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2 SOCIAL NETWORKS AS A MAJOR PLAYER IN THE ECONOMIC DEVELOPMENT OF COUNTRIES IN THE REGION

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SUMMARY: *Under the term social networks is ment an organization or group of people who are connected with common interests, ideas, or some other set of values. Today, social networks are the most important and best known method used for information and communication, both at the private and the business plan. This phenomenon has shifted the boundaries in the world, especially when it comes to business. People were able to connect, communicate and operate, which is unrelated to the place where they are located and time period in which they do that. It has come to a planetary availability of products, space and time,everything is available to everyone, all the time. Students and teenagers were the first army, which began to use these forms of communicating through networks, today many social services are used by people of different ages and different professions. Over hundreds of services is now topical, some of the most important are Twitter, Facebook, LinkedIn, Google Plus. Companies, who smart, careful and detailed approaches to making a strategy of access to social networks, are gaining an advantage over the other social networks.*

Key words: *social networking, information, communication, business.*

2.3 Introduction

The technology has undergone a complete reversal after the formation of the web. The basic function of web is to inform, serves as a source of information, represent a place where you can access any type of data, regardless of location. Today, on the web, the most common are social networks. On the question of the popularity of social networks, today is not difficult to answer. We use them to make friends, connect, meet new people, to get information, receive and share information, to put it simply in order to communicate with each other in various ways. What keeps groups of people together is usually some interest and just because that social networks are becoming more and more popular.

Social networks today have extremely high activity and distribution. We will take for example Facebook, the most popular and best-known network that has 900 million users. Then, there are Instagram, YouTube, Google+, and led-corporate social network LinkedIn. The social network, which today grows fast, is Instagram.

The benefit of social networks is definitely a communication, which is possible between all parts of the world, as in private, so in business terms. It is easy to share knowledge, information and data via social networks, and to target the individual or specific group of people. Once people connect with each other, their cooperation begins to grow with incredible speed and connect more individuals, groups, teams, and even companies. Through that association, companies can develop their marketing tools, since it brings together the circle of people who represent the same idea, or the arches in the same business, where their experiences from other companies can advise which tools can and who can not been used on social networks, and this can be a great help in achieving positive results. It should be noted also that there are negative sides of social networks. People feel less exposed when they are communicating through social networks, as well as the companies get a sense of security and increase the demand for certain product or service, if advertised through social networks. In fact, this false sense of security and lack of exposure, people and companies can lead to unpleasant situations, such as cancellation or negative feedback comments that spreads faster than in the real world. It is hard to discern role of social networks in business and the world, are they good or bad. Certain have social networks positive aspects, so as the negative. With the discovery of social networks, people began less communicate with each other, are more burdened with technology and the Internet, so we lost that charm of communicating face-to-face, the emotions that were woven into direct talks turned into a variety of stickers which we are typing, former possibility of encouraging customers to choose

between a particular service or product is lost, or a personal visit to a specific company where we can say loud and clear why we are or we are not satisfied with a particular service or product, and at the same time praise or scold the person and ask for a meeting with the chief executive or person expert in this particular area. The emergence of social media has fundamentally changed today's society, including business and this phenomenon will every day more and more beome strogner and it will grow, and we will, unlikely, never go back.

2.4 Modern business

Modern business can most easily be defined as following the latest trends and changes in the environment, and adequate adjustment to these changes. Such operations are followed with rapid and unexpected changes, uncertainty, risk, business dynamism and strong competition of price and quality. The process, which most commonly occurs in modern business is globalization, which in many ways comes into the country and awareness of its citizens. There are a lot of ways, in which globalization is struggling, but to us the most interesting

ways are the Internet, or specific social networks. As the process of globalization has strengthened, there was not much time for business people to recognize the potential of social networks within the process itself. One of the main advantages of social networks was complete temporal and spatial limitlessness. The only thing that limits them is limitless of countries where the social network are used, which in turn makes the opposite effect, because of the ban social networks are encouraged to devise new ways to be more accessible to the general, if not the whole mass of the people. How social networks grew, so grew their options and the possibilitys to use, where the primary business, communication, became one of the many possibilities that social networks brings. This brings us to a new concept and it is internet marketing.

Internet marketing is a new type of marketing, which uses the Internet and other digital technologies for the purpose of advertising and promoting their products and services, and achieving goals. They are using a variety of channels, but the most common are:

- E-mail- this is used in direct and personal communication with prospective and existing customers, since the channel is considered highly personalized channel

-World Wide Web- site of the majority of marketing services on the Internet, because in rare occasions, company does not have their own website with their services and products

-Other: Chat, discussion groups, blogs

Internet marketing is slowly becoming indispensable tool in almost all economic activities. It is believed that the modern world economy has become dependent on Internet marketing, and is unlikely to return to old habits. A internet marketing would be almost impractical without impact of social networks, which leads to the next clue of relationship between the individual and the company in terms of marketing and use of social networks.

2.5 Social networks as the main actors in the development of modern business

Social technologies are still in the initial phase of adjustment for use in business, but in some cases are beginning to affect the company and its way of doing business and hierarchy, thereby creating a network of people, informations and data, encouraging cooperation among departments and individuals, aimed at achieving business goals.

How social technology develops, so directors of companies are trying to keep up with the times. Each day they are trying to find ways to draw quality business value from social technology. Many organizations use social networks like Facebook, LinkedIn and the other for outdoor activities such as branding, marketing and employment, always striving for positive results with the question of whether it is enough good results, taking into account that it can always be better.

The small number of companies develop social business platform, known as social software for internal collaboration, and with the main aim of connecting employees, information and digital assets in the overall organization. The main functions of social business platform are: search, which enables you to locate specific content and users, links that connect similar content and users, editing blogs and articles, allowing users to flag content links, presented the recommendations of other users for specific required content and offer opportunities to overpayment certain users or certain material and interesting content. What makes a major difference between social business platform and the typical search engines and social networks is the focus of the search, which is based in-house, or to a company in which the user

is working, and to its employees, products, services, information, everything what is related to the company. There are a lot of social platforms that are technologically very similar to Facebook. Usage and using is, also, same.
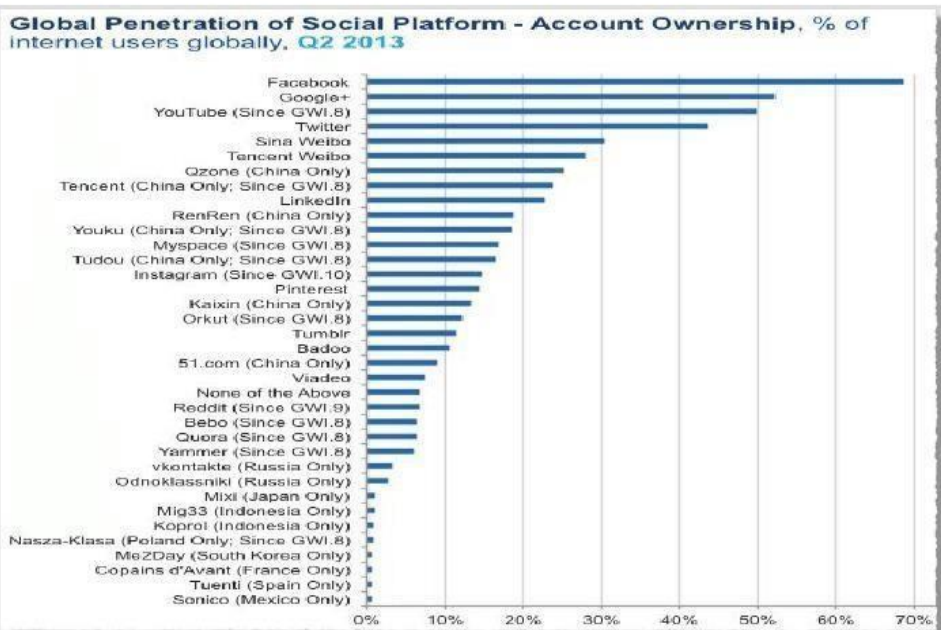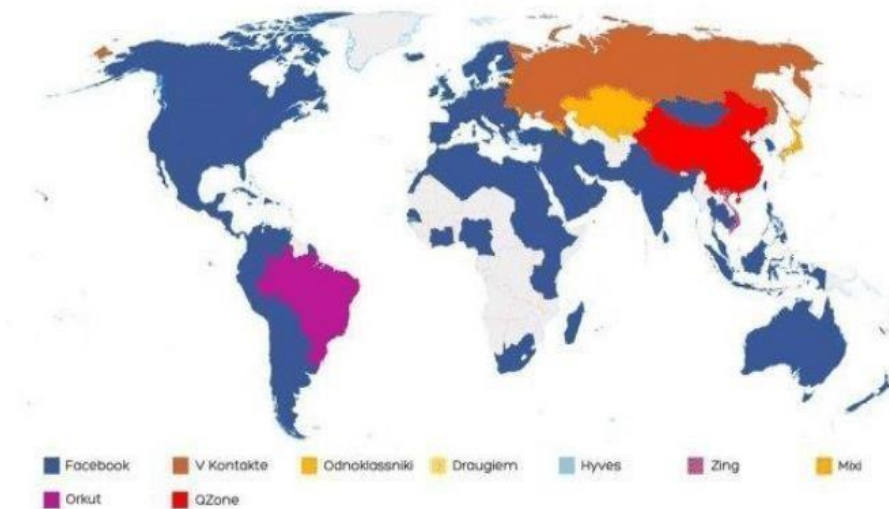
Source:www.socialmediaexaminer.com

If we talk about the use of social technologies, their constant growth, and constantly learning and acquiring new knowledge and materials by large, but also small companies, we can define three levels of use of these, and those are the following:

- Gradual local improvements in the current process, for example customer relationship management.
- Gradual systematic process improvement to the consumer in a particular value chain, for example, building of social networks between employees who are in direct contact with customers and employees within the company.
- Systematic transformation of the entire organization sistem, for example, finding ways to change the mindset of employees about what and how to collaborate with colleagues.

Social technologies are considered to achieve results in the company when they are clearly linked to business processes and achieving business goals.

Many companies are beginning to use social media to communicate with their employees, but many are abstained from the internal use of the tools of social media to various reasons, or simply did not record useful results that have emerged from their use, as internally, as the use of social media in external communications, aimed at customers. The following graph shows the reasons why the company's most widely used social networks, and in what percentage.
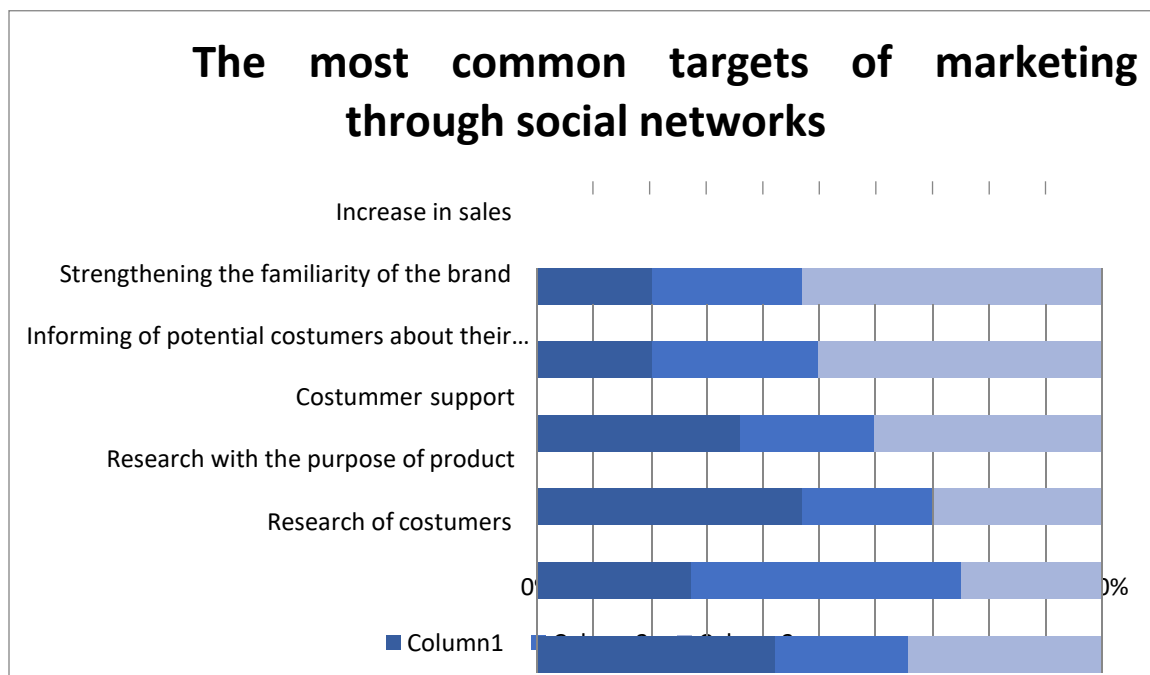
Source: www.businessnewsdaily.com

2.6 Social Networks

Social networks are pages where the persons are able to create their profile with specific settings, and through their profile have the option of networking and connecting with other profiles and users.

The first forms of social networks affects the 90s of the 20th century. The first known social network, in terms of social networks that we know today, was called SixDegrees, created in

1997. and founded by Andrew Weinreich. SixDegrees worked on the principle of combining lists of friends and connections of old classmates. Although the primary role of social networks is communication and connection with other users, with advancing of technology and changing the wishes of the users, existing and new social networks begin to expand its range of services, and, not only enable communication, take on the role of marketing, promoting other websites, and so they are involved in business of modern companies. Guided by this policy, we come to the new concept, the notion of private social networks. One of the best known and most successful private social network is Yammer.

Yammer

One of the most private social network is Yammer. The primary role of these social network is the communication between employees within a company. Yammer network access is allowed only to a particular user Internet domain, so that only selected individuals, with the registered e-mail address, can access the private network of a company.

Facebook

Facebook is a social networking network, founded in 2004 by former student Mark Zuckerberg. At the time of its creation, the role of Facebook was the communication and exchange of information between students at Harvard University. Years later, the social network has become one of the most popular networks which have joined many high schools, various universities, large companies, and many others.

Instagram

Currently, the most popular obtain free application, is Instagram. This is actually an application that is used for processing and sharing photos via mobile phones to social networks such as Facebook, Twitter, Tumblr, Flickr. The creators of Instagram are Kevin Systrom and Mike Krieger, it was designed by the year 2010, soon it came to a planetary popularity. Facebook has bought it 2012 for one billion US dollars.

