the RO director payed part of the business expenses using her money, that was necessary to maintain the basic functioning of the office and to ensure that the contact with clients will be persevered. (100% of the interviewed employees confirmed this information).

During the entire crisis, the RO director managed to keep the positive attitude, encouraging the employees to believe that if they stay strong together as team, they can move mountains. They even organized a small internal New Year's party, although as all agree, at that time, they felt they had nothing to celebrate. (100% of the interviewed employees confirmed this information).

All the 6 representatives decided to keep their work positions in the RO, although the crisis lasted for 10 months, and during crisis no one could anticipate when the problem will be solved. When questioned what the reason was no one seek employment in another company, the answers were unanimous: because of their leader, who stood behind them, gave them confidence and encouraged them never to give up.

The RO office director also decided not to leave the RO and stated that the reason for that decision were the employees, their perseverance and courage to face the problems and try to find solutions.

Crisis did not have negative impact on sales- on the contrary the RO during 2022 achieved the greatest sales results for company's product, since its establishment and significant market share growth. However, the crisis had negative impact on company's reputation at the market, so the employees are now facing a new challenge- to renew relations with part of the lost clients and to regain their confidence.

4. CONCLUSIONS

One of the most important hallmarks of leading in times of a crisis is controlling what appears to be uncontrollable.

The essential leadership skills during crisis are open communication, honesty, adaptability, capability to coordinate with team members, empathy, seeking and finding solutions. Through manifesting these abilities, the leader shows his team members a vision of the future, which will enable the organization to effectively function and even progress in times of crisis.

Every crisis can be handled if the leader has courage to face the problem and take responsibility, ensures his/her team that problems can and will be solved and conduct activities according to crisis management plan.

Each leader must always find a way to bring triumph to the team. Each organization is different, and each crisis has unique characteristics, but all good leaders have one thing in common: they never give up. If they fail, they do not allow to be discouraged- on the contrary, they stand up and move forward. Great leaders are different from other people - they glow during difficult times.

The true leader always has in mind that great percent of employees in fact do not leave the company - they leave their managers. Leadership skills can and should be developed through continuous learning and training, but one must always remember that the true leadership comes from the heart.

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EMPLOYER BRANDING – IMPOSED NEED ON THE MACEDONIAN LABOUR MARKET

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Abstract: The current state of the labor market indicates an increasingly pronounced trend of a lack of adequate workforce. This situation is further deepened by the emphasized trend of external migrations. One of the initial effects of migrations is the emergence of a lack of certain categories of workers with specific types of knowledge and skills, which in the long term, as well as in the short term, can reflect negatively on the human capital of the sending country. One of the most widespread concepts for successfully dealing with the deteriorating conditions on the labor market is employer branding. Even though this concept is relatively new, it is widely accepted and implemented by the biggest multinational companies.

The aim of this paper is to give an account of migration trends in Macedonian society, and the impact of these trends on the human capital situation. In addition, through an analysis of the presence of the concept of employer branding in some of the largest and most recognizable companies in Macedonia, the extent of recognition of this concept among Macedonian companies would be determined. In doing so, the official social media accounts and websites of these companies were analyzed, that is, the contents and announcements through which the employer branding strategy of these companies can be recognized. In the findings of these analyses, it is stated that the concept of employer branding has been recognized and implemented among large Macedonian companies, and various activities and initiatives are undertaken to establish them as a desirable employer. In addition, employer branding positions have been introduced within the HR or marketing departments. But presenting these initiatives through social media represents the initial stage of developing an employer branding strategy. If Macedonian companies want to establish themselves successfully and in the long term, as a desired employer, they will have to develop complex and comprehensive strategies for employer branding.

Keywords: employer branding, employee value proposition, labour market, migration
Field: Social sciences

INTRODUCTION

Considering the conditions of the labor market imposed the need to change the perception of the companies about the attraction and retention of quality staff. In the past 10 years there have been trends and changes on the labour market that justified this need. Firstly, the economic globalization and the open market have facilitated the flow of human capital. Further, many reports and analysis confirm that the migration of the human capital has significant impact at the overall development of destination countries as well as sending countries. And while all analyzes indicated that migrations stimulate overall growth and innovation in destination countries, the question remained open as to whether migrations stimulate the development of countries of origin or, on the contrary, hinder such development (Bastia and Skeldon, 2020).

The consequences of external migrations are numerous and complex, as they are particularly manifested on the human capital, the available labor force and the labor market of the sending countries. The impact of migration on the countries of origin of migrants is reflected in different spheres, but the primary effect of emigration is the reduction of the number of workers in those countries (UN DESA, 2004). Moreover, negative labor supply effects appear in the early stages of migration, when large numbers of people, mostly economic migrants, decide to leave their home country to seek employment and better living conditions elsewhere.

With these changes in the Macedonian labor market, organizations are faced with a new challenge – reaching a quality workforce where it is already becoming a limited resource. Hence, on the Macedonian labor market, there is increasingly intense competition between employers in the direction of attraction, recruiting and retaining quality staff, which in turn stresses the need for the implementation of a new

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concept for employers how to be attractive on the labor market - employer branding. The concept of employer branding at a very early stage in the Macedonian labor market, but it is certain that larger organizations are investing and starting to undertake serious activities in that direction. In this paper, ten of the biggest and most recognized companies from various industries in Macedonian society, will be analyzed in terms of employer branding and what activities they undertake in that direction.

EMPLOYER BRANDING – CONCEPT FOR ATTRACING AND RETAILING TALENTS

The most valuable resources for every company are the people, the workforce, talents, human resources. Several years ago, companies that put table tennis or picado in their office space, were pointed out as positive example of employer branding. Today, employer branding represents a overall organization strategy, aiming to create a value for current and potential employees. Having in mind the migration on the Macedonian labour market, companies are in situation to struggle for the talents. Hereby, the employer branding imposes as a strategy for attraction and retaining tablets.

Employer branding is a relatively new approach for recruiting and retaining human resources within a increasingly competitive labour market. The term is often used to describe how organisations is positioning on the labour market, communication and maintaining loyalty of the employees “promoting both within and outside the firm, a clear view of what makes a firm different and desirable as an employer” (Backaus and Tikoo, 2004). Employer branding concept arises from relationship marketing principles (Christopher, Payne and Ballantyne, 1991; Kotler, 1992; Morgan and Hunt, 1994), which refers to building closer relationship with crutial stakeholders. American Marketing Association defines brand as “a name, term sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller group or group of sellers and to differentiate them from those of competitors” (Backhaus & Tikoo, 2004). The concept of “brand” has a “personality” from the consumer’s point of view (Gardner and Sydney, 1955). Further more, brand emphasis trustworthiness, Kosnik’s ‘CRUD’ test assesses the extent to which brands are Credible, Unique, Reliable and Durable (Kosnik, 1991). Even the term is associated with marketing field, the employer branding is mostly used in human resources strategies on attracting and retaining talents.

The concept of employer branding was introduced by Tim Ambler and Simon Barrow, according to which the employer is presented as a brand, and employees as customers (Ambler and Barrow, 1996). According to them employer brand refers to “the package of functional, economic and psychological benefits provided by employment, and identified with the employing company”. Thereby, speaking of employer brand beside the economic, we are also considering the psychological benefits to employees. Employer branding brings significant benefits to the organizations such as: lower cost per hire, faster time to hire, lower employee turnover, savings on salaries, helps to attract qualified candidates, improve company performance (Priya and Raman, 2021). Common to all these aspects is the recognition of the very important intangible asset created by the relationship between employees and the employer organization. Employer brand refers to identity that the organization presents to the public.

EMPLOYEE VALUE PROPOSITION – REASON TO BELIEVE IN THE ORGANIZATION

Defining employee value proposition is actually defining the reason why employees (or potential employees) perceive the organization as a great place to work. The employee value proposition doesn’t end with breafinig note from communication department or additional incentive once a year. This concept is more likely connected with “the big idea” that organization is striving to achieve – the vision, the mission and the values. Hereby, the employer branding and employee value proposition is often overlapping with the corporate culture and the reputation. Richard Jones described a “big idea” as something that will: ‘Create a special and palpable spirit within the business and appeal equally to people inside and outside the organisation (Jones, 2000).

Tailored ‘packages’ are generally described as Employee Value Propositions (or EVPs). The EVP is not just a tailored financial package, but a summary of the other specific benefits promised to different target groups (Barrow and Mosley, 2005). According to Barrow and Mosley (2005), employer brand refers to functional and emotional benefits that employer offers to employees. Thereby, today it’s not enough to offer a performance related pay or safe working environment. Speaking in terms of employer branding and employee value proposition, the organization have to redesign these element in competitive advantage as for example top quartile pay, a highly attractive working environment, cutting edge technology.

