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Aleš LIPNIK, Maja BUČAR: MEASURING THE EFFECTIVENESS
OF INNOVATION POLICY

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The paper presents analysis of the effectiveness of selected states' innovation policies: the USA, the EU and the Republic of Slovenia, based on our own model for measuring the effectiveness of innovation policy. The model includes two components on the input side (financial investments in education, research and development, and human resources) as potential for research and development. It also includes two components on the output side, namely production (scientific publications and intellectual property protection) as an intermediate in the innovation process with no economic value and, finally, the economic impact consisting of revenues generated in the innovation process. The method is used to search for the link between investment in the research and development process and its economic impact. This model seeks to give additional insight into the effectiveness of innovation policy and the analysis of the countries involved. Based on the findings of the model, Slovenian research policy is evaluated.

Keywords: innovation, innovation policy, research and development, innovation measurement, innovation scoreboard

UDK 27:321.01Hobbes, T.

Jure SPRUK, Igor LUKŠIČ: THOMAS HOBBS:
FROM CHRISTIAN CORPORATISM TO INDIVIDUALISM

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In the paper, the authors discuss the core issue of the passage from medieval to modern political theory – the relationship between Christian corporatism and liberalism. The authors find the most distinctive passage between these two doctrines in the political thoughts of Thomas Hobbes, who lays the foundations for liberal political doctrine in his conception of negative liberty and, consequently, emerges as, despite his absolutistic tendencies, a protoliberal constructor of the framework for modern thought. Modern conceptual innovation is identified as an intellectual reflex of the progressive social class against medieval organicism and its regard of the individual and society. Hobbes' individual is a rational and autonomous social actor who holds distance in relation to the community to which he

belongs through private property. In this way, he is established as a holder of the modern project of shaping the capitalistic social order.

Keywords: corporatism, liberalism, individualism, negative liberty, Thomas Hobbes

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Anton KRAMBERGER, Tanja POTOČNIK MESARIĆ: (RE-)
INTERNATIONALISATION OF CONTEMPORARY UNIVERSITIES:
COMPARATIVE ANALYSIS OF JOINT (DEGREE) STUDY PROGRAMMES
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The paper provides an overview and evaluation of joint degree study programmes across Europe (and beyond). These programmes are the most comprehensive form of contemporary internationalisation of universities, in the sense they include most of the historically developed elements of internationalisation and require a number of diverse partnerships. A systematic review of these programmes reveals many similarities and dissimilarities, also accompanied by either substantive or performance inconsistencies and paradoxes. These all are signs of the complex play of interests in the global process of knowledge commodification and of the politically- as well as commercially-driven internationalisation of the sciences within universities today.

Keywords: university, internationalisation, joint-degree programmes, collaborative study programmes

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Rado BOHINC: THE MODERN REGULATION OF HIGHER EDUCATION
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The aim of the article is to examine the gap between the reality and both the recommendations and guidelines of various international (Bologna and EU) documents regarding the questions of university autonomy, and to propose solutions to ensure its greater autonomy within the national higher education system. We first present the international higher education community's guidelines and recommendations concerning various aspects of university autonomy. Based on this review, we identify questions that relate to the constitutional and legal position of the university as an institution in Slovenia. This is followed by an analysis of the legal framework, the legal

status of public entities, and the university-state relationship while also presenting disparities from the constitutionally established autonomy of universities from different perspectives. The research findings reveal that the current university system as regulated by the Higher Education Act is inadequate. We therefore argue that truly establishing the constitutionally guaranteed autonomous university requires the higher education legislation to be amended in terms of modernising and improving the Slovenian higher education system (preparation and adoption of a particular university law).

Keywords: Higher Education Act, university autonomy, accountability, accreditation, mobility, university governance, university legal status

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Polonca KOVAČ: PROBLEMS OF USE OF LANGUAGE IN
ADMINISTRATIVE CASE LAW: RECOMMENDATIONS FOR LANGUAGE
POLICY

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The use of language in law is a key component of the basic principles of democratic authority, particularly in administrative procedures where collisions between the public interest and the rights of individuals are solved. Hence, it is an issue dealt with by the language policies of both Slovenia and the EU. In order to examine how the prescribed principles and rights are implemented and to develop, based thereon, recommendations for future language policy, empirical research was conducted concerning the regulation and practice involving language rights in administrative matters before the Slovenian courts and the European Court of Justice in 2012–2016. The results for Slovenia show a high level of protection of Slovenian and the official languages of the protected minorities as well as of persons with disabilities. In matters involving foreign nationals and asylum seekers, where questions concerning the use of language are ever more frequent, the right to be heard in a foreign language is assessed case by case. The regulation and conduct of administrative procedures, with the use of language considered as a category of principle, thus appear to be relatively adequate. Systemic improvements are eventually recommended to achieve a more targeted regulation, greater clarity of provisions, and greater flexibility in regulating globalised administrative relations.