Twitter

Twitter is an online social network intended to send and read short messages (consisting of a maximum 140 characters) that are under the network name called tweets. Registered users are able to read and post tweets, while those users who are not registered have only access to the tweets, without the possibility of announcement.

Google Plus

Google Plus is a social network based on the user's interests, since usually user posts are videos, photos, links and locations. Many people today compare Google + with Facebook, because it works on the same principe.

LinkedIn

LinkedIn is a business social network whose primary purpose is to connect employers and people who are looking for work. It was created with the goal of effective representation of the professional skills its members, connecting its members and rapidly connecting employers and those who are looking for work. It is also the world's largest business social network where business people can exchange business experiences, participate in discussions, share interesting content and find new employers. The main advantage of LinkedIn is the elite clientele that gathers on its site. Since the LinkedIn is business social network, profiles who open in the social network mainly belong to managers who influence business decisions and more bosses who manage the company, and they are business partners that are not deductible. For this reason, existing and potential customers will prefer to resort searching products and services on LinkedIn, but to another smaller business and professional social network where primary goal is not the business environment. The main idea, that companies may be guide on this social network, is that quality takes precedence over quantity. The main item that LinkedIn offeres in these situations is the designation by profession, ie. title. Also, LinkedIn offers targeting the special interests, which makes the promotion even better. In this way, companies can mark only those persons working in a particular company, have certain skills or working in the particular sector. Options for positioning, form and content of the ad are very wide, and uses of ads, which allows companies to perfect adjustment to what they are advertising.

2.7 Pinterest

Pinterest is a company, that through the website and mobile application, allows users to share photos online. Page was founded by Ben Silbermann, Paul Sciarra and Evan Sharp.

Tumblr

Tumblr represents microblogging and social network founded by David Karp in 2007, and since 2013, falls under the company Yahoo!. This social networking and microblogging service allows its users to post multimedia and other content on his blog. Users have the ability to monitor other people's blogs, which are presented as a public, future users have the ability to keep their blog private, while other users have no access to it.

Popular social networks during business
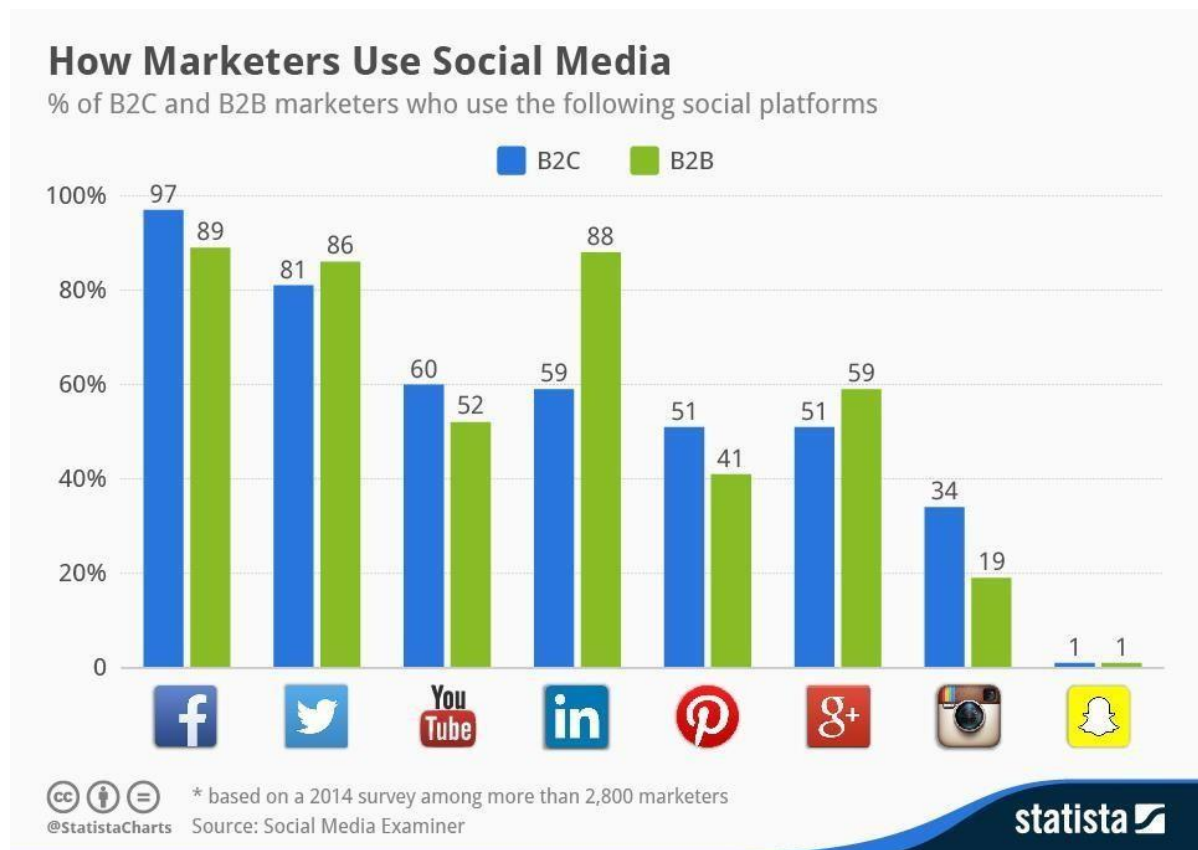
Source: www.businessnewsdaily.com

The impact of social networks on the company and the individual, although many of the administration of companies still do not see real advantages and disadvantages of the impact of social networks and the impact on their business, can be very significant, as in the positive, so in the negative sense. There are countless examples of how certain situations and activities through social networks affect the operation of the company, caused a problem in business, undermined business reputation, some caused direct revenue decline and the loss of customers.

2.8   Advantages and disadvantages of social networks in relation to the company

Like many other technological innovations of our time, social networks have their positive and negative sides. The advantages, that stand out, are certainly better communication to the base of its existing customers, according to the principle of good standing, which means that although all communication is directed to existing customers, the same road is trying to attract new and potential customers, through good advertising on social networks and through good user reviews on those same social networks. When communicating through social networks, essential is to develop a well-designed strategy of using social networks for this purpose.

Faults, that are mostly seen as a strategy, of acess to social networks represent a very important step that many companies today ignore or do not work in the proper way. As an example we can take the start and constantly keeping the Facebook page of the company, ie. the communication to the base of existing clients and potential new clients, often left to external collaborators, temporary workers or even students, who will not invest much effort, will and passion to attract new users and maintaining good relationships with existing customers, how would that effort, will and passion invested by the founder. Therefore, in most cases, this tactic proves unsuccessful, and users lose their interest in a particular company, which was later reflected in earnings.

2.9   Conclusion

The use of social networks in the business world is growing rapidly and there are constantly finding new ways and opportunities to improve business. The development of technology, technological methods and tools on social networks very quickly finds application in modern business of companies. All the possibilities that social networks provide and deliver in the relations of the individual and society, in the same way affects the company and its operations. Companies, that previously recognize those situations, will be in a great advantage.

Social networks have become places in which each company must have an idea if she wants to sell their product or service. Because of this, the importance of social networks is growing from year to year and the companys must deal with competition, so could just their idea, product or service attract a buyer's market. We can conclude, that social networks shaken the private world of ordinary people, and the business world. For all of us is to decide how we will and if we will use the possibilities of social networks.

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13. Internet

3 CREATING A HOMOGENOUS EUROPEAN MANAGEMENT STYLE

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Abstract

Since it is argued by several authors that Europeanisation is the first step towards global integration, which furthermore would imply a coordination at a European level rather than assuming a national level to serve a common cause in culturally, socially, historically and economically, as well as politically heterogeneous environments. The comparison of European practices and US practices have shown that indeed that European corporations are beginning to develop their own distinctive management style. However, it has been noted even by Hofstede that national theories apply only on national borders and only particular outside the border of their country of origin. This indicates the importance of analyzing cultural constraint. More and more companies are more likely to turn to multi-cultural teams as a way of managing easily complex and dynamic environments, by being also considered as problem-solvers when it comes to external adaption. The intent of this paper is to analyze several cultural constraints, top management styles and implications for business and cross-national teams in order to develop a common European management style. The method used refers to the comparison of different papers, journals and other literatures from several authors, argued with regard to the subject. However, based on the comparisons of different papers and literatures, findings have been shown that this is unlikely to become reality in a particular short time, whereas an ongoing experience in working in a cross- national team could create a homogenous team style.

Keywords: Management, management practices, international management,

3.3 Introduction

Managing business activities, including time, people, ect. within a company involves more than just the implementation of particular practices. It takes the right people to do that job, in order to seek success respective to the goals the firm has set for itself.

Howsoever, the question appears if there is a slightly possibility to create common European management styles or practices. Not to forget the fact that we deal with several cultural patterns and constraints. Yet, would it be possible in the near future, considering the ongoing change in our environments to actually create a homogeneous environment?

Regarding to that the so called Eurobarometer, which is therefore to assess several public opinion in the European Community posed a question asking how frequently does one feel European. According to this survey only 15% of the citizens expressed the feeling by not thinking of themselves as only their nationality, while 33% uttered "sometimes" and others 49% as "never" (cf. Meyers, Kakabadase, McMahon, Spony, 1995, p. 17).

Howsoever, the meaning of the term Europeanisation is one step towards global integration. This furthermore would involve the coordination at a European level rather than on a national level, in order to create common cause in culturally, historically, socially, economically and politically homogeneous environments. In order to facilitate such coordinations the Single European Act is continuously making several attempts. Attempts, one of which one might mention the essence of the European project, which involves the right to free movement of workers. This furthermore has implicated the creation or the completion of the Single European Labor Market, based on EU mobility and openness to the rest of the world, which could respond to the needs of companies and EU workers, in order to stabilize macroeconomic variations. This is one of the key drivers to fulfill the

ambitions of the Europe 2020 Strategy (cf. Meyers, Kakabadase, McMahon, Spony, 1995, p. 18; European Policy Centre, 2016).

Yet, an overlook at the studies provided by Hofstede where he attempted to study several cultural constraints demonstrated that there are no such things as universal management theories. There is too much of diversity reflected in management practices, which have been recognized all around the world. Therefore when it comes to management practices we always refer to comparative management (cf. Hofstede, 2006, pp.76-77). This implicated the difficulties, which are bounded to several barriers to overcome.

3.4 Cultural Constraints and Intercultural Management issues hindering the creation of a homogeneous management style

Hofstede was one of the main authors who noted in his theory of organizational dynamics that national theories apply only on national border and only particular outside of the country of origin. It is therefore so, since one have to consider that managers are also humans, who grew up in a particular society and their ideas reflect the constraints of their environment (cf. Hofstede, 2006, p. 81).

It is important to have in mind that working with other people of another country involves the first step, which is understanding their culture and historical background or context (Adler, 2002, p. 74). Especially considering the fact that management practices are a combination of shared knowledge and competences. They"re multifaced and consist of different elements such as written and unwritten rules, which differ regarding the degree of formalization. This so, since other are not highly formal. Some might be more technical, while other are more social. Selznick in his article refers to the organizational or managerial practices as being able to be "infused with value". This according to him means that the members in the firm gain a symbolic and normative meaning (cf. Kostova. 1999, p.309).

Tabel 1. Different characterizations of management concepts

USA	Characterized with below average power distance and uncertainty avoidance, short-term oriented, highly individualistic, fairly masculine
GERMAN"S	Show strong uncertainty avoidance, less individualism than US
FRENCH	High power distance and uncertainty avoidance, feminity, less individualistic
DUTCH	Are in the three first dimensions alike the USA but they"re long-term oriented, extreme feminity

Source: (cf. Hofstede, 2006, p. 85).

Howsoever, a lot of countries to achieve synergy and efficiency often engage in cross-unit transfer of business practices. Therefore, included in the practices may be their core competencies and knowledge. This implicates that during the transnational transfer of strategic organizational practices two aspects have to be incorporated:
1) Difusion of a set of rules
2) The invused value meaning

So, the success of this particular transfer is defined as the degree of the institucionalisation of the practices (cf. Kostova. 1999, p.310). Yet, it is important to be aware of the fact that the predominant management style that manager"s display within the organization has repercussions on the people in the organization.

Meaning, the organization itself and certainly the business as a whole (cf. Meyers, Kakabadase, McMahon, Spony, 1995, p. 21).

In any country around the world ther is something called "Management" though, but yet its meanings differ to a particular extent from one country to another one. Therefore, in order to understand the processes it takes considerable historical and cultural insight into local conditions. Hofstede"s cultural differences for several countries and the position they represent allows us to make predictions of the way a society operates. Including the theories, which they apply to their management (cf. Hofstede, 2006, p. 83).

Therefore, companies are more and more interested in turning towards multicultural teams, in order to ensure a way of managing easily complex and dynamic environments. Especially since we deal with an increasing level of globalization of business activities. They frequently have been seen as problem solvers regarding external adaption. This furthermore implicates to solve problems caused by internal integration. In other words balance the individual"s collective effort (cf. Schneider, Barsoux, 2003, p. 217).

3.5   Managing in cross-cultural teams

The essence of bringing individuals into working together or respectively working in a group with different cultural backgrounds can enhance also the quality of decision-making processes. Yet, there are some turnovers not to be left unmentioned. There are also possible interpersonal conflicts and communication problem to occur. That"s why it has to be created a successful team that share the same sense of purpose (cf. Schneider, Barsoux, 2001, pp.217-220).

This can be enhanced by improving the communication context. This therefore, since people automatically revert to their habitual and natural behavior. Based on the reason that they do what they always do. It is important therefore to understand communication, which involves the exchange of meaning and the attempt to let you know what I mean. It includes any particular human behavior that a person perceives and interprets. Countries with their culture communicate or interpret and evaluate events differently. Yet, it does not necessarily mean that communication results in understanding (cf. Adler, 2002, pp. 74-78).

Considering the rapid change and ongoing of the international business environment, the inherented diversity among people seems to have positive appeal. This, howsoever would lead to enhancing the quality of decision making (cf. Schneider, Barsoux, 2003, p. 218).

Howsoever to create a common ground is a quite difficult matters, since diverse groups have to content several differences in attitudes, values, behavior experiences background and even language (cf. Schneider, Barsoux, 2003, p. 219).

According to the well- known Professor David Vogel there is a persistent fundamental national differences in terms of how business ethics is defined, judged as well as debated. This, due to distinctive institutional, legal, social and cultural context (Schneider, Barsouxh, 2003, p. 305). Would the team-members have a similar profile then it would certainly be less trouble in finding a style of operation, which suits all the members (cf. Schneider, Barsoux, 2003, p. 219).