Employee value proposition can be observed in delivering value in untenable aspect. The emotional engagement with the organizational and the psychological benefits have to be taken into consideration too. Latest research confirm that the pay isn't leading motivation factor ay more. This is why attention is given to the organization culture, emotional engagement and employees' satisfaction.

THE IMPACT OF MIGRATION ON THE MACEDONIAN LABOUR MARKET

International migration is one of the most noticeable consequences of globalization. Taking advantage of improved transportation and communications, and driven by the world's great economic and social inequalities, people are increasingly moving across national borders in an effort to improve their and their families' well-being. In the past few decades, following the increasing international flow of goods and capital, the international movements of people around the world have also intensified significantly. (UN, DESA, 2019) Taking into account the continuous and intense increase in migrations, as well as the changes in terms of the types of migrations and the routes of movement of Macedonian citizens, it is quite justified to highlight the impact of migrations on the provision of adequate and qualified staff by companies in Macedonia.

According to the 2002 census, a total of 2,022,547 inhabitants lived in Macedonia. In the 2021 census, that number decreased to 1,836,713 inhabitants or by 185,834 inhabitants (9.19%). (State Statistical Office, 2023b). According to the data of the State Statistical Office of Republic of North Macedonia, in the period from 2015 to 2021 (for the period before 2015 the MAKStat database does not have data) a total of 4,271 citizens moved out of the country (State Statistical Office, 2023c). Moreover, if these data are compared with any of the established international statistical bases, a big difference will be noticed. So, according to the census data from the destination countries, which are mostly countries from Western Europe and North America, more than 500,000 Macedonian citizens live outside the country (World Bank, 2019). In other statistical bases, these numbers are even higher, so according to the Migration Data Portal (2023), the total number of emigrants from North Macedonia in 2020 was 693,900 citizens. At the same time, the largest percentage of them are the workforce population, around 55.9%, while 15.7% are migrant children (that is, under 19 years old). In the 2022 OECD analysis, the six economies of the Western Balkans (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia) indicate that their emigration rate has increased by 10% over the last decade. Therefore, today, about a fifth of the population of these six countries from the Western Balkans lives outside their countries (OECD, 2022). In IOM's World Migration Report 2020, Macedonia is in the group of 20 countries with the highest rate of emigrants for 2019, that is, in 19th place. According to these data, the Macedonian diaspora, compared to the total population of the country, is one of the largest diasporas in the world (IOM, 2021).

In addition, the emigration of young and highly educated individuals is increasingly reflected in the labor market. In the analysis of the World Economic Forum presented in the Global Competitiveness Report for 2019, in which 141 countries were covered, Macedonia is positioned in 125th place according to the degree of availability of highly qualified workers (Schwab, 2019). At the same time, it is indicated that the imbalance between the demand and supply of labor force on the labor market is increasingly emphasized. Macedonian companies are increasingly facing difficulties in finding appropriately qualified staff, which in the long run results in limiting the capacity for further investment, and thus the development of the companies. According to the World Bank Group's analysis (2019), the lack of human capital in Macedonia starts early and widens over time. Most of the unemployed lack work experience, while Macedonian companies offer few opportunities for professional development. In addition, the current trend in preschool enrollment is very low, while international test scores are deteriorating. For example, on the standardized tests of the Program for International Student Assessment (PISA) for 2015, Macedonia was ranked among the last five countries, far behind comparison countries such as Albania, Montenegro, Moldova and Georgia. In addition, this analysis (World Bank Group, 2019), highlights that this downward trend in education, at all levels, has been present for 15 years, which indicates that the Macedonian education system does not provide students with the necessary knowledge and skills.

If we add to this the continuous decline in natural growth in the period from 2001 to 2021, which in the period from 2019 has a negative sign, more pronounced in each subsequent year, the need to develop a employer branding strategy is more than obvious (State Statistical Office, 2023a). Moreover, the continuous outflow of the working population to other countries, the poor qualifications of the unemployed and students, as well as the extremely bad demographic trends, point to the implementation of an employer branding strategy as the best solution to deal with the current conditions on the Macedonian labor market.

MACEDONIAN COMPANIES COPING WITH THE EMPLOYER BRANDING CHALLENGE

For the purpose of this paper, several big companies from different industries were analyzed from the aspect of employer branding. The aim of this analysis was to acknowledge whether and in which way Macedonian companies practice employer branding. The analysis was based on secondary source information, namely social media and online available information with the aim of recognizing what value proposition are organizations offering to their employees. In doing so, some of the largest companies by revenue were analyzed, as well as some of the larger banks: EVN – electric power distribution; Makedonski Telekom – telecommunications; A1 – telecommunications; Makpetrol – distribution and trade with oil products; Okta – refining, distribution and trade of crude oil, oil derivatives and petrochemicals; Pivara Skopje – production of beer and beverages, Alkaloid – production of drugs, cosmetics and chemical products; NLB Bank; Stopanska Banka, and Halk Bank. The official social media accounts and websites of these companies (primary LinkedIn as a professional network) were monitored between September 2022 and February 2023. In the specified period, the posted contents and announcements, which according to the content and context, can be subsumed under the concept of employer branding, were separated and analyzed.

The analysis resulted in the following findings:

- Employer branding is introduced as a concept among bigger organizations and they undertake different activities connected to the employees to build and to present their brand as desired employer
- Employer branding is considered to stand out as a job position, usually within the HR or Marketing Departments of the analyzed organizations, which gives an additional value
- Several activities are common and were recognized by almost all analyzed organizations, such as promotions of employees participation in City marathon, team building or sports activities, social responsibility events, interviews with the managers
- Employees' training and development is also seen as important element of the employer branding having in mind that the opportunities to develop, train and grow are important motivation factors. In doing so, the companies promote the training sessions held for the employees
- Cooperation between universities and business is also used for employer branding. Companies organize various educational events for students in order to share practical knowledge, while connecting theory and practice. On the other hand, these events connect the organization with the students creating a pool of potential candidates for employment. In order to connect with potential employees, organizations offer internship opportunities and grant scholarships to top students.
- Promotion of the career path, recognition of the best employees is also seen as employer branding practice among analyzed organizations.
- Promotion of jubilees as recognition of loyality of the employees
- Promotion of other benefits for the employees, presents for occasions, posting satisfied faces of the employees is used as another way to promote the organizational culture

To sum up, some of the biggest Macedonian companies are becoming aware of the importance of employer branding in attracting and retaining talents. Still, main focus of employer branding is social media promotion of the activities the aiming to build the reputation of desirable employer. Having in mind the actual labour market and the migration trends, Macedonian companies should not be satisfied only with LinkedIn post and long time ago adopted HR practices. What should not have to be dismiss is that Macedonian labour market is relatively small and hereby "word of mouth" have very big influence in building reputation of the organization.

This lead us to the need of taking into serious consideration of creating strong employee proposition value and employer brand, not only on social media, but also in the core of organization operations - process, benefits and corporate culture. Satisfied employees are the best employer brand for the organization.

CONCLUSION

Considering the situation on the labour market caused by process of migration and globalization, in the so called "war for talents" Macedonian companies need a strategy to attract and retain limited resources. Some of the biggest Macedonian companies are aware of this need, and undertake activities in employer branding direction. However, apart from the financial benefits policy (which information is usually confidential and hard to get), most of employer branding activities are focus on already seen HR practices with intensive promotion on social media – team buildings, sports activities, social responsibility activities, interview with the managers, best employees etc.

However, Macedonian companies shouldn't stay only on social media promotion, but have to go deeper in designing overall employer branding strategy, in order to be desirable employer on the labour market. Hereby, the employee value proposition should be created not only on financial, but also on emotional benefits that the employer is offering to potential and current employees.

Companies should always have to be in line with their employees' needs, in order to provide satisfaction. Having in mind that creating employee satisfaction is a complex process, it involves not only HR team, but also higher, middle and lower management of the company.