Keywords: language policy, protection of rights, administrative procedure, case law, Slovenia, EU

Tina KRALJ, Marjan SVETLIČIČ: DEFICIENT KNOWLEDGE OF CULTURAL DIFFERENCES AS AN OBSTACLE TO SLOVENIAN FIRMS DOING INTERNATIONAL BUSINESS?

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This article contributes new knowledge about the extent to which Slovenian managers recognise the meaning and importance of cultural differences and skills in multicultural communication when working with foreign business partners, how they acquire new knowledge in this field and explores whether they are familiar with the cultural characteristics of different European and non-European countries. It concludes that the deficiency in such knowledge poses a barrier to successful cooperation. However, the respondents to a survey we conducted were aware of the importance of cross-cultural competencies and how expensive mistakes caused by the lack of such knowledge can be. Our own empirical evaluation is based on surveys conducted among businessmen and students. In order to improve cross-cultural competencies, greater multicultural training is needed at both universities and within companies.

Keywords: Slovenia, international business, intercultural communication, cultural differences, multicultural training

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Danica FINK HAFNER, Tamara DAGEN: GLOBALIZACIJA IN VISOKOŠOLSKE POLITIKE: VEČDISCIPLINARNI POGLED

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Članek prispeva k povezovanju politološkega znanja z znanjem edukacijske znanosti pri opredelitvi globalizacije javnih politik na področju visokega šolstva. Konceptualizacija je zasnovana na pregledu literature in na analizi člankov, objavljenih v obdobju med 1999 in 2016 v dveh vodilnih znanstvenih revijah na področju visokošolske edukacijske znanosti (Higher Education and the Journal of Studies in International Education). Multidisciplinarno sodelovanje se je izkazalo kot uporabno ne le pri konceptualizaciji globalizacije visokošolskih politik, temveč tudi z odpiranjem novih poti več- in meddisciplinarnega raziskovanja globalizacije javnih politik.

Ključni pojmi: javne politike, globalizacija, evropeizacija, internacionalizacija, visokošolsko izobraževanje

Igor Y. Okunev, Maria I. Tislenko: GEOPOLITIČNO POZICIONIRANJE
MEST DVOJČKOV: PRIMER NARVA/IVANGOROD, VALGA/VALKA,
BLAGOVESHCHENSK/HEIHE

Teorija in praksa, Ljubljana 2017, Vol. LIV, No. 3–4, pg. 592–605

Članek se ukvarja s fenomenom “spojenih” oz. mest dvojčkov s perspektive kritične geopolitike in socialnega konstruktivizma. V analizo so zajeta mesta Narva/Ivangorod, Valga/Valka in Blagoveshchensk/Heihe. Rezultati razkrivajo, da si posamezni pari mest kljub različnim geopolitičnim izhodiščem delijo podobne vzorce družbeno-prostorskega razvoja in povezovanja z okolico. Identitete posameznih parov mest se sicer močno razlikujejo glede na etnični izvor prebivalstva. V tem pogledu ruska mesta gradijo svojo identiteto zlasti na varovalni podobi “trdnjave – nacionalnega oporišča”, medtem ko estonska in finska mesta bistveno bolj poudarjajo pomen dobrososedskih odnosov in sodelovanja. Ta sistem je opazen v obeh situacijah, se pravi, pri zaprti meji med dvema mestoma s prevladujočo etnično rusko populacijo in na mejah med etnično mešanimi mesti (Narva/Ivangorod na rusko-estonski meji in Blagoveshchensk/Heihe na rusko-kitajski meji).

Ključni pojmi: kritična geopolitika, spojena (povezana) mesta, mejne študije, prostorska identiteta, prostorska domišljija.