One of the main strategic tasks when dealing with cultural differences, is creating a sense of purpose in order to work several differences through in the beginning of the project (cf. Schneider, Barsoux, 2003, pp. 222- 223).This howsoever includes or refers to setting specific performance and objects (cf. Schneider, Barsoux, 2003, p. 224).

Yet, despite these indications mentioned above there is also one important aspect which has to be considered, referring to ethics. Since each culture has a set of their own values and attitudes, each culture as well has a common ethics approach. So the question is referred to the assumption if there is a possibility that ethics are culture-free. However, this aspect has been argued and debated among several authors. Not to forget to mention the fact that we deal also with several differences in the legal context, which certainly play an important role (According to the well- known Professor David Vogel there is a persistent fundamental national differences in terms of how business ethics is defined, judged as well as debated. This, due to distinctive institutional, legal, social and cultural context (cf. Schneider, Barsoux, 2003, p. 307).

Howsoever, firms tend to create some particular guidelines, which are being developed within firms as well as across countries. Those are defined as a statement setting down corporate principles, rules of conduct and ethics. Including several codes of practice concerning corporate responsibility to consumers, employees and stakeholders, ect. Yet, comparing codes of conduct, there has been found a significat difference in the existence and content of codes of conduct within European firms (cf. Schneider, Barsoux, 2003, p. 303).

3.6   Conclusion

Since 30 years and more the literature has been approving the fact that there is a particular diversity in management practices. Therefore we often or constantly refer to comparative management, since the general lack of success in several countries, due to the wellknown cultural differences doubt the validity of Western management theories in non-Western countries or environments (Hofstede, 1991, pp. 81-83).

According to several studies including Hofstede"s Trompenaars and the Cranfield studies, evidence have proven that an emerging European style of Management could probably develop after a particular experience of cross-national teams of working together. Yet, such a possibility would take a slow but inevitable process in consideration (Kadabasa, pp. 26-27). During these studies cross-national team"s researcher identified the development of different management style, characterized by the different cultures of a particular country. Each of which have a different impact on the business and the way the organization is run (Kadabasa, pp. 26-27). Howsoever, in order to approach this goal companies are more and more interested in turning towards multicultural teams, in order to ensure a way of managing easily complex and dynamic environments. Especially since we deal with an increasing level of globalization of business activities. These would furthermore develop opportunities to understand international issues and also the organization learns how to function effectively by dealing with different cultures (cf. Schneider, Barsoux, 2003, pp. 217-220).

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It is important to recognize and discuss differences or else we are not able to value or utilize them, which then simultaneously can become a handicap by pretending that they do not exist So we can utter that successful teams are those, which find ways to integrate the contribution of their members. Diversity is therefore to create opportunities not in spite of it (cf. Schneider, Barsoux, 2003, pp. 23-24).

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4   THE ROLE OF ALBANIAN LANGAUAGE TEACHING, AND THE IMPORTANCE OF THIS EDUCATIONAL PROCESS IN CLASS

Sub topic: Students at the centre of your working group in class

4.1   FATJONA FILE TOSKA

5   *University of Gjirokastra , Albania*

6   *"Deparment of Teaching and Albanian Language ,*

7   *Deparment of Teaching and Albanian Language ,*

ABSTRACT:

Education is a process by which human beings and societies reach their fullest potential. Education is critical for promoting sustainable development and improving the capacity of people to address environment and development issues. Taking into consideration many factors that indicate that the English language has taken an important place in communication and its use by millions in the whole world has become a necessity and not an unnecessary subject in the teaching process in Albanian universities. As a result of that many countries including Albania are seeing an increase of the demand for teaching the English language since the first grades. Also it is found necessary the addition of classes of foreign languages in Albanian schools and universities. Source: Balla E.

The curriculum of the language is enriched each year and the new methods are becoming more profitable in teaching the language. Naturally teaching the English at school is becoming important not only academically but also in the practical aspect of learning, such as using language for various purposes such as business purposes, communication, reading foreign books especially in literature or other types. In the aspect of learning the language in the school not only the book is important but also other factors need to be taken into account. It is also critical for achieving environmental and ethical awareness, values, and skills consistent with sustainable development and effective public participation in decision-making.

Policy-makers concerned with children's access and participation in education would find this indicator. When investigating or reporting on learning standards, it is important to know how they were developed, what knowledge and skills they describe, and how they are actually used in schools. To recommend ways in which concern for the environment may be translated into greater co-operation among developing countries and between countries at different stages of economic and social development and lead to the achievement of common and mutually supportive objectives which take account of the interrelationships between people, resources, environment and development;

JEL Classification System: SI, S2, S3, N0, N1, N2, N3, O1, O2, O3

I.   GENERAL INFORMATION AND PURPOSE OF THIS PAPER RESEARCH:

Communicative teaching methods in foreign languages

1.1 All communicative teaching methods used today in Albania focus in the communicative acts and the connection with lingual functions. The communicative acts fulfill some functions that represent the aims of the communicator. That said, the learning a language for communicative purposes, aims to apply the theoretical perspective of communicative approach, making the communicative competency the final goal of learning a language. This methods aims as well to go further than simple

grammar capacities, in a point where students are able not only to understand a language but to use it in a personal dialogues, so to use the language to achieve a goal. And this is known as a communicative capacity. *Source: Myslika L.EJSER*

1.2 By encouraging the communicative capacity, the lingual level improves considerably because a language that is used for personal goal is time resistant in comparison with a language learned by grammar and translation. It emphasizes communication in real life situations and it is quite important in learning a foreign language because it sets a number of important principles to improve students communicative abilities such as: - Pupils/ students learn the language by communicating it; -authentic communication and understanding is the final goal of the class; -Fluency is an important aspect of communication; -Communication integrates different language abilities;

1.3 Another important principle of this method is that the student is in the center of the teaching process and the role of the teacher/ lecturer is quite different than the role in a more traditional class. In traditional classes the teacher/ lecturer has the duty to control while in communicative classes he is more of a facilitator. While in traditional classes is taught more grammar, in communicative classes are created real life situations; grammar is still important but in function of communicating the messages. So as we see, apart the language being studied, the aims remain the same; to develop the communicative competencies. Another aspect is to know the functions in which language is used. Meaning earns the main importance. *Source: Myslika L.EJSER*

1.4 There are several communicative activities (games, role plays, team work, simulations, solving problems and tasks etc.) that offer to students a chance to practice their skills in different context and roles, while teachers create the chances for students to use language in a meaningful way. Xhevat Lloshi, in his book "Stilistika dhe Pragmatika e Gjuhës Shqipe (2001:287)": explains that language serves to communicate. Language serves to a number of social functions.

1.5 When communication happens in social, formal, official or public circumstances, the interaction of lingual factors and social ones brings an organism that is different from discourse. According to him, lingual behavior changes based on social relationships in the moment of conversation, so in the moment that we communicate through speaking or by writing. *Source: Myslika L.EJSER*

Sustainable development is not a new concept. It means living in harmony with the nature in full recognition of the needs of all other species. It is no just "the survival of the fittest", we must help even the weakest of the species to survive because each species has a role to play that is ultimately beneficial to the earth and all its human population. Our forefathers preached us the need to coexist with the environment in a balanced manner. *Source: Our Common Future: The World Commission on Environment and Development, Oxford: Oxford University Press].*

Any development activity can be sustainable, if it is "a dynamic process which enables all people to realize their potential and to improve their quality of life, in ways which simultaneously protect and enhance the Earth's life support systems". *Source: (Forum for the Future, Annual Report 2000).*

Technically, sustainable development is defined as a path of development in which no permanent and irreparable damage is done to the environment and the resources are kept intact for the future generations. The earth has everything for each generation, but it depends on the proper use.

The programmed should have a long-term view of future consequences of any action taken today. In short, sustainable development has become the cornerstone of development planning

today and has also become a principal tool of negotiation in international aid packages to the countries. Appropriate policies and measures could then be adopted to address problems of grade repetition and drop-out as well as bottlenecks with regard to retention in school.

The importance of reading and study in class
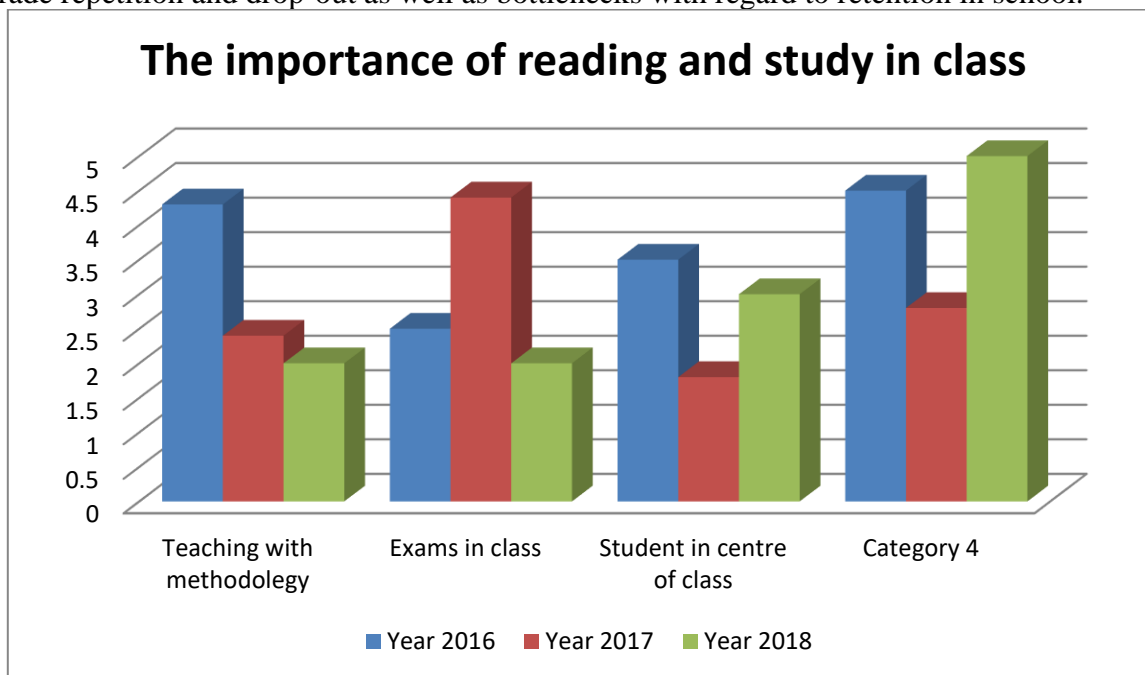
The importance of listening in communication: Source: Hill and Flynn, 2006, p. 10
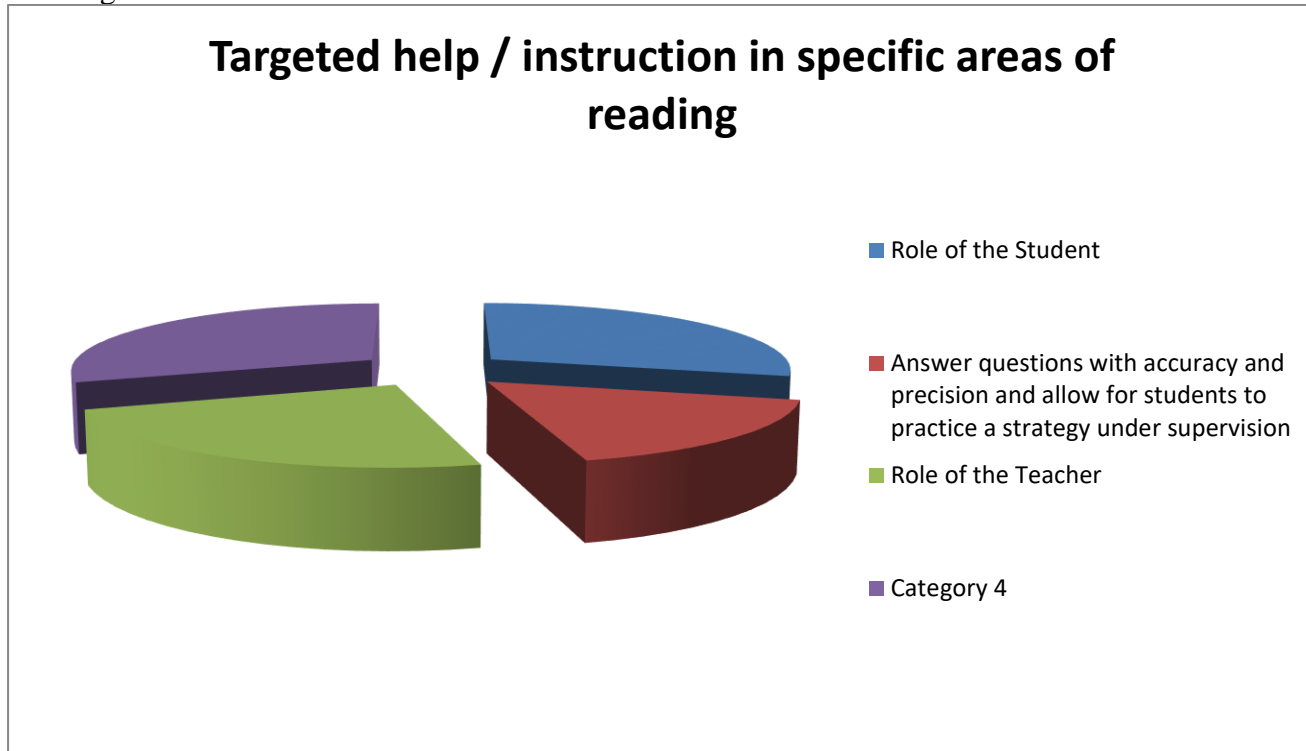
In all subjects and in the foreign languages as well, the process of modernization of curricula and of the educational process in primary school started in 1993 and continued later on. Certain innovations were implemented in schools in 1997/98. These changes have been based upon a critical estimation of objectives, content and complexity of curricula concerning subjects, content correlation and functionality of optional subjects and extracurricular activities. *Source: Xega E, JESER Journal*

The teacher is prepared and knowledgeable of the content and effectively maintains students' on-task behavior. The teacher keeps current on instructional knowledge and seeks and explores changes in teaching behaviors that will improve student performance. Governments can define national programmers, collaborate with local level governments and develop incentives to ensure that school leaders participate.