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TRENDS IN HUMAN RESOURCE MANAGEMENT IN THE LAST THREE YEARS - EMPLOYEE PERSPECTIVES

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Abstract: Human resource management field has met many challenges in the past three years, mostly due to the Corona virus pandemic. This is the main inspiration for this paper, whose purpose is to examine the latest trends in the human resource management field. The COVID-19 has inevitably affected all organizations all over the world. The pandemic has created a complex and very challenging internal and external environment for the companies, which caused concerns for managers and human resource management (HRM) practitioners. Because of this, they need to find new solutions to help their employees to cope with this extraordinary crisis. The main idea behind the research is to evaluate the impact of the corona crisis on the modern workplace, i.e. to examine the influence on the pandemic on the HRM practices and trends. One of the aims of this paper is to analyze the trends in the field of human resource management, examined through the employee's perspective. The methods used are induction, deduction, generalization and structured questionnaire. The research was conducted using a structured questionnaire in an international company, based in Skopje, North Macedonia. The results obtained from the 120 respondents show that grand changes have taken place in the field of HRM, mostly due to the corona virus pandemic. Employees, as well as company managers, are facing the fast-paced changes, which occur in the global economy, under the pressure of global pandemic. The main characteristic of 21st century is dynamic environment that imposes many challenges to companies. Based on the research results that were obtained, we can draw the conclusion that HRM sector is one of the most dynamic, fast changing and prone to fluctuations. This leads us to the inevitable need for HRM practitioners and organizations to develop an adequate approach to the emerging challenges. Contemporary organizations are intensifying their efforts in order to find an appropriate human resource management model, which will enable them to successfully deal with those challenges through the efficient use of available human resources.

Key words: human resource management, flexibility, learning organizations, healthy organizations

1. INTRODUCTION

The modern workplace has imposed substantial changes in human resource management practices. HRM has changed dramatically over the last century, with an essential shift in form and function occurring especially in the last two decades. In recent years, especially in the last 3 years (since the outbreak of the Corona pandemic), the function of HRM in corporations has changed immensely. HR is rapidly being recognized as a crucial strategic value for overall company success. Why is this so? Because modern workplaces are changing at a rapid pace. HRM, as an integral part of the company, must be prepared to deal with the effects of changing world of work and business. Information technology, Digital technologies, Information and Communication Technology, and automation along with other technological advances have re-defined and re-shaped the business world, as well as all the other spheres of life. Everything, including our way of thinking, living, communicating and working has changed drastically. Our culture, economies, demographics and even society have been affected by these technological changes – it is simply inevitable.

Human resources are very complex and unique resources that cannot be copied by competitors. Due to these specificities, management of human resources is very difficult task that every organization faces. Over the last three years, organizations navigated a global Corona pandemic, which brought many uncertainties - the switch to remote work, hybrid models of work, and flexibility as the most praised work place characteristics.

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2. PURPOSE, OBJECTIVES AND METHODS

The main ides of this research paper is to review the latest trends in the human resource sector, which is strongly affected by the pressure of the Corona pandemic, as well as the more and more visible economic uncertainty, inflation and potential recession all over the world. The main purpose of this research was to analyze, define and summarize the emerging trends in the human resource management area.

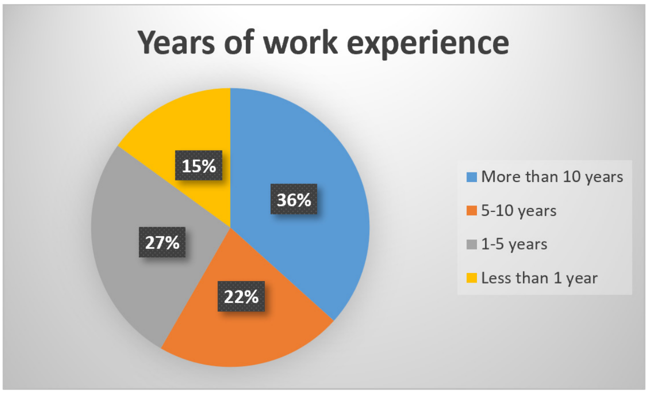
The research was conducted via structured questionnaire and it was based on the employees perspectives in the organizations. The research was conducted in the period of one month in an international company, based in Skopje, North Macedonia. The company works in the field of sales and retail. We have received 120 fully answered of total 135 questionnaires. Some of the results valid for the purposes of this paper are given in the further text.

Furthermore, the methods of induction, deduction and summarization were used. Additionally, the most recent research findings, papers and scientific literature about the impact of the corona virus pandemic on HRM practices were analyzed.

3. RESULTS – TRENDS IN HRM

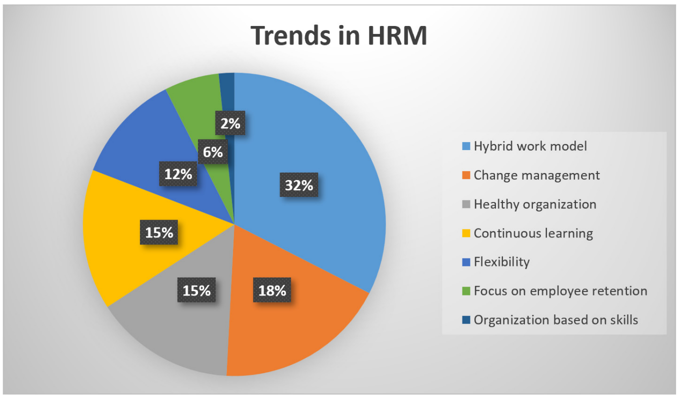
The total number of respondents is 120, out of 135 delivered questionnaires. The research was conducted in electronic form.

The first question was about the years of experience in the company which is a subject of research. 36 percent of the respondents have more than 10 years of experience in the company, 22 percent have 5-10 years of experience in the company, 27 % have 1-5 years of experience, whereas 15 % of the respondents have less than one year of experience in the company.



Graph 1. Work experience of respondents
Source: Own research

In the graph below we have shown the results of the next question, regarding the trends in HRM sector. Respondents were offered 7 emerging trends, and they were supposed to rang the trends with 1 (most important) to 7 (not so important), due to their experience, knowledge and work practice.



Graph 2. Trends in HRM sector Source: Own research

3.1. Emphasis on the hybrid work model

As shown in the graph, most of the respondents (32%, or 39 of the 120 respondents) identified Emphasis on the hybrid work model as the most important trend in HRM in their company in the last 3 years.

With things getting back on track after the Corona virus pandemic and the strong misbalance which was caused in the business world, the workplace is now re-shaped and re-defined in order to provide a more suitable approach for its employees and their productivity, which is best shown the form of a hybrid work model. The hybrid work model is a mixture of office and remote work, in accordance with the company possibilities and employee's preferences and it is a very flexible work model with the employee in its center.

The importance of the hybrid work model is noticeable all over the world. In relation to this, according to a report (https://www.zippia.com/advice/hybrid-work-statistics/) "74% of U.S. companies are using or planning to implement a permanent hybrid work model." As the number of organizations that are adopting this work model increases, it is very clear that the hybrid work model will be very important for the HRM sector in the upcoming years.

As the results from our research show, big number of Macedonian employees also emphasize the importance of the hybrid work model, so employers shall make various changes to adapt to this trend.

3.2. Change Management importance

Change management as an emerging trend in HRM in the last 3 years was chosen as the most important trend by 22/120 respondents, or 18%.

Change management as a basic management practice in the last decade is focused on the changes in the organization's goals, internal processes or used technology. Change management's main intention is to implement changes within the frames of the organization, with as low as possible rate of revolt and ignorance by its employees. The process of acceptance and adaptation to changes is crucial. How can managers do this? If employees are included in the everyday challenges happening in the organization, if they are encouraged to recommend improvements that are to be made, if they are involved in certain basic decision-making processes, employees will grasp the concept of the changed processes and new initiatives in the organization. Thus, employees will be motivated by the change and the meaning of the change for their everyday work, they will accept it easy and the company will be able to fulfill its mission.

3.3. Healthy organization

In the past decade, many companies have finally paid attention to the employee's health and overall wellbeing. The burnout syndrome is very common and it is present in nearly all industries. The uncertainty of the work posts, the pressure of the Corona virus pandemic, the closure of many businesses or the reduction of the scale of businesses has brought even more pressure and problems for the workers. However, HR managers are very familiar with the trend of employee's mental and physical health care and overall wellbeing. Many companies offer different benefits and even programs for employee's good health and wellbeing. The research results show that 18/120 respondent (15%) said that this is the most important trend in HRM in the last three years.

Globally, one of the newest trends is "The Healthy Organization" (https://joshbersin.com/wp-content/uploads/2021/10/HW-21_10-DefGuide-The-Healthy-Organization-ExecSum.pdf), which represents a holistic and more inclusive approach to wellbeing of the employees. This concept of the healthy organizations goes beyond the physical health and safety of the employees, which are now seen as a basic need, and aims to provide greater flexibility and more diverse opportunities for their training and empowerment.

