

Market, Territoriality & Culture  
Interdisciplinary Conference  
2017

June 9th-11th, University of Zadar, Zadar Croatia



## CONFERENCE ORGANIZERS

Pierre Lienard (University of Nevada, Las Vegas, USA)

Dunja Brozović Rončević (University of Zadar, CRO)

Mario Katić (University of Zadar, CRO)

Michael Moncrieff (University of Nevada, Las Vegas, USA)

Danijela Birt (University of Zadar, CRO)

Jelena Kupsjak (University of Zadar, CRO)

# WELCOME TO THE MTC CONFERENCE

The 21<sup>st</sup> century has seen the continuation of major post-World-War-II trends. Regional economies, labor markets, commerce, and finance are fast being integrated at a global scale (Constantinescu *et al*, 2016; Gup, 2005). Manufacturing and production are redistributed across vast economic ensembles following regional comparative advantages (*e.g.*, see concept of *Chimerica*, Ferguson and Schularick (2007)). That economic globalization, responsible for the swift economic growth and increase in world prosperity of the last half century (Goklany, 2007), has come with concomitant changes for the systems it has touched, leading to heightened inter-regional dependences of trade exchanges, and greater diversification and specialization of local and regional economies. Globalized production and trade have been dependent on the extensive transformation of local labor forces, demanding training, mobility, and flexibility to accommodate the macro-level swings of economic conditions (*e.g.*, Borat & Lundall, 2004; Dereli, Soykut-Sarica & Şen-Taşbaşı, 2014; Rama, 2003).

The expansion in size of economic units, and the institutional stability it provides, has been a tremendous engine of development. But it did come with bouleversements, such as the devaluation of the status of the beneficiaries of the previous, more-narrowly circumscribed economical social and political systems. Recent history has shown that a *nativist* temptation often materializes in such situations when a significant share of a population perceives that it is (or might be) incurring a loss of status (Fetzer, 2000; Hechter, 1987; McVeigh, 1999). Those nativist movements typically defend what are seen as traditional (often ethnically or religiously defined) cultural values (Mudde, 1999), a narrow focus on national interest (Schori Liang, 2007) or some form of devolution of local control on social, economic and political affairs (Hechter, 1987, 2000; Lluch, 2010), and policies generally protectionist, implementing 'national' or linguistic preferences, on the base of a past imagined as more homogeneous and, most importantly, *fairer* to in-group members (Betz & Johnson, 2004).

The conference addresses the dynamics of free trade and market expansions and their impacts on social movements, and political and cultural expressions: from entrenchment of traditional elites, and disruption of pre-existing social organizations, to strengthening of antagonistic group dynamics, creation of new social and economic niches, emergence of political or ethnic entrepreneurs (Hechter, 1987; Horowitz, 1985), and elaboration of new *native* identities.

# CONFERENCE SCHEDULE

FRIDAY JUNE 9<sup>TH</sup>, 2017  
CONFERENCE OPENING

9:00 – 10:30 Moderator Mario Katić

9:00 – 9:15 **Opening of the conference** (Main Hall, University of Zadar)

9:15 – 10:15 **Introduction – *Nativism, Nationalism & Free-market***

Pierre Lienard

Department of Anthropology

University of Nevada, Las Vegas

[Pierre.lienard@unlv.edu](mailto:Pierre.lienard@unlv.edu)

10:15 – 10:30 Discussion

10:30 – 11:00 **Changing the lecture room, coffee break** (Maritime High School gallery, Ante Kuzmanića 1)

## SESSION 1: ECONOMIC TRANSITION & NOVEL MARKET REALITIES

11:00 – 12:30 Moderator Jelena Kupsjak

11:00 – 11:20 **(1) The silver town that lost its shine: Metal industry in Srebrenica in the process of economic transition**

Markéta Slavková

Comenius University in Bratislava (Slovakia), Charles University (Czech Republic)

[slavkova\\_marketa@yahoo.com](mailto:slavkova_marketa@yahoo.com)

11:20 – 11:30 Discussion

11:30 – 11:50 **(2) Transformation of fisheries in NE Adriatic**

Alenka Janko Spreizer

University of Primorska, Faculty of Humanities, Institute for intercultural studies

[alenka.janko.spreizer@fhs.upr.si](mailto:alenka.janko.spreizer@fhs.upr.si)

Nataša Rogelja

Research Centre of the Slovenian Academy of Sciences and Arts, Slovenian Migration Institute

[natasa.rogelja@zrc-sazu.si](mailto:natasa.rogelja@zrc-sazu.si)

11:50 – 12:00 Discussion

12:00 – 12:20 **(3) Building 'entrepreneurial self' in the contemporary market society in Albania**