The curriculum reform should consider the quality of learning rather than the quantity, allowing more time for student to experiment, research, reflect, and synthesize information. (World data on education 6th edition, 2006/2007) It is of a high importance in the teaching process of the foreign language that teachers generally try to adapt all the things that actually happen in the teaching process in schools, to the aspects of the learning environment; having to do with the classroom atmosphere, organization, encouragement and support, promoting participation, presenting content information, the proposal of materials and tasks, monitoring, the offering of the objective information, that may help the learning process (Scrivener, 2007; 387). *Source: Xega E, JESER Journal*

The teacher suggests what to study and how to organize the program of learning and the shape of individual lessons, raise awareness. (Harmer, 2007;119). The majority of people that study French face many difficulties in listening and speaking compared to other competencies. Listening is an important competency in acquiring a new language and it is defined as a key competency for students to be taught effectively. "Students do not listen equally; some stand sit tranquilly, some other move and some other need to see and to listen" (Trehearne, 2006, p. 34).

In the national language curricula, listening is given an immense importance. In each language level students have to be exposed to concrete examples and lingual functions. In lower levels students are expected to understand short questions, orders, clear speaking based on non-verbal language as well, while in higher levels students are expected to understand a variety of spoken language from different sources such as: news, journals, documentaries, movies, dramas etc, knowing how to extract conclusions and notice emotional attitudes.

Targeted help / instruction in specific areas of reading

- Role of the Student
- Answer questions with accuracy and precision and allow for students to practice a strategy under supervision
- Role of the Teacher
- Category 4

II.   LITERATURE REVIEW AND HYPOTHESES

What is sustainable development?

In the recent years many countries, included Albania, introduced ELT curriculum innovations to their educational systems on the hope to improve the status of English language teaching and learning in these countries. However, during the implementation process, these innovations often fail to achieve the intentions of those who initiated and planned these ELT curriculum innovations. For example, in Greece, Karavas-Doukas, (1995) used one structured classroom observation and semi structured interviews with 14 teachers to examine their implementation of an EFL curriculum innovation which advocates a communicative learner-centered approach. *Source: Papajani J.ESJ Journal*

She reported that classrooms were generally teacher-centered and form-focused. Lessons primarily consisted of activities which provided practice on discrete language items while activities that encouraged spontaneous genuine communication were almost nonexistent. Most of the pair work activities were carried out between the teacher and the students rather than, as intended by the curriculum between pairs of students. *Source: Papajani J.ESJ Journal*

Another study of relevance here is that by Gorsuch (2000:137), who conducted a questionnaire survey of teachers' perceptions (876 teachers who teach English at high schools in Japan) towards the impact of English educational policy on their classroom practices. Findings revealed that while the educational policy emphasizes the development of students' communicative skills and calls for the equal treatment of the language skills,

2 HYPOTHESES AND THE AIM OF THIS PAPER RESEARCH

What role does education play in sustainable development?

Good quality education is an essential tool for achieving a more sustainable world. This was emphasized at the UN World Summit in Johannesburg in 2002 where the reorientation of current education systems was outlined as key to sustainable development. Education for sustainable development (ESD) promotes the development of the knowledge, skills, understanding, values and actions required to create a sustainable world, which ensures environmental protection and conservation, promotes social equity and encourages economic sustainability.

The concept of ESD developed largely from environmental education, which has sought to develop the knowledge, skills, values, attitudes and behaviors' in people to care for their environment. The aim of ESD is to enable people to make decisions and carry out actions to improve our quality of life without compromising the planet. It also aims to integrate the values inherent in sustainable development into all aspects and levels of learning.
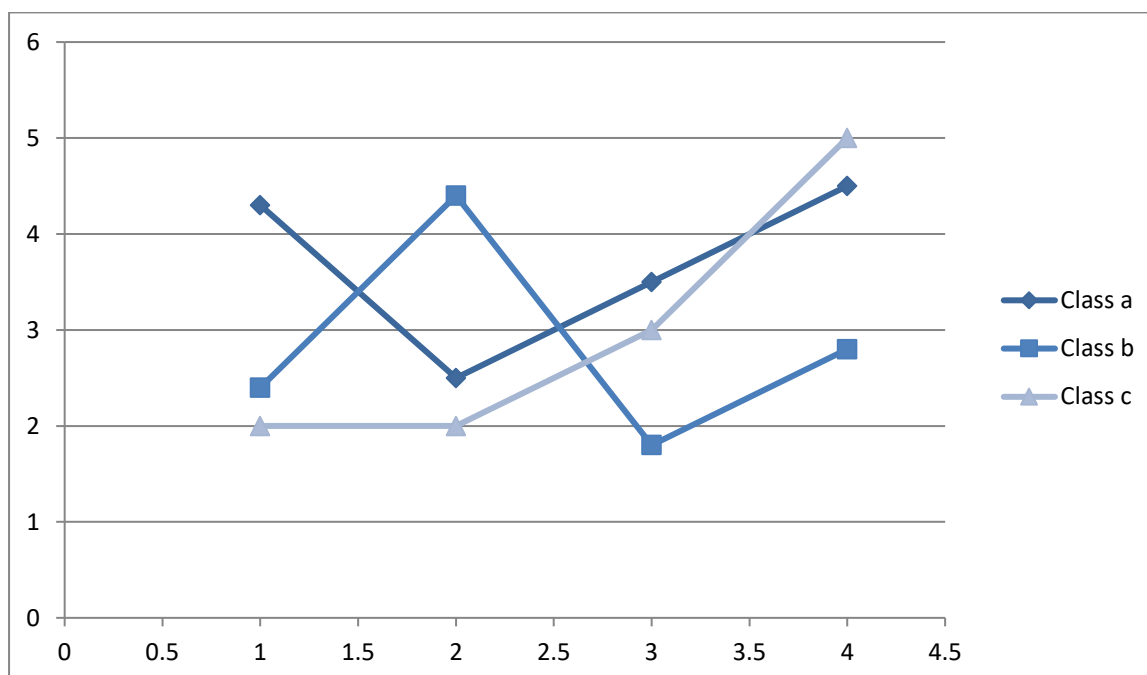
COMMUNICATION IN YOUR CLASS

Thus, although one of the curriculum aims is "for the students to communicate effectively and fluently with each other and to make talking in English a regular activity" classrooms were generally teacher centered and the Albanian language was the dominant language during classroom interaction. Teachers also spent considerable time correcting students' grammatical and pronunciation mistakes. During the reading lessons, teachers spent substantial time reading word by word and sentence by sentence, explaining vocabulary, translating into Albanian, and reading aloud. *Source: Papajani J.ESJ Journal*

Little attention was given to activities included in the curriculum such as working out the meaning of the words from the context, scanning the reading text for specific information, matching activities, and the after reading activities. The above ELT studies clearly emphasizes the need to examine the factors and reasons which led to this gap between the ELT curriculum intensions and what actually happens inside the classrooms. In this paper, it is shed light on these factors and in doing so, we might facilitate the implementation process of ELT curriculum innovations. *Source: Papajani J.ESJ Journal*

However, before proceeding to examine the factors which might affect how teachers implement ELT curriculum innovations, it is made clear the rationale for studying teachers' implementation of ELT curriculum innovations.

a) *To be embedded in the curriculum in an interdisciplinary and holistic manner, allowing for a whole-institution approach to policy making.*
b) *Share the values and principles that underpin sustainable development.*
c) *Promote critical thinking, problem solving and action, all of which develop confidence in addressing the challenges to sustainable development.*
d) *Employ a variety of educational methods, such as literature, art, drama and debate to illustrate the processes.*
e) *Allow learners to participate in decision-making on the design and content of educational programmed.*
f) *Address local as well as global issues, and avoid jargon-ridden language and terms.*
g) *Look to the future, ensuring that the content has a long-term perspective and uses medium and long-term planning.*

CONCLUSIONS

Traditionally the higher education system in Albania has comprised the university sector, the technological sector and the colleges of education, all of which are autonomous and self-governing, although substantially funded by the state. In recent years, a number of independent private colleges have appeared and grown although there has been limited progress in some third level institutions in addressing the issue of a whole school approach to ESD. On the other hand, many third level institutions have introduced courses in sustainable development: the Masters of Science in Albania. There was little evidence in the teachers' comments that they were aware of the communicative orientation towards teaching reading embedded in the curriculum. Similar difficulties in promoting communicative reading instructions were noted by Musai (2008). In the Albanian context, he employed a survey design to elicit 290 EFL teachers' assumptions towards reading in relation to curriculum innovation in Albania. *Source: Papajani ESJ Journal*

The study found that while the curriculum encourages the development of reading skills, teachers' theoretical views about reading were inclined towards the development of pronunciation. The author suggested that one possible explanation for these results is that the majority of the teachers have not been exposed to the recent trends and methods of teaching EFL reading. The lack of exposure to communicative approaches to teaching EFL reading might be one factor which led to the inconsistency between what the curriculum proposes with respect to teaching reading and what teachers do when they teach reading. *Source: Papajani ESJ Journal*

They must have some of the following outcomes and characteristics:

a) Focus on educational and learning dimensions of sustainable development;
b) Innovative development of new and creative solutions to common problems;
c) Make a difference and have a tangible impact on those concerned;
d) Have a sustainable effect;
e) Have the potential for replication;
f) Support evaluation in terms of innovation, success and sustainability.

The basic idea is to make sure that students are learning age-appropriate material (knowledge and skills that are neither too advanced nor too rudimentary), and that teachers are sequencing learning effectively or avoiding the inadvertent repetition of material that was taught in earlier to may address critical thinking, logical reasoning, and problem solving; oral and written communication; perseverance and work ethic; digital technology and media; or multicultural literacy.

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- International Standard Classification of Education 1997, UNESCO (b) Internet site: http://www.uis.unesco.org (UNESCO Institute for Statistics) Schools need principals who strive to ensure the quality of instruction in their schools (Harris, 2007;
- Marzano et al., 2005; Portin et al., 2003).

- Principals of high-achieving schools expect teachers and students to meet the schools' goals (Leithwood & Riehl, 2003).
- Principals of high-achieving schools are confident that their schools can meet their goals (Cotton, 2003).
- Principals who focus on school improvement have more effective schools (Shen & Hsieh, 1999).
- Principals of high-achieving schools communicate to all stakeholders that learning is the school's most important mission (Cotton, 2003; Marzano et al., 2005)
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8 THE 100% TAX ON SERBIA'S PRODUCTS AND INTERNATIONAL PRESSURE ON KOSOVO

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Abstract:
With the imposition of a 100% tax in November 2018 for products originating from Serbia and Bosnia and Herzegovina, the Government of the Republic of Kosovo, like never before, reacted to aggressive Serbian diplomatic politics. As a result of Serbian diplomacy, recognitions have been contested, causing Kosovo to fail in membership in international organizations. According to the current prime minister, the Government of Kosovo is determined until the Serbian state reflects, despite the international pressure until recognition of Kosovo, as an independent country in mutual recognition. The tax, at the same time, was the awareness that every citizen tried to avoid consuming products of Serbian origin. But, despite the economic effects, Kosovo is being asked to withdraw or suspend the tax based on the principles of CEFTA and SAA, at the same time asking Kosovo to give priority to dialogue and that pressure comes from Serbia with the lobbying that it does in countries that have an impact on Kosovo. As a result of pressure, Kosovo should reflect on its friends and strategic partners because a shrinking friendship is in favor of Serbia, despite the argument that Kosovo has. Through this paper, we will bring scientific analyzes from local and international media and we will bring statements from local and international statesmen, as well as analysis from economic case-tellers by bringing conclusions and recommendations on how to approach the Kosovo Government tax and exit from this international political pressure.

Key words: *reciprocal measures, tax, economic effect, political pressure, reflection.*
THE DEFINITION OF THE ECONOMIC SECURITY MEASURES

Ad Valorem Tariff (AD VALOREM TARIFF) – Is a fee calculated by value or as a percentage of the value of the goods cleared, for example, fifteen (15) percent ad valorem means 15 percent of the value of the goods entered. See also Specific Fee, Fee, Evaluation. (R. Blakeslee, A Garcia, Tiranë, p. 177)

Protectionism - Is the protectionist attitude towards the national economy, expressed in the entirety of measures that favor the favor of the country's production. Production protection can be directly or indirectly. It is accomplished by raising the prices of imported goods to the level of prices for the same domestic commodities. (Skenderi, 2010, p. 208)

The fee is the tax on imported goods - It may be a percentage of the price, either of the value of the commodity, or of the unchanged value of the goods for each unit. Fees are of different classes, all together make up what is called a tariff system. (Skenderi, 2010, p. 247)

Balancing tariff - Is a type of import tariff that places a country, other than a normal fee, to balance the dumping of another country or its subsidy for some products that another country or its subsidies for certain products imported by another country. (Skenderi, 2010, p. 247)

Customs Tax - Customs, in an institutional perspective, is a state-owned body specialized in controlling the entry and exit of goods, as well as for the determination and collection of taxes on customs duties. Customs tax is a financial obligation imposed by the government on import, export or transit goods. As institutions charged with the control of entry and exit of goods from one state to another, customs are located at all border crossing points, whether land, sea or air. (Bundo, 2012)

When a country unilaterally raises a trade barrier, other countries usually follow the same example, ie raising their trade barriers, which escalate to a large-scale commercial war, or even worse, to a military war . During the 1930s, the United States decision to set up a trade barrier ended with the famed planetary depression, or - as others say - with the onset of the Second World War. Each country wants to have full access to international markets, but at the same time, many governments and states try to help local producers in competing with foreign producers. Although consumers and businesses have their benefits of unrestricted access to imports, often governments are unable to withstand the political pressure coming from inefficient industries. (Epping, 2007, p. 71). Although a trade war may not be as destructive as a war between the armies, in both cases we have people who suffer (often those people whose defense has started the war itself). The most common barriers to trade are quotas, fees and subsidies. By imposing a quote, a country limits the amount of foreign products that can be imported. The tariff is a tax - paid for goods crossing the country's customs points, which makes the price of manufactured goods abroad to rise. Governments, on the other hand, may use taxpayers' money to provide subsidies to domestic producers, which makes the local commodity price artificially lower than the price of imported goods. (Epping, 2007, p. 69.70). With the industrial revolution and the overcoming of mass production and distribution mass, in the 19th century, have come up the new challenges of the scientific approach to the market and the different approaches of knowledge gained in school trade. (Segetlija, 2009, p.24). The welfare economy represents a theory that gives us the basic arguments of government intervention in the economy. One of the main arguments discussed so far relates to "market failures", which appear to be impossible to regulate without the government intervening in the market by imposing taxes and making expenditures that also effect redistribution of income in a desirable way from a social point of view. On the other hand, other theories point to

"government failures," which appear alongside market ones, and are the source of the overwhelming public discontent over the government's role. (Haderi, Milova, 2015, p. 143)