The Healthy Organization concept is consisted of these elements:
- Physical Health
- Mental Well-being
- Financial Fitness
- Social Health and Community Service
- Safe Workplace
- Healthy Culture

All of the 6 pillars of the healthy organization are consisted of separate parts, given in the picture below.

Picture 1. The healthy organization
Source: https://joshbersin.com/wp-content/uploads/2021/10/HW-21_10-DefGuide-The-Healthy-Organization-ExecSum.pdf

3.4. Continuous learning

The trend of continuous learning can be defined as one of the newest, but also oldest trends in the HRM field. Continuous learning is simply an everlasting trend, it is inevitable for successful organizations and it must happen every day. During the Corona pandemic and the quarantines, many professional have finally found time and resources to learn new skills. As knowledge leads to personal and professional growth, this is one of the main resources for the modern organizations. Continuous learning for companies and employees is inevitable in the modern economies. With the fast transfer of information and knowledge, only the companies which adapt fast to this will be successful. More and more companies invest in continuous learning programs for their employees, enabling organizational and personal growth. Many modern companies invest in courses, online workshops, e-libraries, transfer of knowledge programs, etc.

Our research has shown that continuous learning is the most important trend for 18/120 respondents (15%).

3.5. Flexibility for all employees

Flexibility is the trend which is defined as the most important for 14/120 respondent which took part in our research. Even though the importance of flexibility has been on the rise before the pandemic, corona virus pandemic has demonstrated everyone that companies must be flexible and adaptive in order to survive in the fast-changing environment. Flexibility was inevitable even for the companies that were not ready for it at the time of lockdowns and curfews. Companies had to adapt to non-traditional work environments, such as remote word, hybrid work models, flexible schedules etc. Nowadays, when the business world is more or less stable and the pandemic has passed, increased number of companies have decided to stay as flexible as possible and did not go back to their pre-pandemic routines. Flexibility is very important for organizations and for employees, because it shows that employees can be productive no matter where and when they do their work. However, this greatly depends on the work position and work obligations, as some of the work can not be done from home.

A flexible work environment offers many benefits for both organizations and employees. For employees, it helps them to balance their personal/professional life. For companies, it increases the company's work ethics, company's morale and shapes the organizational culture.

3.6. Focus on employee retention

One of the biggest trends in the HR world is the focus on employee retention. Today, companies are increasingly concerned about losing their top talent and recognize that it is more profitable to invest in retaining existing employees than to constantly recruit and train new ones. If a company is faced with a loss of the best employees, this can lead to workloads that are hard to manage, as well as lost morale and problems in the organizational culture. This bring us to the conclusion that companies must be proactive, not reactive when it comes to employees retention strategies. Companies have a handful of strategies at their disposal – compensation reviews for employees, rewards for skilled workers, loyalty programs, lifelong learning opportunities, reskilling programs, etc.

Even though this is an important trend in the world, our respondents did not recognize this as an essential trend for the organizations – only 7 out of 120 respondents said that this is the most important HRM trend.

3.7. An organization based on knowledge and skills

The results from the research show that only 2% of the respondents see the organization based on knowledge and skills as the most important HRM trend in the last 3 years.

The knowledge and skills-based organization is not only a fundamental paradigm shift in talent management, but also changes the way work is organized in companies. This approach allows skills-based organizations to achieve greater agility as they can quickly target and reallocate talent to respond to changes in real time.

4. CONCLUSION

The field of human resource management has been broadly impacted by the corona virus pandemic. Covid – 19 has caused significant challenges for HRM managers, but also for the companies, employees and businesses in general.

In the past, the only focus of the HRM was to pick, to train and to maintain the right person for the right job. This has changed immensely in the last three years, which were a subject of research for this paper.

As the research has shown, new paradigms have been defined in the field of management of human potentials in the companies. Due to the changed circumstances, the hybrid work model has been on the rise as never before. Increased number of companies are adopting this model of work, as it showed that it could bring equal, if not better results that the classical in-office work. The research, as well as the literature review, has given the nuisance that the hybrid work model will be the primary work model in the upcoming years. Furthermore, research has shown that companies shall work on their change management strategies, as employees want to feel that they are part of the changes which are happening in the company where they work. This means that employees do not want to be only a mere spectator of the company's changes – they want to be the engine that stands behind the need and realization of company's changes. Employee well- being and the healthy organization are also a rising trend. A big number of companies offer programs for stress reduction, mental and physical health, overall well-being. In North Macedonia the number of these programs in the companies is still small, but it is on the rise. Additionally, modern companies should pay attention to knowledge transfer strategies, learning opportunities, lifelong learning possibilities for employees. The need for continuity in the education, mostly caused by the fast changes and fast technological development, is now greater than ever before. Knowledge is becoming obsolete very fast and this is the reason why companies and employees should invest in knowledge transfer practices, continuous education and professional development of staff. Another trend that is noticed in the past three years is the focus on flexibility – the idea that workers can be productive no matter where and when they do their work. Moreover, this trend has impact on the organizational culture, work ethics, employee's morale, etc.

Companies and HRM can never be prepared enough for the fast changes that are happening in this sector. The work environment is very dynamic. Human resource managers should be always proactive, dynamic, willing to learn and reactive to the fast development and changes.

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HEALTH LITERACY: A CALL FOR ACTION FOR A JUST AND EGALITARIAN SOCIETY

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Abstract: Health Literacy Survey -2019 (HLS19) undertook a two-year extensive comparative survey in 17 European countries whose results demonstrated that while health literacy levels have risen, there is vast room for improvement. 36% of the Bulgarian population has poor or unsatisfactory level of health literacy (very difficult/ difficult range answers). This means that more than a 1/3 of Bulgarian citizens are facing hurdles when presented with health or healthcare related issues to deal with which inexorably affects their quality of life and potential. To society this means that there is a measurable inequality between those with high and low health literacy that is evidenced by social gradient. Thus, low health literacy has direct effect on perpetuating health inequalities which in turn affects social justice and attainment of human development and flourishing. HL is closely associated with social determinants of health and poor health/ outcomes due to low literacy is as an injustice that needs to be addressed systematically from broad policy perspective. It is an injustice as studies demonstrate that HL is a modifiable factor that has a direct positive effect on improving well-being, reducing absenteeism, and triggering economic and social progress. The purpose of the project is to analyze available literature, draft and test questionnaires, analyze results in order to gain better understanding of the health literacy needs of Bulgarian population and to better inform public health policies and implement targeted evidence based interventions. Improved health literacy will lead to more effective and efficient healthcare utilization contributing to better patient outcome and optimal use of health and medical resources. In fact, the WHO Shanghai Declaration (2016) declared health literacy a critical determinant of health and established the direct link between adequate health literacy and achievement of Sustainable development goals.

Key words: health literacy, knowledge gap, human flourishing, HLS19 survey
Field: Social Sciences and Humanities

INTRODUCTION

Covid-19 has demonstrated that health literacy is not simply "the people's knowledge, motivation and competences to access, understand, appraise, and apply health information in order to make judgments and take decisions in everyday life concerning healthcare (being ill), disease prevention (being at risk) and health promotion (staying healthy) to maintain or improve quality of life during the life course" (Sørensen et al. 2012) but is the river Styx that divides the world of life from death. Health literacy has become a distinct discipline as it has been demonstrated that having the capacity to address, understand and act upon health or health-related information is correlated but not interchangeable with intelligence, general literacy, and educational level (HLS19 Consortium 2021).

METHODS

The first phase of the survey is focused on literature review of previous HL surveys and recommendations, drafting and testing questionnaires and defining respondents target groups. Sample of 1000 respondents in Bulgaria were stratified by age, gender, and residency according to data of 2010 Bulgarian census.

DISCUSSION

Health literacy has a twofold focus. One geared inwards: what do I know? How do I interpret this info? How do I act or not? The second perspective is outward towards family, friends, and society: How do my actions affect others? Am I accountable and to whom? Does my action/inaction matter? In other words,

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improving health literacy is key to empowering individuals to make informed decisions not only about their personal health, but also the health of their families and communities. HL is fundamental for individual wellbeing exemplified by better, healthier decisions for one's life outside healthcare system: appropriate physical activity, less tobacco and alcohol consumption, better diet with fresh vegetables and fruits and ability to critically assess health -related information and act upon it. Additionally, HL is a key aspect of patient autonomy within the healthcare system and is a prerequisite for meaningful patient-centered care that focuses on the holistic, human needs of patient, and not on their disease or condition. Lastly, chronic disease patients who are on the intersection of health and social care systems and general population, benefit exponentially from improved health literacy as it directly translates into better management skills of their prolonged condition.