Nataša Gregorič Bon

Institute of Anthropological and Spatial Studies

Research Centre of the Slovenian Academy of Sciences and Arts

[ngregoric@gmail.com](mailto:ngregoric@gmail.com)

12:20 – 12:30 Discussion

12:30 – 14:00 **Lunch break, organized lunch at the University's cantina**



## SESSION 2: MARKETIZATION & FOLKLORIZATION OF CULTURE

14:00 – 15:30 Moderator Danijela Birt

- 14:00-14:20 (4) A research of carnivals as cultural and tourist manifestations  
Katerina Petrovska-Kuzmanova  
Institute of folklore Marko Cepenkov at the University St. Kiril and Metodij  
in Skopje, Macedonia  
[kpkuzmanov@yahoo.com](mailto:kpkuzmanov@yahoo.com)
- 14:20 - 14:30 Discussion
- 14:30 - 14:50 (5) Life on the border. Changes in cross-border relations between the regions  
of Petrich, Bulgaria and Strumica, Macedonia  
Violeta Periklieva  
Institute of Ethnology and Folklore Studies with Ethnographic Museum,  
Bulgarian Academy of Sciences  
[violeta.periklieva@iefem.bas.bg](mailto:violeta.periklieva@iefem.bas.bg)
- 14:50 - 15:00 Discussion
- 15:00 - 15:30 Coffee Break

## SESSION 3: IDENTITY & MINORITY POLITICS, EUROPEAN INTEGRATION & POLICIES

15:30 – 18:00 Moderator Dunja Brozović Rončević

- 15:30 - 15:50 (6) National Implementation of Supranational Directives: EU Member  
Responses to Roma Integration  
Emilio Jacinto  
Department of Anthropology University of Nevada, Las Vegas  
[jacinto@unlv.nevada.edu](mailto:jacinto@unlv.nevada.edu)
- 15:50 - 16:00 Discussion
- 16:00 - 16:20 (7) 'Brexit' and London's Future as a Multicultural Global City  
John Eade  
University of Roehampton  
University of Toronto  
[j.eade@roehampton.ac.uk](mailto:j.eade@roehampton.ac.uk)
- 16:20 - 16:30 Discussion
- 16:30 - 16:50 (8) National propaganda and the enemy image in the contemporary Bosnian  
history textbooks  
Andrej Mentel  
Comenius University  
[andrej.mentel@fses.uniba.sk](mailto:andrej.mentel@fses.uniba.sk)
- 16:50 - 17:00 Discussion

END OF FIRST DAY

## SATURDAY JUNE 10<sup>TH</sup>, 2017

- 9:00 En route to Benkovac (meeting at 8:45 on New Campus, Franje Tuđmana 24i)  
10:00- 12:00 Benkovac fair  
12:00 - 15:00 Lunch break, organized lunch at local family farm

### SESSION 4: JUSTICE, MORALITY & VALUES IN THE POST-COMMUNIST ERA

15:00 - 16:30 Moderator Pierre Lienard

- 15:00 - 15:20 (9) The Impact of Social Ecology on Moral Reasoning and Intergroup Conflict  
Michael Moncrieff  
Department of Anthropology  
University of Nevada, Las Vegas  
[moncrie2@unlv.nevada.edu](mailto:moncrie2@unlv.nevada.edu)
- 15:20 - 15:30 Discussion
- 15:30 - 15:50 (10) Entrepreneurial mindset and temporality of expectations in Serbia: notions of care, trust and responsibility  
Maja Petrović-Šteger  
Associate Professor of Anthropology  
Institute of Anthropological and Spatial Studies, Ljubljana  
[majapetrovicsteger@gmail.com](mailto:majapetrovicsteger@gmail.com)
- 15:50 - 16:00 Discussion
- 16:00 - 16:20 (11) The 'economy of worth' reconsidered: questioning social hierarchies in post-socialist Slovenia  
Andreja Trdina  
University of Maribor  
[andreja.trdina@um.si](mailto:andreja.trdina@um.si)
- 16:20 - 16:30 Discussion

16:30 - 16:45 Coffee break

### SESSION 5: MARKET ECONOMY, ENTREPRENEURSHIP & IDENTITY NARRATIVES

16:45 - 18:15 Moderator Michael Moncrieff

- 16:45 - 17:05 (12) Croatia is doing much better today! An Analysis of Political Discourse on Economy  
Tea Škokić  
Institute of Ethnology and Folklore Research, Zagreb  
[tea@ief.hr](mailto:tea@ief.hr)  
SanjaPotkonjak  
Faculty of Humanities and Social Sciences, Department of Ethnology and Cultural Anthropology, Zagreb  
[spotkonj@ffzg.hr](mailto:spotkonj@ffzg.hr)
- 17:05 - 17:15 Discussion
- 17:15 - 17:35 (13) The Green and (self-)Enterprising Vision in Slovenia  
Miha Kozorog  
University of Ljubljana, Faculty of Arts, Dept. of Ethnology and Cultural Anthropology  
[miha.kozorog@ff.uni-lj.si](mailto:miha.kozorog@ff.uni-lj.si)