CEFTA-S ROLE FOR KOSOVO

The European Union, in order to support the membership of Central European states, had created a project called CEFTA, with the aim of creating a liberal trade link between these countries. This meant that these countries, before joining the EU, would create free trade between themselves, in order to facilitate their membership. This in reality had significantly increased the trade exchange, without barriers between these countries. This project proved to be successful in this case because it was proven before the membership process took place. Taking into account the aspirations of the Western Balkan countries, the EU also established the Free Trade Zone - CEFTA for these countries as well. Thus in 2006 between Albania, Serbia, Bosnia and Herzegovina, Croatia, Kosovo and Moldova, the agreement was signed for this market. It was thought that this would create relaxed relations in the region and that all these countries would lower customs tariffs in order to stimulate the exchange regardless of the state borders. In this agreement it is important that Kosovo became an equal part of it even though it was represented by UNMIK. The project included the countries: Slovenia, Albania, and Moldova. It was thought that all these states would neglect hostilities and return to economic prosperity. It should be acknowledged that this concept of free trade was realized in the context of a mistrust and resistance to building a good neighborhood, especially from Serbia on others. Serbia showed non-European rejection of Kosovo by making efforts to remove it from this project. During the implementation of the project, Serbia's asymmetric measures were introduced to Kosovo's exports, followed by Bosnia-Herzegovina-Croatia problems. In general, all countries with an active trade balance benefited from this market. While Kosovo always remained with a negative trade balance, respectively, a country with a high level of dependence on imports from these countries and other countries. It is important that Kosovo as a developing country relatively relativized its own state borders in favor of free trade exchange. Despite the problems, a new awareness of free trade was created in the region. This was also an investment for these countries aimed at EU integration. ((Cërabegu, Sadiku, 2016, pp. 106,107). Developing countries, like countries in transition, recruit their own experts from the ranks. Usually they are experts employed in the economic entity that concludes the contract with the foreign partner. This narrow circle from which experts are selected makes selection choices too limited. Rarely, the local enterprises of these countries are willing to engage external co-workers for the conduct of negotiations, therefore, the negotiating basis is, as a rule, limited to the potential of the state or public enterprise organization or body that participates in negotiations. (Vukmir, 2007, p. 33). Oliver Wendell Holmes, chairman of the Supreme Court, said there are three types of people. There are people who make things happen, there are people who see what's happening and there are people who have no idea what's going on. In our society, there is a need for leadership. The need for leadership we also have in our homes, where we work, in relationships with people, both private and public, and of course, in the government. We need leadership more than ever. And especially, this need for leadership is because we want that leader to lead us toward the future. We need people who have vision and courage, people with the ability to break through new oceans and discover new lands. We need two types of leaders. The first type which is the most important, or, most crucially, is the interactive leader. The Interactive Leader is a leader who works with other people. The second

type of leader we need is the transforming leader. This kind of leader is the one who opens new roads. This is the visionary leader. This is the leader who motivates, encourages, inspires and empowers people to show themselves at much higher levels than they have ever done before. ((Tracy, 2014, pp. 3,4)

THE TAX SETTING - LOCAL BEHAVIORS UPON THAT, REACTIONS AND PRESSURES FROM OUTSIDE

The Kosovo government has decided to increase the 100 percent customs duty on products imported from Serbia and Bosnia and Herzegovina. The imposition of this tax has prompted the reaction of the European Union, namely High Representative Federica Mogherini, who has asked Kosovo to immediately abolish this decision. The tax increase follows the Government's preliminary decision to impose a 10 percent tax on products from Serbia and Bosnia and Herzegovina. The new 100 percent customs tax, according to some officials in Pristina, may also be understood as a response that Kosovo gives Serbia's aggressive policy against Kosovo's membership in INTERPOL and Serbian diplomacy to countries targeted to remove Kosovo's recognition. Kosovo Prime Minister Ramush Haradinaj said that the decision immediately enters into force and all institutions are obliged to implement it. Haradinaj has justified the tax on violations, as he said Serbia has done to the Free Trade Agreement - CEFTA. "We are witnessing that Kosovo has been blocked for a long time, has not been allowed to enjoy the rights of CEFTA, has been hampered through the origin of goods, thus not recognizing the origin of goods, is hampered in transport, analysis and in any other instrument. CEFTA, has not worked between Kosovo and Serbia, and that's a proof. Serbia is also violating national security, which is the approach that has come from Serbia in continuity in recent times," Haradinaj said. Prime Minister Haradinaj said that after an analysis on the respecting the CEFTA agreement from Serbia, it can be seen that in all the past years, since CEFTA exists, Serbia has imposed Kosovo non-tariff barriers, not a similar tax as Kosovo has put in Serbia's products, but has disputed the origin of goods and in itself Kosovo's goods have had difficulties entering Serbia.

Meanwhile, Minister of Trade and Industry, Endrit Shala, says imposing 100 percent (100 percent) tax on Serbian and Bosnian products, intent on "empowering local producers" and Kosovo's economy.

Deputy Prime Minister of Kosovo, Enver Hoxhaj, in a post on social networks has said that the new decision on Wednesday is to protect the vital interests of the state of Kosovo. "Serbia is continuing its aggressive campaign against Kosovo in the international arena. It is also undermining the normalization process. To protect our vital interest, the Government of Kosovo has decided to increase the 100 percent customs tax. Further measures will be published soon, "Hoxhaj wrote on Twitter.

While Serbia's President, Aleksandar Vucic will meet with the ambassadors of the European Union, China and Russia, and Quint, following the decision of the Kosovo Government, to increase the 100 percent tax on Serbian goods.

In the first reaction after the tax decision, Serbian Trade Minister Rasim Ljajic told Radio Free Europe that "after the action of Kosovo, the Free Trade Agreement in the Western Balkans - CEFTA no longer exists". "This is a pure political and non-economic or trade action," Ljajic said.

European Union High Representative Federica Mogherini urged the Kosovo Government to withdraw the 100 percent tax on products imported from Serbia and Bosnia. Through a statement to the media, she said that this decision is a violation of CEFTA and SAA.

Following the Government's decision to increase the tax rate by 100 percent, has reacted the UN Special Representative for Kosovo Zahir Tanin, who is also UNMIK's chief. Through a media statement, he said he expressed concern over the potential impact that could have on the people of Kosovo, as well as the political implications that may have (tax setting) in the dialogue on the normalization of relations between Pristina and Belgrade.

Meanwhile, business representatives in Kosovo have backed the decision of the Kosovo Government to levy a tax of up to 100 percent for the products of Serbia and Bosnia. The Kosovo Business Alliance (KBA) called on importing businesses to orient themselves from Kosovo's friendly countries to replace these products. Also, KBA also seeks out local manufacturing businesses to increase its capacity to supply the consumer without the lack of substitution of products from Serbia with those of "Made in Kosovo". "The tax imposed by the Kosovo government is a courageous decision to Serbia, but also a direct revenge on the continued blockades that Serbia is politically and economically doing to Kosovo, even though, there is an agreement in Brussels that Serbia has agreed to not prevent Kosovo on its path to membership in international mechanisms. This tax implies calling our popular conscience for a boycott of Serbia's products."

On the other hand, the head of the Serbian Chamber of Commerce, Marko Chadezh, said that the new decision to raise 100 percent of the customs duty on goods to Serbia and Bosnia shows a lack of understanding of the economy and interests of Kosovo companies. "This will cost serious damage to Kosovo's economy. You have to understand that most of the raw materials for the processing industry come from Serbia. This is an illogical political decision, but it seems that we live in such times where someone makes decisions that damage their own companies and regional co-operation and all that should be the normalization and stabilization of the entire Western Balkans region," Chadez told Radio Free Europe. "On the other hand, let's see how

long this decision will last. We saw it when we took the 10 percent tax decision on how food prices rose 10 percent in Kosovo. Let's wait now and see if the politicians will return to a more logical terrain," he said.

Following the decision to increase the tax on Serbian and Bosnian products, the Chamber of Commerce of Bosnia and Herzegovina reacted. The head of this Chamber, Nemanja Vasić, said this decision is political. "This is a reaction to what happened at INTERPOL. Kosovo can not do this long because it will close itself to all European processes. I fear they will remain isolated because at least the CEFTA countries have agreed to implement this free trade agreement as it is a market of 30 million." (https://www.evropaelire.org/a/rritet-taksa-per-produktet-serbe-/29613129.html)

GOVERNMENT ATTITUDES FOLLOWING INTERNATIONAL PRESSURE

Minister of Trade and Industry, Endrit Shala, through a media conference spoke about the tax (one hundred) 100 percent set against Serbian products and those coming from Bosnia and Herzegovina. According to him, from tomorrow are obliged all inspectorates and other competent agencies to remove from the market every product that in his statement, the official name of the Republic of Kosovo may be replaced by other names as one of them "Kosovo of Metohija" or only with names of Kosovo cities. According to him, any other name is in opposition to the Republic of Kosovo. He also said that customs and other relevant institutions are obliged to immediately apply the same measures for documents and certificates when it is required to trade with these two countries, such as testing tests or even Kosovo product barcodes. (https://indeksonline.net/shala-deklarohet-rreth-takses-100-ndaj-serbise-fton-qytetaret-ti-bashkohen-kauzes/)

While Kosovo Prime Minister Ramush Haradinaj said that the tax on goods from Serbia can only be removed when Serbia will end its aggressive behavior towards Kosovo, adding that it hopes that this year will reach a final agreement with Serbia. He added that the purpose of imposing the tax was to let Serbia know that it should change. "We were faced against the wall and could not be protected. If Belgrade agreed to sit together, but not just to be photographed, but something like Rambouillet or Dayton, if we had something similar, I would consider how to solve all the issues. We will not solve things one by one, we must solve all open issues between Kosovo and Serbia, otherwise it will last for centuries. We are also interested in solving all taxes and free trade, as well as independence, recognition and membership in the United Nations and all that comes with it." (https://www.trt.net.tr/shqip/ballkani/2019/01/01/haradinaj-taksat-ndaj-serbise-do-te-hiqen-kur-ajo-te-heq-dore-nga-sjelljet-armiqesore-ndaj-kosoves-1117055)

Whereas, Prime Minister of Albania Edi Rama, stated that Kosovo's tax on Serbian goods is a political response to Serbia's actions, while criticizing the European Union for Kosovo's access. He drew attention as he said, Serbia's hits on Kosovo's back, which, as he said, give an explanation to the 100 percent tariff on Serbian products. "It is an irrational decision under normal conditions, but quite normal in irrational conditions such as those outlining the twofold approach of Serbia. Who sees the 100 percent tariff as an economic decision - it's wrong. No. The 100 percent tariff is a political response to the continuing excesses of Serbia's supremacist behavior towards Kosovo," he said. (https://www.zeriamerikes.com/a/kosovo-albania/4673874.html)

THE TAX – AS A CAUSE OF BLOCKING THE KOSOVO – SERBIA DIALOGUE, UE – AGAIN WITH THE REQUEST TO WITHDRAW THE TAX

Dialogue between presidents Hashim Thaci and Aleksandar Vucic is not foreseen to continue in the near future. A decision on when negotiations can continue should be taken from Kosovo and Serbia. So said European Commission spokeswoman Maja Kocijancic. The latter has once again reiterated the European Union's stance that the imposed tax on Serbia and Bosnia is at odds with CEFTA and SAA. Despite calls from the EU, and the recent meeting of Kosovo delegation with Mogherini, Prime Minister Haradinaj is not ready to withdraw the tax decision. "We are ready today to drop the tax if Serbia recognizes us," Haradinaj said on Tuesday, at a press conference. (http://lexo.com.al/bllokohet-dialogu-prishtine-beograd-be-serish-kerkese-publike-per-heqjen-e-takses-ndaj-serbise/).

The demands of US and EU representatives to abolish 100% tax on Serbian goods have not shaken the governing coalition in Kosovo. Coalition partners say the tax will not be lifted despite this being seen as an obstacle to developing dialogue with Serbia. Regarding economic measures to the neighboring state, Kosovo Assembly Speaker Kadri Veseli declared that the tax should remain in force until it is committed to not harm the partnership with the US. (https://portalionline.com/koalicioni-qeverises-unik-rreth-mbetjes-se-takses-100-perqind-ndaj-serbise/)

CONCLUSIONS AND RECOMMENDATIONS

Unlike other exact disciplines, the economy operates on the principle of potential and interest both at the micro and macro level and always trying to keep every action taken, keep the balance of doing the economy both internally and outside. In principle, in this century, where each country tends to be part of the global economy in order to gain the practices and experiences they apply in business or economic policies in a given country, imposing one-sided measures is meaningless. The imposition of a 100 percent tax on products of Serbian origin and Bosnia and Herzegovina does not accept economic logic under normal circumstances, but given that Serbia has consistently attacked Kosovo in any regional initiative and wider with the sole purpose of presenting Kosovo as a failed project has impunour such an action. As a result, in 2018, the Government of Kosovo first imposed a 10 percent tax, and after a few days raised it to 100 percent, making it impossible for Serbian products to be competitive in the Kosovo market and at the same time obliging commercial malls to place the flag of any exposed product. This is so that through the flag it irritates the consumer for Serbian products as well as removes all those products that the Republic of Kosovo does not write on the destination.

As noted above, the tax is not in harmony with CEFTA and SAA, but a political response to the unreserved neighbor. But without taking into account the behavior of Kosovo's northern neighbor, Kosovo must look to the future and in cooperation with international friends to find an opportunity to overcome this challenge that is penalizing Kosovo on the road to consolidation as a state. By providing security from international friends to change Serbia's course of action on Kosovo, Kosovo will suspend the tax at first as a test to give Serbia a chance to reflect, while giving the opportunity for dialogue on a final agreement that Kosovo provides the seat at the United Nations and at the same time the European perspective.

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13 POLITICAL INTERVENTION AS A DE/STABILIZING FACTOR IN KOSOVO'S ECONOMY

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Abstract:

In all modern economies, the state has an indisputable, and often primary, economic role. The basic task of the state in relation to the economy of each country is to establish and maintain the functioning of the legal and institutional platform on which economic activity is being conducted. Practice has clearly shown that in certain circumstances, the free market fails to function properly by often introducing economic activity into a negative coil, from which it can not be done without the state intervention to cope with this situation the private sector. The recurring economic crises clearly dictate the need for intervention by the state to overcome the temporary failure in the functioning of the market mechanism. In such cases, the benefit of state intervention in the economy is justified by the capabilities the state owns. However, state intervention is distorted when interfering with politics to realize their aspirations to the detriment of economic activity which results in failure. Since the war, Kosovo's economy has established the principles of a market economy in a formal way, but this is valid and continues only for the middle and lower tier, while for politicians and close people with the politic, it doesn't apply because this category of people affects the doing business, and as a result, every day the market economy is challenged. Through professional literature and research, we will contribute to the conclusions and recommendations that will be needed for the market economy and doing business in harmony with the competition law.