The pandemic has demonstrated that health literacy is a decisive factor in public health too. The higher the health literacy, the higher the likelihood that individuals assess evidence -based information and act accordingly such as maintaining physical distance, wearing masks, washing hands, and getting vaccinated. On the contrary, lower health literacy provides fertile ground for misinformation and disinformation to grow and negatively affect individuals and communities: such as failure to follow mandates (omitting to act), reference to conspiracy theories and actively hurting oneself with non-evidence-based self-treatment methods or hurtful practices like consuming bleach (committing an act).

So far research on HL has focused on the individual, however there is a growing recognition that communities, governments, and other actors need to improve health literacy and make it an organizational priority. Covid-19 further indicates the pressing need to improve health literacy on organizational and societal level. Public Health interventions are still somewhat ineffective due to the knowledge gap which is a phenomenon that prevents experts from understanding why a course of action is not self-evident for the general public. This failure to meet the public where it stands has affected relations and trust between the professional communities and society. Evidence-based science and recommendations do not automatically lead the public to act immediately and there is an obligation that institutions serve better their customers in the way it best fits them and brings desired results. Necessary actions can be as easy as translating complex requirements into easy to follow, step- by- step guidelines. There is evidently a knowledge gap phenomenon that needs to be addressed via making organizations and professional groups more health-literate and user friendly. Particular efforts should be geared towards introducing HL training and sensitivity of media as HLS19 survey results pointed out that individual's preferences for obtaining health and well-being -related information are shifting from health providers to sources outside the health realm(HLS19 Consortium 2021).

From a citizenship perspective, improved HL also means that individuals and communities increase their power of shaping or demanding health and other services which affect their well-being. That contributes to strengthening of social capital and making communities more resilient to adverse events be them environmental, social, or economic. Healthy individuals within healthy society contribute to the economic progress and output of the country which leads to stable economic and social development. Last but not least, healthy individuals are key aspect of national security in terms of the triad of population, government, territory, which, according to political sciences, constitutes a country. Further, the state represented by public institutions has the obligation to protect its citizens by traditional instruments of statehood but also by launching a safety net of knowledge, training and tools which promote autonomous agency for attaining rewarding personal, social, and economic life. That is, the state has an ethical obligation to provide the optimal physical and non-physical conditions for launching personal potential and maintaining wellbeing.

Health is not a static absence of disease but a life process which demands the individual to maintain, care and manage changes within themselves on a biological level but also within social contexts and changing environments. Studies have demonstrated the correlation between low health literacy and: "increased hospital admissions and readmissions, poorer medication adherence and increased adverse medication events, less participation in prevention activities, higher prevalence of health risk factors, poorer self-management of chronic diseases and poorer disease outcomes, less effective communication with healthcare professionals, increased healthcare costs, lower functional status and poorer overall health status, including increased mortality" (Calaglu et al. 2020). In terms of direct costs, it is estimated that 3-5% of health care expenditures are due to low health literacy(Rasu et al. 2015). Thus, allocating budget resources to improving health literacy through targeted interventions is an investment with high returns in prosperous society. HL cannot be learnt or improved in an emergency, but it is a necessary, long-term investment to be made by societies now more than ever.

Health literacy is also context and content -specific (McKenna et al. 2017) which means that solutions in one context can yield positive results, while in other can be detrimental. Successful interventions cannot be transferred automatically without culturally competent and sensitive, in-depth adaptation to cultural and social contexts. This point is particularly important as presently most research on HL is done in the Northern hemisphere and Western Europe, and while there is an altruistic urge to share knowledge and experience, it has to be done with caution and respect. Data suggests more targeted policies, stratified by demographics, socio-economic background, culture, and education need to be drafted and implemented. That will contribute to serving social justice and improve equality of opportunity and ultimately, and equitable, egalitarian society. Limited health literacy widens the gap between people with healthy vs unhealthy lifestyles; poor vs good health; employment vs unemployment; quality of life and perceived position in society. Further, people with limited health literacy cannot benefit fully from the healthcare system and cannot realize their full potential. In other words, HL is crucial to healing the chasm between poverty and justice.

HL should be a priority for all stakeholders within the public and private realms: education and health systems, communities, local authorities, governments, and international institutions. Only with concerted actions individuals and communities will be able to enhance their health literacy levels and diverse health outcomes and perceived state of well-being will be a result of choice, not injustice.

Nominally, in Bulgaria human rights and particularly the right to health is promoted and protected by the state via a universal health system, health insurance, health promotion and prevention, etc. Yet, 36% of the Bulgarian population have poor or unsatisfactory level of health literacy (very difficult/ difficult range answers) which represent a de facto obstacle for full enjoyment of rights. This means that more than a 1/3 of Bulgarian citizens are facing hurdles when presented with health or healthcare related issues to deal with which inexorably affects their quality of life and potential. Thus, low health literacy has a direct effect on perpetuating health inequalities which in turn affects social justice and attainment of human development and flourishing. As Covid-19 pandemic has demonstrated, untimely death is a call to action to weave sound knowledge safety nets around individuals, communities, and our society so death occurs because of natural cause or accidents not because of distrust in science and poor health literacy.

CONCLUSION

In the words of Goethe: “Knowing is not enough; we must apply. Willing is not enough; we must do”, health literacy is critical for achieving healthy, equitable society and social justice. Thus, Health literacy should be a national priority and sufficient funds should be allocated for drafting and implementing an evidence-based Health literacy strategy and dedicated inter-ministerial and inter-institutional Task force for its implementation. The Task Force (deep appreciation to Dr. William Foege and the Task Force for Global Health for all their passionate work for global health, Atlanta, Georgia should be comprised by decision-makers from the Ministries of Finance, Education and Health, Professional organizations of physicians, dentists and healthcare givers, Professional organizations of educators, psychologists and communication specialists, Media representatives and representatives of civil society (patient groups, chronic diseases patient groups, vulnerable populations, and other with special interest in health and education) and other professionals in order to provide for targeted, tailored made interventions for improving Health literacy on individual, societal and organizational level.

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THE MEDIUM TRAVEL GUIDE: SOME ASPECTS OF IT'S STRATEGIES AND GOALS

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Abstract: There is no extensive secondary literature on travel guides, despite their popularity among readers and their status as one of the best-selling genres in bookstores. The medium was more thoroughly researched in the disciplines of geography, tourism and folklore, especially in the late 1980s and 1990s, although different aspects and points were deepened depending on the discipline and thus a "compact field of reliable knowledge and theories" could not be developed. (Wicke 2011: 22). Buhl (2020: 39) concludes that travel guide research is primarily concerned with the historical change in the genre from its emergence to the 20th century or attempts to create a typology of this broad, diverse genre.

However, for the purpose of this research, of particular interest are the publications that refer to the ways in which the target countries are presented from an intercultural perspective; still, the number of these studies has remained insignificant to this day. The most recent and very comprehensive study comes from Gesa Wicke (2011), who fills the research gap with her study of the staging of foreignness in tourist guides to Sicily.

The subject of analysis based on available research for the medium travel guide will be the travel guide form Philine von Oppeln "Nordmazedonien. Mit Skopje, Ohridsee und allen Nationalparks" (2020).

Keywords: travel guide, travelogue, tourism, alterity, North Macedonia
Field: Humanities

1. INTRODUCTION

Perceptions of a different cultural environment are almost always burdened with the load of one's own cultural authority. The process of perception and the organization and processing of information does not occur on a blank slate. It is much more influenced by information categorization and stereotyping, which is not only affected by information from and about the natural living world, but also encompasses the social environment. A central mechanism in the creation of stereotypes exists in the general readiness of people for social categorization, for example, people divide them into members of their own or other groups. In contact with foreign cultures, this categorization and stereotyping plays a decisive role in many cases. The literary staging of foreignness must follow a narrative dramaturgy, which avoids the illusion of understanding, so that the foreign can be evoked as foreign at all. However, at the same time, the staging must be based on known patterns, so that it can present foreignness as culturally understandable. For this constellation of intercultural understanding between the other's and one's own, the literary writing stands paradigmatically, which is addressed "from abroad" to "home" and thus marks the intermediate space of cultural transmission as a distance.