- 17:35 - 17:45 Discussion
- 17:45-18:05 **(14) Transforming Society and Transforming the Self: Entrepreneurial Culture and New Economies in Slovenia**  
Nina Vodopivec,  
Institute for Contemporary History, Ljubljana, Slovenia  
[nina.vodopivec@inz.si](mailto:nina.vodopivec@inz.si)
- 18:05 - 18:15 Discussion
- 18:15 - 18:35 **(15) Comparison of dominant political affiliations of various larger ethnic minority groups in Europe**  
Marko Vidučić  
Center for Research in Social Sciences and Humanities, Elementary school Vis  
[markovidu@gmail.com](mailto:markovidu@gmail.com)

### END OF SECOND DAY – RETURN TO ZADAR

20:00 Social evening



### SESSION 1: ECONOMIC TRANSITION & NOVEL MARKET REALITIES

#### **(1) The silver town that lost its shine: Metal industry in Srebrenica in the process of economic transition**

Markéta Slavková  
Comenius University in Bratislava (Slovakia), Charles University (Czech Republic)  
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During the SFRJ since the 1970s the municipality of Srebrenica (contemporary BiH) had undergone an intense industrial development based on the locally available resources, in which metal industry had played an important role. Already in the classic antiquity the area was famous for its mineral resources, namely silver and lead. Many other non-ferrous metals are to be found in the surroundings of the town. The development of the metal industry was linked to two major mines: Rudnik Sase (namely zinc and lead) and Rudnik Boksita (bauxite). The ore was back then processed prevalently within the locality, which led to an establishment of various factories such as 11. Mart, Fabrika zapocinčavanje, Fabrika Akumulatora, Ferosi.a. Majority of these factories were located in the industrial zone Potočari and including the two mines they employed thousands of local inhabitants.

These prosperous industrial endeavors came to an end at the beginning of the 1990s. The industry collapsed and the mines and factories were severely damaged during the war that broke out in the region along with the disintegration of the SFRJ. After the war there have been attempts to revitalize the metal industry, however within the economic model of neoliberal markets. Majority of the existing enterprises were privatized and also the technologies of manufacture changed. At present, the number of employees is in comparison to the previous regime quite small and the incomes are unable to satisfy the needs of the local population. The

aim of this paper is to discuss the economic transition from socialism to the economic model of neoliberal markets while focusing on the impacts of these macrostructural changes on the everyday lives of workers in the metal industry.

## **(2) Transformation of fisheries in NE Adriatic**

Alenka Janko Spreizer

University of Primorska, Faculty of Humanities, Institute for intercultural studies

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Nataša Rogelja

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In the proposed paper we intend to discuss the transformation of fisheries in Slovenia, following several periods important for our debate: the socialist period (mostly the industrialization of fisheries after the 1950s); the period after the breakup of SFRY (the transitional period after 1991); and the EU period (after 2004). Within socialist Yugoslavia, industrial fishing was not presented as an environmental threat but was embedded within the positive image of industrial development. Fishermen working in the industrial sector were therefore not seen as the ones contributing to the degradation of maritime environment but as workers, as much appreciated social actors, contributing to the state prosperity and development. Fishing factories in Izola held a special place in this story as they covered canning and fishing industry and supplied Yugoslav national army with Delamaris fish cans. Following the year 1991 Slovenia lost the Yugoslav market and Delamaris company lost its fishing territories. After the 2004 the introduction of The Common Fisheries Policy, new possibilities with EU Fishery Funds as well as the “sustainable development mantra” were introduced as an all-embracing frames of reference while fishermen had to adapt to the newly launched politics, possibilities and limitations.

In this new situation Slovene fisheries adapted; some fishermen focused on mariculture, namely on the sustainable food production of the sea bass and shells, some left fishing while others got involved in tourism, organizing fish picnics, panoramic excursions and fishing holidays. Some local actors started to promote fisheries museums and museum of canning industry but fishermen themselves did not show interest in these activities. Building on the historical framework of the presented area the paper builds mostly on the ethnographically informed knowledge about adaptive actions and strategies of human agents, communities and states that are indeed innovative, creative, complex and locally specific.