Key words: State intervention, market economy, manifestation in practice.

INTRO

The broad definition of economics as science of economic actions is acceptable, while formalization of the definition takes more into account the nature of the problems studied by economists although some reduce them or prefer to emphasize even in reported societies born and built in the process of producing matrix goods. (Bundo, 1998, p. 17). The existence and development of every human society depends first and foremost on securing the products and services needed for individual and collective human life. Under these conditions, it is fully understandable that the economic field has been and remains the most important field of human activity. For these reasons it is perfectly understandable that any other society, regardless of the stages of its development, is obliged to pay special attention to the study and study of the organization and functioning of individual or collective economic activity. Initially, man's knowledge of economic activity came from his empirical observations and only in the last four centuries they have been expressed through the study of different authors as principles and scientific law. Each stream of economic thought, according to the degree of development of society, has had its own views on the specific categories, principles and laws of functioning and economic development. However, in spite of changing the views of the particular currents of economic thought, most authors have highlighted the main economic problems that each society must face in its various stages of its development. These major problems facing any society can be summarized;

Firstly, both from empirical observations and from scientific arguments, it has been found that one of the most fundamental contradictions of economic activity is the contradiction between the limited amount of matrix and human sources of society and the unlimited and individual and collective demands and wishes of others .

Secondly, from the discovery and formulation of this principle it was concluded that in the conditions of limited maternal and human resources and the unlimited demands of the individuals and society as a whole, every society should choose the priority of complementary needs through use of limited resources. (Pano, Angjeli, 2015, pp. 9,10)

THE STATE OR THE MARKET – WHERE DOES THE DEVELOPMENT COME FROM?

This is the question and perhaps the most important dilemma that economists have struggled throughout their history. This is the pendula that has differentiated them from one to another, to "liberal", "classical" and "neoclassical", "keynesian", "neochinese," "Marxist," "regulative,"

etc. Reaction and response to this question with concrete solutions and policies has led economies and countries to develop and have differentiated results among them.

This question is equally fresh and today in the 21st century, as if economic science had been born yesterday. But in the meantime, the answers given to it, at least three centuries ago, are countless without reaching a single response, either valid or wrong. Politicians, economists, academics, civil society, experts from many fields and disciplines related to the economy, finance and development seem to seek a profound mine to find the right answer, find the miraculous recipe, confirm the dilemma associated with economists and politicians; State or market ?. (CIvici, 2013, p. 9). Before we come into the analysis of the indicators, the problems and trends of the development of the labor market, employment and unemployment, it is necessary to introduce some key concepts of economy and labor market. The synergy between economic development and labor market consolidation can be better understood through the clarification of these concepts and the links between them. (Barjaba, 2013, p. 13). Government intervention in the economy is state measures aimed at influencing the pattern, structures and modes of production and distribution of income in one country. Government intervention can be in four main forms, sometimes with not very clear boundaries between them: regulation, defense, privatization, and acting as economic agents. (Skenderi, 2010, p. 163). One of the famous cited phrases often says: "The best government is the one that governs less." However, I do not believe that this phrase expresses the role of a good government in the most correct way. Political power must do all that is necessary, everything for which it is created to do so. It must protect its own people against the violence, injustice and deception of the perpetrators and offenders, should protect the country from external enemies. These are the functions of government in a political regime built on freedom in the wake of a system of market economy. (Von Mises, Shtator 2017, p. 75)

WHAT MAKES A COUNTRY RICH?

There are many theories as to why some countries can easily overcome poverty, while others get stuck in it. Some focus on the country's climate and its topography, both of which can make it difficult to grow farming crops and develop agriculture; others focused on cultural habits, such as the treatment of property rights, and others focused on success or the failure of political and social institutions. (Conway, 2015, p. 179). Macroeconomics is part of economic science that studies global economic phenomena, aggregating individual behaviors, nationally or internationally, or a sector of the economy. It seeks to explain the relationship between different macroeconomic indicators, such as gross national income, balance of payments, growth, investments, consumption, unemployment rate, inflation, etc. Macroeconomics has been developed based on the concepts elaborated by John Maynard Keynes (1883-1946) on "The General Employment, Interest and Currency Theory." Relying on a complex and highly elaborated modeling, macroeconomics nowadays is very much used by states, international institutions and private bodies to predict the evolution of various variables in function of economic-political transformations. On the contrary, microeconomics focuses on factors influencing the decisions of economic agents at the individual level (businesses, families). Macroeconomics is the theoretical approach that studies the economy through relationships that exist between large economic aggregates, such as income, investment, consumption, unemployment rate, inflation, as such, it is the main tool for analyzing the economic policies of states or international organizations. Macroeconomics is, above all, a hierarchy of economy, articulated through agents through flows. Considering simultaneously the relationship between the major aggregates of the economy, macroeconomics seeks to explain these reports and predict their evolutions to changes in conditions, such as a choc (for example, oil price rise) or the implementation of a new economic policy. Contrary to microeconomics, which favors the arguments in a partial balance, macroeconomics is always placed in a perspective of overall equilibrium. (https://shtetiweb.org/2014/11/07/makroekonomia/, n.d.)

THE ROLE OF STATE IN ECONOMY

In all modern economies, the state has an undisputed, often prime, role in economic activity. The basic task of the state in relation to the economy of each country is to establish and maintain the functioning of the legal and institutional platform on which economic activity is being conducted.

Economists today distinguish several important factors that justify the state's participation in economic activity, such as:

➢ Non-functioning of the market in a perfect way;
➢ The need to provide goods and public services;
➢ State operation as a manufacturing agent of goods and services;
➢ Functioning the state as a buyer of goods and services on the market;
➢ Functioning the state as a market regulator;
➢ The role of the state in redistributing income;
➢ Legacy of public institutions.

(http://shtetiweb.org/2012/12/29/roli-i-shtetit-ne-ekonomi/, n.d.)

The state economic policy is the set of decisions and actions of public institutions based on certain laws and regulations to achieve the socio-economic objectives of a country and to protect the interests of the society as a whole through the optimum functioning of each economic unit local (private or public). (https://shtetiweb.org/2012/12/28/ceshte-politika-ekonomike/, n.d.)

The economic assessment indicators are:

➢ Macroeconomic indicators;
➢ Gross Domestic Product (GDP);
➢ National income;
➢ Economic growth;
➢ Inflation;
➢ Unemployment;
➢ Poverty. (https://shtetiweb.org/2012/12/27/cilet-jane-treguesit-e-vleresimit-te-ekonomise/, n.d.)

Budget policy, along with monetary policy, is one of the main leverage of the country's economic policy. It consists in the use of some budget instruments (public spending, public debt, fiscal revenue) to influence the state of the economy of a country. (https://shtetiweb.org/2012/12/22/ceshte-politika-buxhetore/, n.d.)

Financial policy - represents the entirety of the methods and actions undertaken by a government and its institutions for the determination, collection and rational use of the resources needed to complete its programs over a certain period of time. It is an important part of economic policy and includes in itself: the policy of securing budget revenues, taxes, state debt management and budget expenditures. (https://shtetiweb.org/2012/12/21/ceshte-politika-financiare-e-shtetit/, n.d.)

The fiscal and monetary policy consists of a set of instruments aimed at changing the state of macroeconomic indicators. Fiscal policy is expressed and is based on the relevant financial laws and consists in government intervention to cope with state spending through the

administration of revenue collected through the fiscal system. A typical and quite restrictive problem that governments face in this area is fiscal evasion. (https://shtetiweb.org/2012/12/20/ceshte-politika-fiskale/, n.d.)

THE INTERVENTION OF THE POLITICS AS A CONCERN FOR THE PRIVATE SECTOR

The American Chamber of Commerce in Kosovo expresses its concerns about the weak level of institutional and formal dialogue between the public and private sector, politics interconnection with economic and trade relations, and the frequent intervention of government institutions and officials in the private sector. Regarding the timely attacks on certain companies and sectors by senior government officials, the American Chamber of Commerce considers them as direct intervention in private sector operations, in violation of the Constitution and other relevant state laws, which guarantee a free market economy. The American Chamber of Commerce believes that the state has sufficient legal and institutional mechanisms that address issues of competition, market and consumer protection, whose key role is to protect the public interest and ensure that no company, local or foreign, abuses the dominant position. (https://www.kosovalive360.com/oeak-shqetesim-per-nderhyrjen-e-politikes-ne-sektorin-privat/, n.d.)

THE PHENOMENON OF EMPLOYMENT BASED ON POLITICAL PARTIES – LOSS OF FAITH IN INSTITUTIONS

A year of many political appointments has been concluded. Apart from the high positions delegated by political party people, Jeta në Kosovë Newspaper - has reported how close relatives of political party leaders were employed in low positions of civil servants. (https://kallxo.com/gjnk/punesimet-partiake-neper-institucione/, n.d.)

Nepotism and party employment as violators of law and human rights - The Institute for Development Policy (INDEP), the GAP Institute and the Balkan Green Foundation call on the country's prosecution, local and international human rights defenders and all those responsible for the protection of the constitutional and legal order to undertake immediate measures to prevent illegal and discriminatory employment in public administration. Most importantly, individuals who violated the law on the employment of militants and family members of politicians should be investigated and punished. As never before, Telecom of Kosovo and other companies and institutions are flooding with illegal employment and corrupt management. The favored employment practice is a violation of the Universal Convention on Human Rights, of the Constitution of the Republic of Kosovo, of Law no. 05 / L-021 on Protection against Discrimination, Law no. 03 / L-087 on Publicly Owned Enterprises and Law no. 06 / L-011 on the Prevention of Conflict of Interest. These practices violate the path of European integration and are the overwhelming blow to the hope and aspirations of citizens for a just state and equal opportunities. (https://indep.info/sq/reagim-nepotizmi-dhe-punesimet-partiake-jane-shkelje-e-ligjit-dhe-te-drejtave-te-njeriut/, n.d.)

Political parties emplyment, due to the departure of citizens from the country. In Kosovo, senior political leaders continue to be named politically close. This was stated at the conference organized for the second phase of the Recruitment project funded by the British Embassy "Strengthening Good Governance, Transparency and Accountability of Kosovo Institutions" for senior management positions within the civil service and independent institutions. The Head of the Assembly of Kosovo, Kadri Veseli, said that the situation is not good in this regard. "The situation is not very good at appointments, as the trust of citizens is not right. When we do not have the trust of citizens, we have a tendency to leave Kosovo, and we do not need it as

Kosovo." Veseli said that public enterprises should be more involved in this oversight process. Meanwhile, Kosovo Prime Minister Ramush Haradinaj has said that partnership with the British Embassy has helped restore confidence in senior appointments. But we have to acknowledge that we have the concessions and the damages that we must face.

British Ambassador Ruairi O'Connell has said that this year is a step back, in terms of appointments to senior positions. "Last year I said that the project is going to be better than we expected. Unfortunately this year I can not confirm this, we have back steps. We have disturbing reports. The success of this project is a Kosovo's success, as the failure of this project is Kosovo's failure as well." (https://www.koha.net/arberi/151187/veseli-punesimet-partiake-shkak-i-ikjes-se-qytetareve-nga-vendi/, n.d.)

PRIVATE SECTOR WITHOUT INSTITUTIONAL SUPPORT

Private business is facing a series of challenges, where this year is finding the private sector without the proper institutional attention and support. Like many other years, there is still no private sector rating in Kosovo. Lack of bids is one of the major problems facing private businesses in the country today. Private business is constantly facing a variety of challenges and a bad business climate. It has not been enough to stimulate them, even though they have never been silent for firing and working for a better business climate in the country, despite the fact that they do not have the proper institutional support in this journey. Kosovo has not scored any improvement in the business climate. In order to improve the situation, to be committed in this direction, making the development of the private sector one of their priorities. "There is still no assessment of the role the private sector has in this country. It should turn its attention to the private sector, so that 2020 does not find us without the proper attention and appreciation by policy-makers, politicians." While the Ministry of Trade and Industry estimates that this year is finding the private sector in Kosovo IN good conditions. Expressed their dedication to improving the business-to-business climate for local producers. On the other hand, it was the American Chamber of Commerce in Kosovo, expressing its concerns about the weak level of institutional and formal dialogue between the public and private sector, linking politics to economic and trade relations, and frequent intervention of institutions and government officials in the private sector. Regarding the timely attacks on certain companies and sectors by senior government officials, the American Chamber of Commerce considers them as direct intervention in private sector operations, in violation of the Constitution and other relevant state laws, which guarantee a free market economy. The American Chamber of Commerce believes that the state has sufficient legal and institutional mechanisms that address issues of competition, market and consumer protection, whose key role is to protect the public interest and ensure that no company, local or foreign, abuses the position dominant. (http://rtv21.tv/sektori-privat-ende-pa-mbeshtetje-institucionale/, n.d.) The private sector in Kosovo continues to face various problems, which are affecting the development of activities. While representatives of the business community, Kosovo economic and business experts, say the problems of this sector appear since the opening of a new business. (https://www.evropaelire.org/a/24503368.html, n.d.)

CONCLUSIONS AND RECOMMENDATIONS

The economy is certainly one of the most important systems of a society that affects the lives of every individual, from the richest to simple workers, from luxury to the simple lifestyle of the people. Humanity has lived in different economic systems but never has a suitable system

for all individuals in a society been built. Today, the effect of globalization is often mentioned, but it is not difficult to see that there are fundamental changes in the economy of each country.

➢ **What would be the best economic system for the well-being of all members of society in Kosovo**?

A good system must be strong, sustainable and certainly feasible within the circumstances in Kosovo.

➢ **What role should the government play in Kosovo's economy**?

The government must be as liberal as possible and that the economy is self-governed by the free market.

➢ **Would the economy of free market cover all the government's responsibilities to society**?

Since Kosovo operates according to the market economy, the private sector, despite the still unfavorable conditions, is carrying out its mission, but as a result of legal and technical conditions, it still does not provide sufficient capacity to contribute to the state budget.

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14 LITERARY TRANSLATION AND THE CHALLENGES OF LITERARY TRANSLATORS

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Abstract:

Translation is progress. All important historical periods of culture begin with translation, as it is this process that connects cultures and civilizations with each other, opening up new perspectives for the true non-intellectual development without which human society can not advance. Through translation theories and translation process strategies, our study sheds light on prose translation based on researchers such as Newmark, Lefevere, Nida, Vermeed, Nord, etc. The translation of the figurative language remains a difficult topic due to the complexity of form and interior, and this difficulty increases as the source language varies considerably, as in our case, from the translation language. In this case, the task of our translators has been difficult as they have translated, and it has been even more difficult to achieve a quality translation.