Mojca PAJNIK, Brankica PETKOVIČ: DENIED INEQUALITY:
AN ENGENDERED MEDIA SYSTEM IN SLOVENIA AND INCREASED
MERITOCRACY

Teorija in praksa, Ljubljana 2017, Vol. LIV, No. 3–4, pg. 612–629

Based on analysis of the media system in Slovenia, in the article we find that media policy in the last 25 years has not paid the necessary attention to gender equality. We proceed from the thesis that gender-sensitive media policy has positive effects for the positions of management personnel in the media and, on the contrary, that gender-insensitive media policy is reflected in the positions and values of employees in management structures. This thesis is verified in the article by analysing the situation of the Slovenian media environment. We base the empirical data on 12 interviews with leading staff at three television stations in Slovenia and with representatives of professional associations. The interview analysis shows how media workers occupying leading positions in thinking about gender inequality adopt

what we call 'the principle of minimising the role of gender' when respondents contend that inequalities do not exist, by which they actually accept and justify them. At the same time, the results show there is considerable homogeneity in the views of management that discrimination according to gender is not a problem, that it does not exist or that the only thing that is relevant in the media is the individual's "own motivation and work". The article points to some new mechanisms of gender differentiation that are appearing in the media industry through practices and attitudes that take on awareness of the importance of equality, which is at the same time denied by use of different denial and minimisation strategies.

Keywords: gender, discrimination, Slovenia, television, management personnel

UDK 070:305(497.4)

Živa HUMER, Mojca FRELIH: GENDER DIFFERENTIATION IN THE
EXAMPLE OF JOURNALISM AS A PROFESSION

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The article discusses the feminisation of journalism in the context of gender inequality in the media. We point out that the proportion of female journalists and editors in recent decades has grown significantly in journalism, despite the characteristics of masculinisation (long and atypical working hours, business trips, inflexibility in the work-life balance). Meanwhile, inequalities in the media on both the employment level and the level of media representation have not been reduced but maintained and reproduced through the existing gendered organisational structures and processes, management and decision-making positions. Based on analysis of 10 interviews with the management of three TV stations (TV Slovenia, POP TV and Planet TV), we find that journalism's transformation from the gender perspective is recognised solely as a quantitative indicator of the increasing number of women in journalism and, consequently, as gender equality having been achieved in employment in television stations. We note that the failure to address critical issues related to gender and gender equality in management and employment in the media enables the reproduction of the existing gender inequality in the media.

Keywords: gender, media, transformations, journalism, feminisation

Maruša PUŠNIK, Breda LUTHAR: GENDER AND USES OF INTIMATE TECHNOLOGIES

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The paper is based on an ethnographic study of gender differentiation of young audiences of new media in the everyday life context. We assume that social media should be considered as genres with a generic *mise-en-scène* and ideology which frame specific forms of gender-specific sociability and practices of distinction. We conclude that in the modern conditions of the naturalisation of social media, 'constant presence' and 'permanent on-line connectedness', the traditional differences between male and female users/producers are largely being reproduced. Women are more likely to use social platforms for social and emotional integration and for the construction of consumer subjectivity, while men use such media forms for more instrumental purposes and to create an alternative reality through computer games and sport. In this way, the gender dichotomy between the 'inwardly-oriented' tastes of women and 'outwardly-oriented' tastes of men, that exists in intersection with class affiliation, and are characteristic of television consumption, is being reproduced in the digital culture.

Keywords: social media, cultural technologies, mediatisation, gender, digital genres

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Dejan JONTES: TELEVISION AUDIENCES IN A MULTICHANNEL ENVIRONMENT: FRAGMENTATION, GENDER AND THE (UN)CHANGED ROLE OF THE SCHEDULE

Teorija in praksa, Ljubljana 2017, Vol. LIV, No. 3-4, pg. 668-686

The paper analyses the ratings of three Slovenian television channels (POP TV, Slovenija 1 and Planet TV) in a selected period and problematises some of the most common assumptions about television and its audiences, especially the one about significantly lower television use compared with new media. The need to study media changes in the national context is emphasised and characteristics of the Slovenian television environment are highlighted. The analysis shows that audience fragmentation in the Slovenian context is still very limited but, due to the increased competition, the most popular (commercial) programmes focus on established genres and formats for female viewers.

Keywords: television, audiences, gender, ratings, fragmentation, multi-channel environment