## **(3) Building 'entrepreneurial self' in the contemporary market society in Albania**

Nataša Gregorič Bon

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This paper focuses on the so called 'entrepreneurial self' and examines how the latter is put into practice in the newly oriented market society in Albania. Albania is a country where due to the strict communist regime that blocked any kind of private business for almost half a century, market economy appeared relatively late, only after the fall of the regime in the 1990s. The meaning of private business and other modes of entrepreneurship thus started almost from scratch, and compared to other post-socialist countries in Europe this phenomenon has



calibrated somewhat different meanings. In the wake of international governmental and nongovernmental institutions that burst onto the Albanian (free-)market scene, small private firms and domestic NGOs owned by the Albanian residents also gradually appeared after the year 2000. Whereas due to mafia relations some of these firms have flourished into big and corrupt enterprises, other smaller companies have collapsed due to the growing role of bigger international players. Given the pervasive political and economic crisis that followed after the fall of the regime and the ensuing migrations, the country's economy has been mainly dependant on remittances since. Between 2004 and 2005, for example, these have generated about 14 % of Albanian GDP. Nowadays, with the rising 'neoliberal' market economy the number of private entrepreneurs is gradually growing. In line with global trends of neoliberalism and as an answer to recent economic and fiscal crisis in Europe that has fuelled a feeling of uncertainty, the new mode of socially oriented entrepreneurship appeared also in Albania. Due to the lack of legal regulations, this social entrepreneurship operates more by the principles of private firms that foreground financial profit rather than contribute to social well-being. By unveiling the structures of entrepreneurial strategies in the contemporary market economy this paper critically explores the kind of 'skills, qualities, assets and relationships' that shape the social entrepreneurs in Albania today.

## SESSION 2: MARKETIZATION & FOLKLORIZATION OF CULTURE

### (4) A research of carnivals as cultural and tourist manifestations

Katerina Petrovska-Kuzmanova

Institute of folklore Marko Cepenkov at the University St. Kiril and Metodij in Skopje, Macedonia  
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The paper analyzes the traditional and contemporary aspects of carnivals in the Macedonia. It is clear that the carnivals are a changeable folklore phenomenon, because they are based on magic - cultural performance, impacted by socio-economic and personal factors. These changes and variations are not a pointer of their extinction, deformation or degradation but that the tradition lives and has its place and importance in the community. Actualization of the traditional rituals is often expressed in the travesty of the ritual, by using substitutes for its most important, verbal and ritual elements. In Macedonia, this can be seen in the Vevcani, Strumica and Prilep carnivals. For them, the parallel existence of tradition and contemporarity is characteristic. Today the participants of these events often are not aware of the former ritual function of their actions. They are not interested in fertility, encouraging new vegetation, or protection from evil forces. They simply repeat the actions of their ancestors, reflecting the pleasures that are permitted and even laid down by tradition. The transformation that happens in these rituals leads to their further change, towards creating certain tourist and cultural manifestations, through which the region or place they take place in is promoted. The interaction between the audience and the performers, through this communication comes into play catharsic cleaning everything bad from last year, which particularly comes into play in the process of their transformation over time.

## **(5) Life on the border. Changes in cross-border relations between the regions of Petrich, Bulgaria and Strumica, Macedonia**

Violeta Periklieva

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The final setting in 1944 of the state border between the regions of Petrich in Southwest Bulgaria and Strumica in Southeast Macedonia lead to changes in the interrelations and forms of contact between the population on both sides of the Bulgarian-Macedonian border. These changes could be interpreted in the light of pragmatism as a strategy of adapting to the border. Although the setting of the border and the different restrictive regimes are experienced as traumatic, the population of the two bordering regions is adapting to the new realities adopting a pragmatic (business, market, trade) approach to the state border and the cross-border interrelations and forms of contact. This pragmatism does not necessary mean complete obliteration of cultural exchange. It just enters in the frameworks of the market and business relations. Pragmatism does not emerge on its own but it's historically determined; it is based on and at the same time is part of the traditional forms of contact between the population on both sides of the border. At the same time, although, on the one hand, it pushed into the background the rest of the traditional forms of contact (family, kin, cultural, religious etc.), on the other hand, it is precisely pragmatism that becomes a basis for their survival and a trigger for their revival.