This paper is conceived as a study of theoretical and practical character in the field of Translational Studies following the previous studies in this field, taking into account the fact that Translation Studies have been developed in quantitative and qualitative terms.

Keywords: translation studies, language, process, work, translator.

1. Introduction

In the field of translation studies there are different types of technical translation. During my studies in English, I had the opportunity to get acquainted with technical, legal, financial translation and translation of common texts. In this journey I was given the opportunity to get acquainted with the literary translation, which I think is the biggest challenge compared to the other types mentioned above. This particular area of translation is quite wide and elusive, so we will start with an introduction to literary translation and its definition, theories on literary translation and the challenges faced by the literary translator during translation will be discussed. Whenever a translator is mentioned, it will be related to the literary translator, except in cases when another feature is termed.

2.Definition of literary translation

For the translation to be called literary, it must stipulate that literature is translated; i.e. that base text be defined as literature in base text culture. However, according to Toury's statement, Translated Text's culture may not call source text as literature in the relevant cultural system. Translated Text culture can use different traits, models and techniques when it comes to literature. According to Toury[1], there are rare cases when two different systems are fully

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[1]Toury,G.*DescriptiveTranslation StudiesandBeyond*,Benjamins1995,f. 171

matched. Thus, in order for the translation to be literary translation, the translation result must also be known in the literature of receiving culture, meeting all literary requirements of the language. Translation of literature implies that the text matches the models and norms that are considered literary in the language of translation. Because base text will be in line with the target culture, it means that some of the features that set text as literacy in the source culture will be extinguished. It may even happen that precisely the features that originally set as literary texts are removed in receiving culture. Also, this process involves the addition of other features that will enhance the acceptability of translation as an objective literary text.

Now it can be said that based on Toury's claims, we have a broad definition of what is called literary translation: literary translation is the translation of a text that is considered literary in source culture and complies with the requirements of a literary text in culture making.

3. Some theories of literary translation, their evolution, different actors

Regarding literary translation, there are some approaches with the relevant advantages and disadvantages. Literary translation is a wide field. It can not be closed in frames or models where there are a number of accepted structures and terminologies, as in the case of translation of legal documentation. So, regarding it, we can pretend to claim that the eclectic approach of translate would be more fruitful. This implies that there are no specific models or only a theory, which will be followed in the case of literary translation. In all the research we have done in the field of literary translation, we have not yet encountered a theory that was created with the sole purpose of facilitating this process of work. However, within the field of literary translation, there are many theorists. Each of them has his own point of view about what would work best for any given translation. In the following, a broad exposition of literary translation theorists has been selected, giving theoretical approaches more influencing the translation studies.The general view on literary translation is that the latter represents a special type of translation and deals with a particular type of text. The theory of text types, which tries to classify them according to their functions and features, categorizes them as literary texts into a single set. However, the fact that text typologies does not match what the differences of literary texts will make - technically, pragmatically- suggests that what distinguishes literary texts from other texts is not completely apparent. In her book Translation Criticism, which was published as the first German in the year1971 and now English, Catharina Reis examines various attempts to distinguish different types of translation. A.V. Fedorov, Otto Kade, J.B. Casagrande and Georges Mounin, among others, include literary translation as a special type, but their criteria for this division remain unclear or casual[2].

However, a formal definition of this type is no longer coherent in literary studies and is incompatible with the deliberate aspect of accepting as literary translation of any written matter intended to be read as literature. Searching for a literary translation definition does not go far. Researchers have relinquished efforts to find a literary definition many years ago. Today's definitions of literature tend to be functional and general, non-formal or ontological. There are two influential books to illustrate this point. *The Theory of Literature* by Terry Eagleton (1983) opens with a chapter titled "What is Literature?" This chapter argues that Literature is defined as a "highly regarded type of writing.[3]". While '*Literary Theory: A brief presentation*' by Jonathan Culler, takes a very protracted approach[4]. Naming'Literature' serves as an 'institutional labeling', which defines 'a discourse or textual event that attracts attention'. However, for historical reasons, literary attention has been focused on texts that exhibit some

[2]Reiss,K.,*Translation Criticism– ThePotentialsandLimitations*,StJerome2000: f.7-23.
[3]Eagleton,T.*LiteraryTheory: AnIntroduction*,Oxford 1983.
[4]Culler,J.*LiteraryTheory: Averyshortintroduction*,OxfordUniversityPress,1997,f. 27.

features such as: language projection, interdependence of different levels of linguistic organization, separation from the pragmatic context of the word, perception of texts as aesthetic objects and as text constructions or self-sufficient[5]. Labeling and features seem to be related to each other, so recognizing formal features promotes proper institutional attention and vice versa. Then, a conceptually consistent way of translating literary modeling can be based on the theory of the prototype, according to which a sustainable model for modeling literary translation can be based on a prototype theory[6].

Based on this point of view, the prototype literary translation is initially perceived, then understood as a literary text and rarely as a text that has traits and literary qualities. Over time, a prototype text system will be developed that will be grouped together. In this regard, Culler notes that over the last twenty-five years, the definition of literature has not been given the proper significance and that more interest has had literature as an ideological and historical category and / or how much its social function and political[7] ".

Generally, this has been a development in terms of translation and literary study in particular. Issues related to the definition and naming have paved the way for a functional approach, which is mainly concerned with roles assigned to a variety of actors and the use of translation by the latter in different contexts. However, in the case of the study of literary translation, it was necessary to initiate another institutional matter, which is related to the acceptance of translation by the community of literary studies as a subject of study. Indeed, the branch of literary studies, which was supposed to be a supporter of translation as an instrument of cultural passage and passage, was undoubtedly too late to understand its significance[8].

4. The understanding of literary translation and its process

In the Anglo-Saxon world, the traditional academic approach to literary translation often passed from practical laboratories accompanied by empty reading exercises, simplified by the Young Critics of the 1930s and 1940s. The useful and reciprocal combination between translation practice and criticism is summarized in Marilyn Gaddis's book, Rose[9], *Translation and Literary Criticism* (Translation and Literary Criticism: *"The Role of Translation for Inheritance in Literature"*).For DS-Came Ross, who became editor of one of the first English-language magazines devoted to literary translation (Delos: A Journal on Translation and World Literature, Austin, Texas, 1967-1970), the translation was essentially *'an instrument of criticism'*. Came-Ross added that *"true translation is more of a comment than the original of a substitute[10]."* This statement emphasizes the close link between translation and criticism, while clearly specifying the place of translation in relation to the original script. translation, apart from serving as skills in acquiring skills in translation courses, are used as a way to bring the meaning of complicated texts into translation and understanding are two sides of the same medal. One of the leading Critics of IA Richards, not only showed a particular interest in semantics, but in the essay *"Toward a theory of translation",* later called *"Toward a Theory of Comprehension,"* argued that in principle you may come to understand a text properly, only by identifying all dimensions denotative and kenotic. The strongest point of the translation practice labs is the concrete experience. In addition, according to this concept, future translators reflect on the translation process, the scope and context of the exercise as well as the achievements of other participants in the process.

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[5]Culler,J.*LiteraryTheory: Averyshortintroduction*,OxfordUniversityPress,1997,p.28-35.
[6]Halverson,S.*ConceptualWork and theTranslation 'concept,*1999,p.1-32
[7]Culler,J.*LiteraryTheory: Averyshortintroduction*,OxfordUniversityPress,1997,p. 36.
[8]Bernheimer,C.*ComparativeLiteraturein theAge ofMulticulturalism*, Baltimore, 1995,p.1-23.
[9]Rose,MarilynGaddis.*Translation and LiteraryCriticism*,St.Jeromepublishing, 1997,p.13
[10]Arrow smith,W.&Shattuck,R.*Thecraft and context oftranslation*,UniversityofTexasPress, 1961,p.6.

It is worth mentioning in this point of our study some great names of translators-writers, among which from the 20th century, mention Ezra Pound and Vladimir Nabokov. Other English proofs include: Ben Belittle (1978), Burton Raffle (1971, 1988), John Felstiner (1981), Suzanne Jill Levine (1991), Susanne de Lotbiniere-Harwood (1991), Douglas Hofstadter (1997), Robert Wechsler (1998), Clive Scott (2000) and Jin Di (2003). Collections that match the collections created by Biguenet & Schulte (1989), Warren (1989), Weissbort (1989) and Boase-Beier & Holman (1999) present short statements. The examples match old models. Much of the historical discourse for translation shows that translators rationalize their practice. Clive Scott, for example, puts into question the academic knowledge gained from translation and the fact that translation is guided by the communicative purpose[11]. He insists reading and transcribing are personal acts - self-discovery and self-expression. The examples match old models. Much of the historical discourse for translation shows that translators rationalize their practice. Clive Scott, for example, puts into question the academic knowledge gained from translation and the fact that translation is guided by the communicative purpose.38 He insists reading and transcribing are personal acts - self-discovery and self-expression. The eight phases of the translation by Robert Blyme examples of poetry take the form of a masterful course. Once (1) has put on a dirty paper the literal version, the interpreter (2) generates a general idea of the meaning of poetry, (3) rewrites the framework in an acceptable language and adapts the text to (4) an idiom (5) with the tone of poetry, (6) the sound structure before (7) controlling his sketch with mother tongue speakers and (8) preparing the final version[12]. However, this compilation by Bly does not mention the working conditions or the social function of literary texts.Indeed, many translators give priority to artistic integrity. Exclusion from this group of translators seems to be done only by those who have followed the growing interest in academic environments over social conditions and the effects of literature. This is the case for postcolonial and post-colonial translators and their associates[13]. The historical significance of translators' interpretation of art and their work lies in the tendency (apparent in some branches of translation studies) to approach translator from the interpreter's point of view.

5. Introduction to the Challenges of Literary Translation

In the case of literary translation many theories are proposed and some of the latter are more preferred than the others. However, no single theory seems to be enough to replace the others. So many translators support the idea that the eclectic approach brings more results than staying loyal to a particular theory. Clifford E. Landers is one of those in his famous book Literary Translation, A Practical Guide, mentions the difficulties of literary translation of the problems involved in this mastery[14]. The main reason for the eclectic approach is that the texts have an impact on one another and an interpreter dealing with a literary text must first be aware of the influence of writers and texts on each other. Harold Bloom, a critic and historian of literature, in "Fear of Influence," emphasizes exactly the influence of writers on each other. He believes that later authors are influenced by the form and style of an earlier writer. Influence is "inevitable" and involves "a drastic deviation of the work of the predecessor." The same is the case with various texts, which are considered translation translations[15].

The other issue regarding the systematic way of transcribing a text is that at any time the degree of loyalty related to the interpretation and translation of the literary text varies with respect to the three points: author, reader, and text. A literary translator should be familiar with critical approaches, with their basic structures, and with many other important issues, both in

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[11]Scott,C.*Translating Baudelaire,*Exeter Universitypress, 2000,p. 248-9
[12]Bly, R.*Theeightstagesoftranslation,*Boston,1983
[13]Venuti,L.*Thetranslator'sInvisibility: A history ofTranslation,*RoutledgeLondon,1995.
[14]Landers, C.*LiteraryTranslation:APracticalGuide.*Clevedon:MultilingualMatters,(2001)
[15]Abrams,M.H.*AGlossaryofLiteraryterms,*1993, p.239-400

interpretation and translation. A literary translator who wants to remain faithful to the author, so to remain faithful at the same time to his own translation, he learns to enter the author's mind in the impossible to know what the true purpose of the written text was. It seems interesting, but you can not really plan or program translating a literary text. There is no project or clear outline of the work in the original author's mind. Only when the work is put on paper can it be claimed that the literary work in question exists. If attention is paid to the reader, then the interpreter knows that there may be more than one text interpretation: to go further, there are as many interpretations as the reader, also because of the quality of the literary text that is open to many interpretations at different levels[16]. These interpretations come as a result of the literary language and thanks to the use of figures such as symbol and irony considered superior to other figures of the lecture. What remains is the text and the interpreter who has to analyze the complexities of the text and reconstruct it in a way that is not unlike the original and is interpreted in the right way and "in most of the reverts and recreated by interpreter[17] ". Each of the three instances mentioned is protected by literary criticism of finding the meaning as close to the 'true' term as it does not really know what it really means.

Unable to enter into the author's mind and his intentions for writing the text, all the translators can only deal with the analysis of the text itself. The true meaning should be derived and then translate into the TL (translation language). To interpret the text, first, should be considered in the SL (source language), the author's era, the predominant ideology of time, and the proper meaning of the words according to the time in which they are written. However, there has always been debate about whether to take the text as a separate identity or to be interpreted depending on the influences of time.

The translation consists in "studying the lexicon, the grammatical structure, the communication situations and the cultural context of the SL text, analyzing it in order to determine its meaning[18]." The requirements of the "poetics" of time, as Lefevere calls it, are important[19]. The transcription of poetry tends to change over the years, and this is due to changes in language. The period and culture of the time exert a direct influence on the language and every literary work is the product of its time. It is very significant what Bassnett finds: "All these elements can be lost if reading does not fully take into account the overall structure of the work and its relation to the time and place of its creation[20]." The reason for the failure of many literary translations is the lack of knowledge of the time and culture of the community in which the original work was written.

To have the interpreter mastery in using the source language, he should have read the variety of texts and recognize the various cultural influences in this language. So he will know how to pick the best ways to convey to the TL. Therefore, the interpreter is suggested not only to read much in the text, but to pay attention to every small detail in the work and to rely on the above points to enrich the interpretation and to guarantee the meaning of the topic of the text to be translated. In addition, the following are in turn analyzing the challenges of literary translation that the literal interpreter is facing.

The purpose of a literary text can be multiple and difficult to determine by someone who is not the author. The author writes the novel with the goal of reaching something with the reader, but who is able to say what the purpose was for him? Usually, the author has something he wants to express and communicate to his audience. However, translators are not guaranteed access to the author to ask him about the intent behind his novel; it may happen that the author and has died. When working with literature emerging problems associated with SL analysis,

[16]Shatri,P.,*Fundamentalaspectsof Translation,*PHI Learning Pvt.Ltd., 2011,p.12-15

[17]Valid,D.H.(2004).*"Translationof Poetry:Sa`di'sOneness of MankindRevisited"TranslationJournal, 8(4)*

[18]Larson, MildredL.,*Meaning-Based* Translation,*A Guideto CrossculturalEquivalence,1984,* p.3

[19]Lefevere,A.,*Translation,Rewriting, and theManipulation ofLiteraryFame,*NewYorkRoutledge,1992,p.99.