The travel writer has the potential to stage otherness without stereotyping it. For Francis Bacon, Renaissance travelers discovered a "new continent" of truth, based on experience and observation rather than on the authority of predecessors; and it was the travelogues that ensured the implementation of the new information that laid the foundations for the scientific and philosophical revolutions of the seventeenth century. And as a stranger in a foreign land, the travel writer, since he is not bound by his roots to the singular components or to the one-sided tendencies of the local group, takes towards them a unique attitude of objectivity, which does not mean simple distancing and non-involvement, but a special formation from a distance and closeness, indifference and engagement. Nevertheless, in order to be objective, he must not be bound by any predefined obligations, which could prejudice his inclusion, his understanding, his assessment of the givens.

The fact is that the preconditions, which will make the objective perception of the travel writer impossible, are numerous. The forms in which the travelogue describes the foreign are determined by the social status of the travelers and their involvement in the mentality of social groups, and essentially

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depend on the technical and organizational standard; and finally they are influenced by the personal dispositions of the travel writer, which are crystallized in his education, prior knowledge, interests as well as his general perceptive abilities. Moreover, of course, a major role in the staging of foreign culture by the Western European author is the tendency to confirm his own "enlightenment progress" and thus his own superiority in relation to other underdeveloped countries.

All these factors play an essential role in the creation of the travel guide as the most modern form of travelogue.

2. THE GENRE TRAVEL GUIDE

It is problematic to label the travel guide medium as a literary genre, as it has remained largely unexplored in literary studies until today and therefore lacks clear definitions and demarcations. The reasons for not paying attention to this genre are, on the one hand, the extremely heterogeneous nature of the text (e.g. informational text, anecdotes, directions, lists of addresses, etc.), which can vary greatly from a tourist guide to tourist guide. On the other hand, unlike other forms of travel literature, the medium does not seem scientifically worthy enough, as criticized by Wang (2003: 581). In isolated works, however, an attempt was made to more closely define the genre of travel guides.

3. THE MODERN TRAVEL GUIDE

Until the 18th century, travel was mainly under the sign of conquests, escapes or migratory movements, but with the beginning of industrialization and the development of an aspiring bourgeoisie, a new form of travel appeared, which was intended to serve for recreation and/or education. Bourgeois trips had to be planned, containing everything worth seeing without spending much time on research. These needs were met by Beadecker in the mid-19th century with the first modern German travel guide, which was to have great success and serve as a model for the further development of the genre across Europe, as Wicke (2011: 86) explains. By awarding stars, Baedeker's tourist guides recommended sights and attracted and increased the influx of tourists (Buhl, 2020: 41). With the emergence of modern tourism in the 1950s and 1960s of the last century, a large number of different tourist guides for different needs and target groups emerged. The one-sided channeling of landmarks in conventional travel guides such as Baedeker was strongly criticized and led to the emergence of so-called "alternative travel guides" in the 1970s and 1980s, which instead focused on the country and its people (Wang 2003: 584). Today, the range of tourist guides, especially for commercial tourist centers, has become extremely large and is characterized by a high level of heterogeneity. Due to the constant appearance of new publishers and the rapid change of detailed data (accommodation prices, traffic routes, addresses), there is a lot of competition and the pressure to keep producing new releases to stay up-to-date is great.

4. THE FUNCTION OF TRAVEL GUIDES

Travel guides serve the traveler primarily to offer him the latest and current information about the purpose of the trip, according to which he will be able to orient himself. They provide guidance on practical matters such as routes, accommodation, opening hours and restaurants, but also provide information on history, religions, nature and culture. On the one hand, they educate their readers, on the other hand, the foreign country to which one travels is ready for consumption by tourists. Gorseman therefore characterizes travel guides as "educational goods and tourist instructions for use", meanwhile "Piper Verlag" published a whole series of travel guides called "instructions for use" (Buhl, 2020: 41).

According to Wicke (2011: 117), this preparation of travel destinations is subject to four basic strategies, which are presented below. Wiecke sees these strategies as closely related to power and hierarchical structures.

First, according to Wicke (2011: 118), the travel guide prepares the destination of the trip in a way that is suitable for tourists and accessible spaces are created accordingly. The tourist guide makes a decision about which places are attractive for tourists, ie. worthy of being included in a text contained in a tourist guide, or should be considered negligible. The starting point for this selection is the needs and expectations of the traveler, not the destination itself. What would seem frightening, ugly or unattractive to the tourist is either not mentioned, or else the traveler will be warned about "problematic" or "dangerous" places, which it is better not to enter or to enter only with great caution. This creates a potential divide between the tourist and non-tourist worlds.

The second strategy used by tour guides for the preparation of foreignness is the structuring of space and time (cf. ibid.: 124). For a tourist attractive area, the tourist guide presents its users with various tools such as maps, hiking routes, city tours and day trip suggestions with up-to-the-minute weather information to help them design and find their way into the unknown environment. And here, for example, by selecting a certain part of the maps of the city, the new environment is divided into a "center worth seeing" and a "periphery to be neglected" (ibid.: 126). "Thus, cartography serves tourist guide literature as an additional means of domesticating and appropriating the unknown space, whose complex hybridity [...] has to be forced into a predetermined order by means of rigid lines and with known scales and coordinates" (ibid: 126). Chronological structuring takes place through planned daily routines or recommendations for maximum or minimum length of stay in a certain region, city or place.

The third strategy is the construction of alterity (cf. Wicke 2011: 128). Tourism produces cultural difference, because it uses the foreign as a commodity to be marketed. It literally lives of this construction of alterity, because only the constant supply of the new, the unknown and the foreign ensures sustainable tourist demand. And the literature on tour guides as an instrument of tourism also lives on the construction of the other by creating difference. It generates less understanding of the other culture than, by supporting the formation of one's own identity through differentiation and thus, as a mirror image, contributing to the self-definition of the culture of origin in dealing with other cultures. If the foreigner were truly understood, he would no longer be a foreigner and the need to travel abroad would disappear (Buhl 2020, 43). "Cultural difference in tourism [is] necessary for longing to have a projection surface and vacation (as a socially sanctioned opportunity to indulge in longing) can be successful" (Weidemann 2007: 617). According to Wicke (2011: 129), the difference lies on the continuum between fascination and threat. It should encourage the spirit of adventure and excitement. However, a balance is required so that it does not appear intimidating.

Warnings of danger and theft are usually found in the last pages of a travel guide and are pushed into the background by the colorful, fascinating folklore that runs throughout the book.

The fourth strategy for processing foreignness is the visual guide (cf. ibid.: 131). Travel guides want to inform their readers and give them the opportunity to prepare for the destination. In doing so, they act according to the slogan: "We only see what we already know!" (ibid.). The argument for intensive preparation is that: only when we know the relevant aspects of a culture, a place or a building, can they be consciously perceived. The things that the tourist knows nothing about, he will not be able to see - in the short time available to him during the vacation. This 'wisdom' also implies the fact that acquired foreknowledge directs attention to what is already known and thus blocks the view of new knowledge. The trip prepared by tourist guides does not necessarily lead to the expansion of horizons, but rather to the confirmation of the images already created in the head. According to Wicke (2011: 132), the tour guide controls the perception of travelers by providing prior knowledge and directs the tourist's gaze to what is deemed worth seeing. Many travel guides have adopted Baedeker's star system and thus praise the 'highlights'. In doing so, they orient themselves towards the expectations and travel motives of tourists and use the selective view that is already available in advance.

5. PHILINE VON OPPELN'S NORTH MACEDONIA

Adequate to strategies for preparing the purpose of the trip, von Oppeln starts her tourist guide with "The best of North Macedonia" (2020: 12): the architecture in Skopje, Ohrid and Lake Ohrid, the Matka canyon, Bitola, the national parks, the mountain landscapes, Macedonian villages, monasteries, mosques and churches. The selection of what is worth seeing is imposed at the very beginning. Under the title Dorfleben (life in the villages) are listed the villages of Vevcani, Brajchino as well as Galicnik, Lazaropole and Gari, villages that are already well-known tourist destinations related to rural tourism in Macedonia, with streets and houses renovated with financial assistance from international projects as well as villagers who have undergone English language and computer training funded by international non-profit organizations (which the author explains when presenting ecological tourism): something that would be attractive to, for example, a Western European tourist, but will have not much in common with the essence of Dorfleben (in Galicnik's description, it is stated that only one family lives in the village all year round, p. 218). However, remnants of Macedonian village traditions, such as the Galicnik wedding, will often be included in the depictions (Figure 1).

Figure 1: The bride on the way to her parents-in-law

The tourist guide about North Macedonia also abounds with numerous aids that will prepare the tourist for navigating time and space in Macedonia: maps of the cities and surroundings, hiking trails through the mountainous regions, bus lines, taxi providers. In addition, of course numerous photos of the places worth visiting: the tourist should be prepared, already familiar with what he needs to see. The overall structure of the travel guide is aligned with Wicke's preparation strategies: the tourist will be both visually attracted and intrigued, directed to recommended destinations, but also discreetly warned of potential dangers (in the second chapter "The most important things in brief", under "Security" it is briefly mentioned that the German Foreign Office continues to warn of caution in the northern and north-western border areas due to past riots, p. 15).

The map on the back inside cover of the book shows only a small part of Skopje: the city center, to the east to the border with the municipality of Aerodrom and to the west to Karpos 2, the area where the tourist should stay and where he will find all that is worth seeing in the capital (Figure 2).

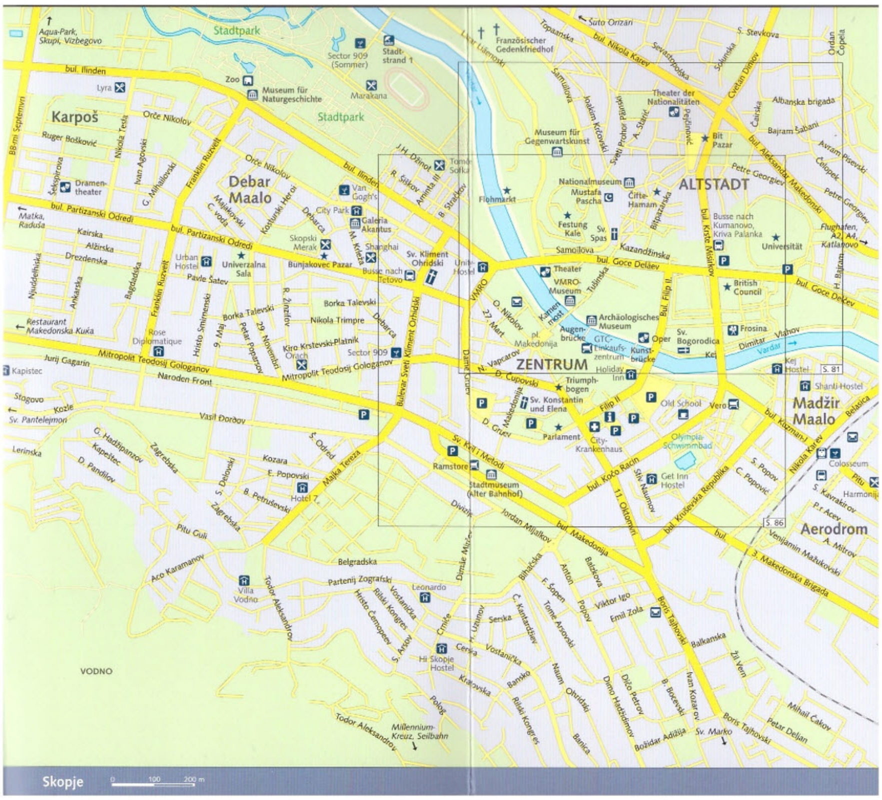

Figure 2: Map of the central region of Skopje

5. CONCLUSION

The main reference point of the travel guide is not the travel destination, but the traveler and his needs. The reasons for this are among others economic in nature. It is not without reason that the heterogeneity of the medium, in addition to the variety of travel destinations, is particularly due to the different readership. Thus, a distinction can be made between low-budget travelers with little money, a lot of time and a more or less pronounced interest in mutual understanding of cultures, travelers interested in popular science with a lot of preparation time and encyclopedic knowledge, as well as those looking for rest and relaxation with a desire for sun and a vacation-like climate, with no interest in contact with the land and people and many other types of travelers (Buhl 2020: 45).

The individual strategies are closely related and they condition each other. When a travel guide creates a space that can be visited by promoting a place as attractive to tourists, it simultaneously draws attention to this destination and acts as a visual guide. The objectivity of the destination's portrayal is another matter entirely.

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POSTCOLONIAL “OTHERNESS”

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Abstract: In this paper the category of Otherness has been concerned for those who occupy the subordinate position in society, which have been presented as inferior in terms of knowledge and abilities, which implies that they need the leadership of those who are, by definition, more capable, more educated, more advanced, more civilized, more merciful, etc. On this way, the hierarchy of representations is established, thus justifying the existing ones power relations in society as well as the unequal treatment of those who are represented as inferior. The concept of Otherness within the framework of postcolonial criticism is used to describe the rest of the world, i.e., everything that does not fall within the scope of Europeans, as one homogeneous mass characterized by ugly features. Otherness in postcolonial criticism refers to colonized peoples who are marginalized by the imperial and identified by their difference from the center. Any area that is not part of European soil is considered inferior, dangerous and less valuable. However, in the understanding of the Other, a duality is also noticeable, since he is sometimes considered wild, harmful and mysterious, and sometimes harmless. Hybridity, mimicry, ambivalence are terms which are used in postcolonial analysis. The colonizers tried to categorize the colonized population, and the formation of hybrid patterns prevented that process, since new cultural forms were emerging that no longer corresponded to the descriptions of the colonizers. Colonizers have been the part of Occident and the colonized nations are the Orient or the Others or the category of Otherness. Sharing the same space, Orient and Occident influenced each other, which resulted in the transfer of elements from one culture to another. The fruit of this is the emergence of an intermediate space and a hybrid identity, which is characterized as a simultaneous affection for two or more different and opposing identity patterns, but does not fully belong to any of them.

Key words: Otherness, hybrid, Orient, Occident.

1. INTRODUCTION

Edward Said In his capital work, Orientalism, carefully studied the postcolonial concept of Otherness. In general, the goal of his study was to show what kind of ideas Europe and America constructed about Orientals. By observing and making a contrast between itself and the East, Europe managed to define and define itself against the Other. Describing the “Orient” as a Western cultural construct, Said claimed that it is a projection of those aspects of the West, which Westerners do not want to admit in themselves, such as cruelty, sensuality, etc.

Said believed that all non-European countries were portrayed as exotic, mysterious and chaotic. They were seen as less developed and not so important, which led to the emergence of the concept of Otherness within the framework of postcolonial criticism. This term is used to describe the rest of the world, i.e., everything that does not fall within the scope of Europeans, as one homogeneous mass characterized by ugly features. Otherness in postcolonial criticism refers to colonized peoples who are marginalized by the imperial and identified by their difference from the center. Any area that is not part of European soil is considered inferior, dangerous and less valuable. However, in the understanding of the Other, a duality is also noticeable, since he is sometimes considered wild, harmful and mysterious, and sometimes harmless.

The image that the West forms of the Other is precisely what creates the deep gap between these two binary oppositions. Said believes that Orientalism captured the Orient, since it did not give it the opportunity to act and reason freely. The East was seen as an undefined and wild mass that needed to be regulated. It is precisely this thought that the West takes as a guide and justification for its colonialist aspirations, explaining that the violent appropriation of the Orient is necessary in order for that land to pass from uncivilized to civilized. What it all starts from is, we would say, the power relationship between the Orient and the Occident. Michel Foucault believed that one of the most important institutions of power is knowledge, and one can freely argue that it is the strongest weapon with which the West achieved hegemony over the East. Therefore, by building knowledge about the Orient, its management becomes easier for the West, and in this way, it attributes to the Oriental the description of inferior and subject to

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management. In order to strengthen its own identity, the West had to construct the Orient as the Other.

An important feature of the Orientalist discourse is the objectification of the Orient and the Oriental. By this it is understood that the status of an object that can be examined and understood is assigned to the Oriental, and the reason of such claims lies in the assumption that the Orient is essentially monolithic, with an unchanging history, while the West is dynamic, with an active history. Jacques Lacan also dealt with the concept of Otherness within psychoanalysis. According to his opinion, there are two stages in man's self-knowledge. The first is what he calls the mirror stage of psychosexual development (6-18 months), when the subject first understands that he is “different” from his mother, from whom he was not properly differentiated before this stage. In that case, the otherness is recorded with a lowercase letter. Only in the next phase, when the subject fully enters language and what Lacan calls the symbolic order, does he establish a relationship between himself and the great Other (he notes it with a capital letter, and it implies the entire system of language and conventions in which we were born). On the other hand, Sartre introduces two terms: being-in-itself and being-for-itself. Being-in-itself does not posit itself as different from another being and does not maintain any relationship with the other, while being-for-itself contains duality because it represents the subject's relationship with itself. According to Sartre, man needs another one in order to fully understand all the structures of his being, that is, the other is a necessary mediator between me and myself.