[20]Bassnet,S.,*Translation Studies,*Routledge NewYork,1992,p. 79

analysis is carried out to find the purpose before the translation process begins. Andrew Bennett66 has identified the following pitfalls.

Errors of special features, which means that literary texts may be filled with contradictory meanings and ambiguities, thus failing to make a single meaning[21].These lead to the next trap; errors of comprehension comprehensiveness. There are many ways to understand a text. "Similarly, literary texts are more often intensive at points where" meaning "appears obscure or complex. Literary texts often seem to distort the" usual "language, but they always do so for a certain purpose (even if this goal may be undetermined) ". However, a story can be understood in many ways, depending on the reader's state, when reading the story[22]. However, it is difficult to get the meaning or purpose the author had to convey to the reader when he wrote history. This leads us to the errors of authoritarian authority. It is impossible for both readers and translators to know what the author implied or what his goals were as he wrote the text; every time he reads a text, every reader participates in the creation of meanings by his guesswork and imagination. It happens that the author has not thought at all a definite meaning, which the reader has received. When it comes to a text that contains many meanings, it must be difficult for the interpreter to fully understand its meaning layers and then be able to translate all the layers in question in the author's opinion. This means that the interpreter will encounter difficulties when deciding how his translation will have to touch or manipulate target readers[23].Literary translation combines many challenges. One of the important issues does not necessarily relate to what the interpreter does not know, but what the interpreter thinks I know. False friends (seemingly familiar words) can put the interpreter in situations that may be avoidable if the interpreter is to think about the situation and have no excessive faith in his or her knowledge[24]. From this we can conclude that it is very important to research on the topic that the novel deals with. If the interpreter does so, he will be able to produce a translation that is likely to have the same effect on TT recipients and ST recipients. Another important issue to consider in translation is the extent to which TT carries ST marks. This means that a translation can often carry signs of the original text and the grammatical structure inherent in the given ST language.

According to Harder[25], it is important for the interpreter to ask "what would someone say in Albanian?" Often the question arises as to whether the interpreter should follow the structure of the ST unit and end with strange sentences in the Albanian language or change the structure of the ST unit while jeopardizing any stylistic element used by the author. An extreme case in which the translator tries to remain fully loyal to the ST's structure can cause the TT to bear "translation" signs. "Translationese" is a term used to define a situation where translatory text lacks naturality or sounds bizarre. Usually this happens when the translator tries to adapt the ST language to that of TT and ends in a third language between the two languages, which have just been mentioned and consequently in a special language translation.

6. Conclusion:

One of the greatest challenges for a literary translator is the cultural elements that are inseparable from any publication or text creation. It is extremely difficult to discover any cultural or reference element that the author of the original text has included. It often happens that cultural communities are very different and the difficulty lies precisely in the

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[21]Bassinet,S.,*Translation Studies*,Routledge group,2005,p.82-136

[22]Nord,Christiane(2005)*TextAnalysisinTranslation–Theory,Methodology,andDidacticApplicationofaModelforTranslation- OrientedTextAnalysis,* Second Edition.Rodopi, p.17

[23]Schjoldager,A. Gottlieb,H.,&KlitgårdI.,*UnderstandingTranslation*.2008.Aarhus,p. 250

[24]Harder,Thomas(1995),*Anmelderenog oversættelsen*,p. 11-12

[25]Boase-Beier,Jean(2006)*Stylistic approachesto translation*.St.JeromePublishing,p. 89

understanding of the frame of reference that each of them carries. The translator has a lot of responsibility to act as a mediator between the two cultures. The ideal situation for an interpreter is not only that he knows the two languages but also the two cultures. The translator should know his culture very well, so it would be better to know so much about the author's culture, that is, TB. This would make it possible for the interpreter to work on the choices that would translate and adapt ST's cultural information into intelligible information for TT culture readers as well. ST culture knowledge enables translators to recreate ST recipient feedback and their TT culture recognition enables translators to anticipate potential feedback from TT recipients.

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19 THE ADVANTAGE OF THE NEW CURRICULUM IN THE TEACHING PROCESS AND THE SITUATION OF THE SCIENCE MATERIAL PUPILS

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ABSTRACT:

Science teaching is a complex activity that lies at the heart of the vision of science education presented in the Standards. The teaching standards provide criteria for making judgments about progress toward the vision; they describe what teachers of science at all grade levels should understand and be able to do.

To highlight the importance of teachers in science education, these standards are presented first. However, to attain the vision of science education described in the Standards, change is needed in the entire system. Teachers are central to education, but they must not be placed in the position of being solely responsible for reform. Teachers will need to work within a collegial, organizational, and policy context that is supportive of good science teaching. In addition, students must accept and share responsibility for their own learning.

The central thesis of this paper is that a cognitively and academically beneficial form of bilingualism can be achieved only on the basis of adequately developed first language skills. Two hypotheses are formulated and combined to arrive at this position. The "developmental interdependence" hypothesis proposes that the development of competence in a second language is partially a function of the type of competence.

Student-teacher interaction that is based merely on academic progress or behavior management creates inhibitions within a student and stifles true relationship-building. Those teachers that show respect towards their students and a keenness to help them through their difficulties become the object of respect themselves and trigger a drive among students to learn and make their teachers proud.

Telling students that they have the ability to do well and praising them often with smiles, words of approval, patient conversation, and even celebratory applause will all lead to motivating a student further and accomplishing more roles.

III. GENERAL INFORMATION AND PURPOSE OF THIS PAPER RESEARCH:

All teachers know that planning is a critical component of effective teaching. One important aspect of planning is setting goals. In the vision of science education described in the Standards, teachers of science take responsibility for setting yearlong and short-term goals; in doing so, they adapt school and district program goals, as well as state and national goals, to the experiences and interests of their students individually and as a group. *Source: Teacher standard and performance 2007*

Once teachers have devised a framework of goals, plans remain flexible. Decisions are visited and revisited in the light of experience. Teaching for understanding requires responsiveness to students, so activities and strategies are continuously adapted and refined to address topics arising from student inquiries and experiences, as well as school, community, and national events. Teachers also change their plans based on the assessment and analysis of student achievement and the prior knowledge and beliefs students have demonstrated. *Source: Teacher standard and performance 2007*

Thus, an inquiry might be extended because it sparks the interest of students, an activity might be added because a particular concept has not been understood, or more group work might be incorporated into the plan to encourage communication. A challenge to teachers of science is to balance and integrate immediate needs with the intentions of the yearlong framework of goals.

The standards for science teaching are grounded in five assumptions.

1. The vision of science education described by the Standards requires changes throughout the entire system.
2. What students learn is greatly influenced by how they are taught.
3. The actions of teachers are deeply influenced by their perceptions of science as an enterprise and as a subject to be taught and learned.
4. Student understanding is actively constructed through individual and social processes.
5. Actions of teachers are deeply influenced by their understanding of and relationships with students.

Improving students' relationships with teachers has important, positive and long-lasting implications for both students' academic and social development. Solely improving students' relationships with their teachers will not produce gains in achievement. However, those students who have close, positive and supportive relationships with their teachers will attain higher levels of achievement than those students with more conflict in their relationships. Positive teacher-student relationships draw students into the process of learning and promote their desire to learn (assuming that the content material of the class is engaging, age-appropriate and well matched to the student's skills). *Source: Science Teaching Standards 2008*

2 HYPOTHESES AND THE AIM OF THIS PAPER RESEARCH

Strong teacher-student relationships can even act as a buffer against the potentially adverse effects that insecure parent-child attachment can have on students' academic achievement (O'Connor & McCartney, 2007). Applied to the classroom environment, teachers play a critical role as live models from which students can learn social behaviors and positive communication skills. Social cognitive theory also sheds light on the importance of feedback and encouragement from teachers in relation to student performance. Teachers serve as role models and help regulate student behavior through interactions and relationships.

This video clip shows a 16-year-old boy describing one way his teacher is modeling behavior. Given the relationship he describes, it is easy to see the influence that this teacher has on the student.

3. LITERATURE AND REVIEW

a) *A middle school girl experiences bullying from other students and approaches her social studies teacher to discuss it because she trusts that the teacher will listen and help without making her feel socially inept.*

b) *Positive teacher-student relationships contribute to school adjustment and academic and social performance*

c) *These findings were greater for boys than for girls (Hamre & Pianta, 2001).*

d) *Further work indicates that kindergarten children with more closeness and less conflict with teachers developed better social skills as they approached the middle school*

How to develop positive relationships with your students:
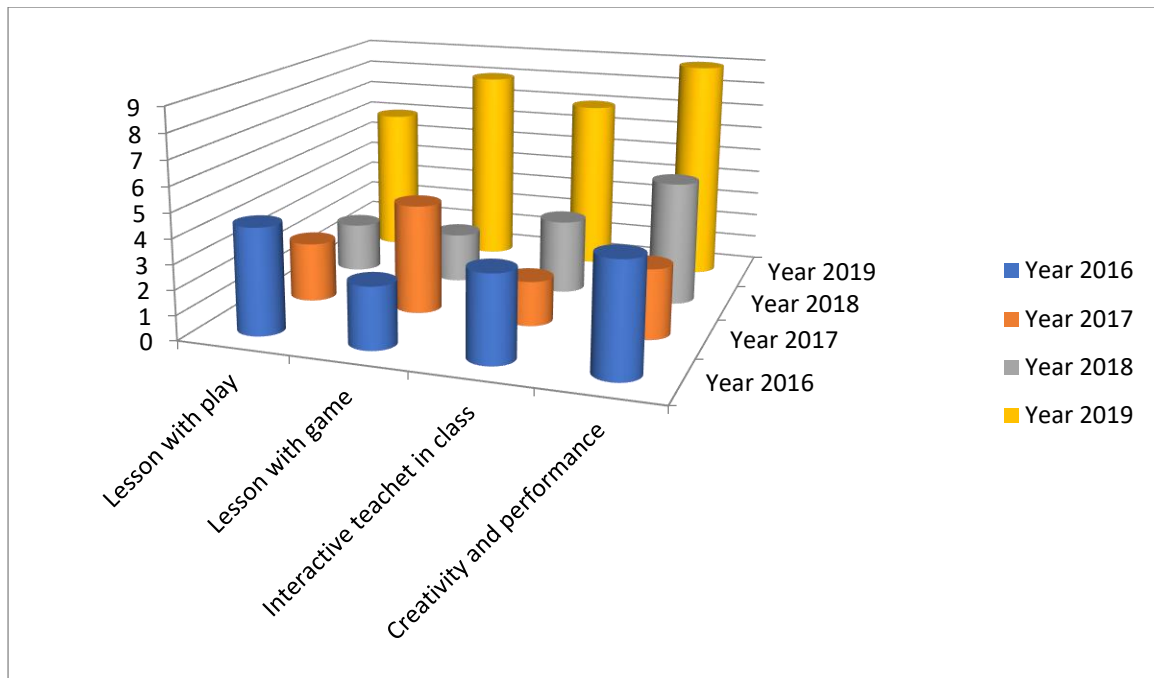
LITERATURE REVIEW AND HYPOTHESES

The vision of science education described by the standards requires changes throughout the entire system.

Dividing science teaching into separate components oversimplifies a complex process; nevertheless, some division is required to manage the presentation of criteria for good science teaching, accepting that this leaves some overlap. In addition, the teaching standards cannot possibly address all the understanding and abilities that masterful teachers display. Therefore, the teaching standards focus on the qualities that are most closely associated with science teaching and with the vision of science education described in the Standards.

The teaching standards begin with a focus on the long-term planning that teachers do. The discussion then moves to facilitating learning, assessment, and the classroom environment. Finally, the teaching standards address the teacher's role in the school community. The standards are applicable at all grade levels, but the teaching at different grade levels will be different to reflect the capabilities and interests of students at different ages.

The educational system must act to sustain effective teaching. The routines, rewards, structures, and expectations of the system must endorse the vision of science teaching portrayed by the Standards. Teachers must be provided with resources, time, and

opportunities to make change as described in the program and system standards. They must work within a framework that encourages their efforts.

The changes required in the educational system to support quality science teaching are major ones. Each component of the system will change at a different pace, and most changes will be incremental. Nonetheless, changes in teaching must begin before all of the systemic problems are solved. *Source: Science Teaching Standards 2008*

Motivation is closely linked to student's perceptions of teacher expectations. Studies of middle and high school students have shown that students shape their own educational expectations from their perceptions of their teachers' expectations (Muller, Katz, & Dance, 1999). Students who perceive that their teachers have high expectations of their academic achievement are more motivated to try to meet those expectations and perform better academically than their peers who perceive low expectations from their teachers (Muller et al., 1999).

Due to the influence of expectations on motivation, expectations can be an important factor on a students' academic achievement. Although there is more research regarding the academic effects of positive teacher-student relationships for older students, there are notable social outcomes as well. Teachers are an important source of social capital for students (Muller, 2001). Social capital in a classroom setting is defined as caring teacher-student relationships where students feel.

CONCLUSION

Over the years, educators have developed many teaching and learning models relevant to classroom science teaching. Knowing the strengths and weaknesses of these models, teachers examine the relationship between the science content and how that content is to be taught. Teachers of science integrate a sound model of teaching and learning, a practical structure for the sequence of activities, and the content to be learned.

Inquiry into authentic questions generated from student experiences is the central strategy for teaching science. Teachers focus inquiry predominantly on real phenomena, in classrooms, outdoors, or in laboratory settings, where students are given investigations or guided toward fashioning investigations that are demanding but within their capabilities.

Actions of teachers are deeply influenced by their understanding of and relationships with students.

1. The standards for science teaching require building strong, sustained relationships with students.

2. These relationships are grounded in knowledge and awareness of the similarities and differences in students' backgrounds, experiences, and current views of science.

3. The diversity of today's student population and the commitment to science education for all requires a firm belief that all students can learn science.

4. These differences include integration vs. separation of cognition and affect, heavily normative vs. goal-referenced evaluation of competence, aggregated vs. context-specific judgment, hierarchical vs. loosely hierarchical structure, past vs. future orientation, and relative temporal stability vs. malleability.

5. Middle and high school is when students begin to think about their academic futures, which are informed by academic achievement and social capital in elementary years (Alexander et al., 1997; Cataldi & KewallRamani, 2009; Dika & Singh, 2002; Muller, 2001).

Empirical evidence does show that teacher-student relationships are very important for high school students Due to the ever-changing nature of the American educational system and the increasingly diverse student body, more current studies are needed to look at the effects of teacher-student relationships for this changing population. It is important to learn more about teacher-student relationships for low-income students to decrease high school dropout, and improve students' social-emotional development.

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