2. LIMINALITY AND HYBRIDITY

Cultural diversity has always been characteristic of Europe, but the increase in migration and communication has led to different kinds of cultural and social experiences and formations. As a result, the changed national identity of the former colony becomes one of the central themes in the modern discourse. H. Bhabha singles out liminality and splitting as the two basic characteristics of postcolonial identity, and describes how the colonizer's treatment of the colonial subject created a desire within the subject to be different from what it is. However, he soon moves on from the concept of liminality, and introduces hybridity, which he believes was a kind of resistance of the colonial subject at the time when the colonizer tried to exercise his power over him, which did not always result in the obedience of the colonial subject. In those moments, the colonized foreigners appropriated certain aspects from the culture of the colonizers and transformed them. The colonizers tried to categorize the colonized population, and the formation of hybrid patterns prevented that process, since new cultural forms were emerging that no longer corresponded to the descriptions of the colonizers. Bhabha's concept of hybridity is developed from the theory of literature and culture by which he identifies that governing bodies (the colonizer) translate the identity of the colonized (the Other) in tandem with essentialist beliefs. However, this action of ‘translation’ does not produce something that is familiar to the colonizer or the colonized, but is fundamentally new.

3. ORIENTAL VS OCCIDENTAL

Colonized countries therefore lose their national identity, they begin to receive elements from the dominant culture, which leads to the formation of transcultural forms on the border between these two binary oppositions. Colonized pnations develop a sense of inferiority, since their culture, which is not advanced enough, is placed on the sidelines. Others come face to face with the language, customs, way of life, culture and religion of the colonizers, and taking into account the position of the West as superior, the Orientals eventually begin to absorb elements of the Occidental. However, one of the most significant of the positions in postcolonial criticism is that the characteristics of the Other are set as unchangeable, which means that the complete assimilation of the Oriental into the Occidental society is never possible. Related to this is ambivalence, a term that appeared for the first time in psychoanalysis to explain the state of simultaneously feeling affection for two mutually contradictory phenomena. From the perspective of postcolonial discourse, Homi K. Bhabha links this term to the simultaneous feelings of attraction and repulsion that reign between the colonizer and the colonized. Therefore, we can say that the concept of ambivalence complicates the relationship between the colonizer and the colonized, because it moves away from the assumption that it is uniform, given the fact that the colonial subject is never completely resistant to the colonizer, but simultaneously becomes his accomplice. Homi K. Bhabha explains that the colonial discourse is forced to be ambivalent, since it never really wants the colonial subjects to be exact replicas of the colonizer, because that way the colonial subject would gain the power needed to resist the colonizer.

In relation to ambivalence, Homi K. Bhabha also introduces the term mimicry, which he defines as the desire for a reformed, recognizable Other, as a subject of difference that is almost the same, but not quite. That is to say that the discourse of mimicry is constructed around ambivalence; to be effective, mimicry must constantly produce its slippage, its excess, its difference. Since it can represent a parody of what it imitates, he also sees a threat in mimicry, and points out that it stems from its double vision, which by revealing the ambivalence of the colonial discourse undermines its authority. Bhabha claims that all cultural utterances and systems are constructed in a space he calls the Third Space of Enunciation. Cultural identity always appears in this contradictory and ambivalent space, which makes demands for hierarchical purity of cultures unsustainable for Bhabha. In the Third Space, resistance occurs, colonial subjects want to change reality and influence it, but such attempts end in failure, since the insurmountable differences between Orient and Occident are deeply rooted in Western societies. Despite the claims of the colonizers that pure and unmixed cultures are superior to those created by crossing elements from different cultures, Bhabha sees hybridity as a positive feature of the postcolonial discourse.

According to Jacques Derrida, it is meaningless to consider that identity is something that is given and defined in advance. Therefore, an individual is not born with a hybrid identity, but rather he is educated on the basis of the difference with the other. Ferdinand de Saussure, who is considered the originator of structural linguistics, introduced a system of binary oppositions in the study of signs. In other words, the entire linguistic system is based on oppositions, which means that one sign exists only when it comes into opposition with another. What differentiates one sign from others actually makes it. This concept of defining phenomena can also be observed in the framework of postcolonial criticism. Early postcolonial critics like Aimé Césaire studied the construction of binary oppositions such as on this principle of determining one’s own colonizer/colonized in colonial texts. Frantz Fanon also spoke about identity in the work Black Skin, White Masks, emphasizing the claim that the image of a white person is constructed based on the negation of the characteristics of black people. However, what is problematic about observing phenomena in the world as a series of binary oppositions is that it leaves out the intermediate spaces that occur between opposing categories. This is exactly what Homi K.Bhabha criticized Edward Said in his interpretation of Orientalism, since the basis of his theory was the binary relations Us/Other, East/West, colonizer/colonized, and he suppressed the areas in which these overlaps can occur. Hall points out that the image of identity is constructed through the relationship with the Other - in the relationship with what it is not, with what it lacks. Jacques Lacan also dealt with the issue of otherness, and claimed that the first encounter with the other occurs in childhood, when the child sees himself in the mirror for the first time. If we look at this kind of claim within the East-West opposition, the West is positioned as the side that is rational, strong, mature, “normal”, and the East is everything the West is not - irrational, perverted, childish, “different”. Therefore, these two sides do not exist without each other, they support and help each other. As much as the West introduced the Orient to previously unknown phenomena, the West also needs the Orient in order to create an image of itself. According to Foucault, knowledge is one of the most powerful institutions of power. Fanon believes that colonization cannot be carried out on all peoples, but some peoples are more susceptible than others: “Almost everywhere where Europeans established colonies [...] it can be said that they were expected, even desired, in the subconscious of their subjects.” Legends announced them everywhere as foreigners who come from the sea and bring prosperity with them”. Orientals are used to being managed, they are the same everywhere. Because Europe was culturally stronger, it could rule over the undefined and mysterious East. Therefore, by conquering the Orient, the West introduced it to modern technology, which historian Boachen believes was the most crucial factor that enabled colonization.

Others are members of the Third World, which Fanon describes with the words: It is known that it is not homogeneous and that it is made up of peoples who are still enslaved, then those who have gained false independence, those who are struggling to gain sovereignty, and finally those who have achieved full freedom, but who live under the constant threat of imperialist aggression. (Franz Fanon, The Wretched Of the World, 1963) As a result of constant contact between different peoples in colonized areas, characters appear who are imprisoned in the space between, that is, they cannot be identified with any world. Due to the insurmountable differences that exist between these two worlds, they are condemned to eternal conflict, and therefore the individuals who are in the intermediate space come into a conflict with themselves. From the perspective of the Occidental, the Orient forms a monolithic mass characterized by backwardness, barbarism, uncivilized, and therefore complete openness to invaders who will “ennoble” their spaces with the characteristics of a negative charge. In the Third Space, there is a conflict between opposing parties who are constantly striving to show their supremacy in relation to the other party.

The West, taking into account its superiority over the Orient, claimed the right to control its territory, but, much more, to manage its life. Occident, therefore, represents a natural given that has the status of a norm, and everything that goes out of that framework is considered a deviation from what is usual and desirable. In such a setting of the world, the freedom of the colonized is very limited, that is, we can say that it represents the sum of the conventions adopted by the West.

4. CONCLUSION

Colonialism, which arose as a consequence of the European aspiration for expansion and management of non-European territories, left many consequences for the modern world. One of the important questions within postcolonial criticism is the question of the formation of the colonial subject, and the research of the methods by which they were kept on the periphery of society. Despite the fact that the Orientals outnumbered the colonizers, the Orient-Occident relationship always ended in favor of the Occidental. The reason for this is Foucault's discourse of power, according to which knowledge is the best means by which the colonizer consolidates the subordination of the colonial subject. Taking into account that there was a meeting of completely opposite parties, they contrast and compare each other, which leads to defining one's own identity in such a way as to emphasize those characteristics that are absent in the Other. Thus, the East served the West as Otherness through which it defines itself, but the same process happened in the opposite direction, since the relationship between the colonizer and the colonized was never uniform, but very complex. Nevertheless, the contact of two opposing civilizations and cultures did not only serve to determine what we are and what others are, but also led to their compression and overlap. Therefore, Homi K. Bhabha moves away from Said's view of Orientalism, rejecting the claims of becoming binary oppositions, and focuses on transcultural forms that arise as a result of the fusion of several cultural paradigms. Sharing the same space, Orient and Occident influenced each other, which resulted in the transfer of elements from one culture to another. The fruit of this is the emergence of an intermediate space and a hybrid identity, which is characterized as a simultaneous affection for two or more different and opposing identity patterns, but does not fully belong to any of them.

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