### **SESSION 3: IDENTITY & MINORITY POLITICS, EUROPEAN INTEGRATION & POLICIES**

## **(6) National Implementation of Supranational Directives: EU Member Responses to Roma Integration**

Emilio Jacinto

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The European Roma populations have experienced a long history of poverty, social exclusion, and sustained persecution. Recent integration efforts by European Union member states with sizeable Roma populations have had mixed results (European Commission, 2014). In 2011, the EU council adopted the National Framework for Roma Integration Strategies (NRIS), a platform, prepared by European Civil Society umbrella organizations in conjunction with the European Commission, to coordinate the development of Roma inclusion policies (European Commission, 2016). The NRIS includes horizontal EU council measures and directives, as well as country-specific policy recommendations. Horizontal measures cover broad, yet pervasive issues such as discrimination and education, with some member states incorporating specific legislation reforms that target problems like equal access to education and segregation prohibition. Despite potential sanctions, including the threat of litigation proceedings by the Commission for directive infringement (e.g. France c. 2010), not all member states have complied with incorporating recommended measures (e.g. education completion), or followed directives (e.g. freedom of movement, equal treatment of ethnic minorities), in their national policy. The presentation looks into how new EU member countries, with distinct pre-European institutional dispositions, have either proceeded to incorporate Roma-specific policy recommendations, engaged in dilatory measures to skirt implementation, or have entirely neglected to take any actions. Common

institutional variables that may explain why certain EU member states are either pro-active or resistant to implementing Roma integration policies are identified.

### **(7) 'Brexit' and London's Future as a Multicultural Global City**

John Eade  
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University of Toronto  
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The shock result of the referendum held in Britain during autumn 2016 has manifold consequences for the country and the European Union, more generally. The vote to remain within the EU was strongest in London and the surrounding 'Home Counties' as well as in other English metropolitan areas and in Scotland. Here I want to focus on the possible consequences for London's dominant position as a global city. The metropolis is facing a number of economic, political and social challenges, such as the disappearance of jobs in the dominant finance and business sector and in high tech industries as companies relocate staff to Paris, Frankfurt and Amsterdam, skilled young EU citizens move back to Continental Europe and those wanting to try their luck in London are put off by immigration restrictions and citizenship tests. I will contextualise these challenges by describing different locales across London and how they have been transformed by London's ties with both the EU and more globally.

### **(8) National propaganda and the enemy image in the contemporary Bosnian history textbooks**

Andrej Mentel  
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After the establishing of the state of Bosnia and Hercegovina, the elementary schools run according to three ethnically based curricula. In the Federation Bosnia and Hercegovina, the schooling is regulated by the Bosniak (Muslim) and Croat curricula, whereas in the Republic of Srpska, there stands the separate Serbian curriculum. Normatively, the depoliticization of the history teaching is mentioned as one of the basic principles of the educational reform. However, even in the modern textbooks published during last five years, the depiction of the basic historical events, characters and processes varies according to the national curriculum. This study provides the analysis of the 8<sup>th</sup> and 9<sup>th</sup>-grade history textbooks for all three national curricula (i. e. Bosniak, Croat and Serbian) in Bosnia and Hercegovina. The main focus lies on the historical narratives concerning the Tanzimat reforms of the Ottoman Empire, the Kallay's regime, World War II and the break-up of Yugoslavia in the 1990s. The analysis shows the different narrative strategies used to recount the historical processes and to describe the roles of the different ethnic groups. The influence of this kind of historical narratives on the establishing of the ethnic stereotypes based on the enemy images is discussed.

**(9) The Impact of Social Ecology on Moral Reasoning and Intergroup Conflict**

Michael Moncrieff  
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 University of Nevada, Las Vegas  
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The recruitment of ordinary individuals to participate in extreme aggressive actions characterizes a great many cases of violent social strife. In such conflicts, affiliations to strongly marked social groups (e.g., ethnic, political or racial) often end up trumping preexisting peaceful social accommodations. Most outside observers would readily morally condemn the behavior of perpetrators. Yet, many perpetrators typically downplay their appalling behavior with what seems to be great ease, and consider their actions morally justified given the prevailing threats that they were facing.

The research examines how particular social ecologies – the patterns of social interactions associated with specific economic and political organizations – affect moral reasoning and tamper with judgments of permissible harm. Specifically, how social ecology drives the drastic changes in what social agents consider morally acceptable or compulsory. In times of mounting opposition between social factions, when strong coalitional affiliations bias moral judgment, individuals are more likely to judge and to condemn harshly any perceived misdeed or inappropriate behavior of opposing coalition members, while being vastly more liberal for their own coalition associates' wrong behaviors against opponents. In such instances, the best actions that reduce the risk of another coalition are typically zero-sum. Fieldwork conducted in the Republic of Croatia that tests the proposed model of the the impact of specific social ecologies on moral judgments will be presented.

**(10) Entrepreneurial mindset and temporality of expectations in Serbia: notions of care, trust and responsibility**

Maja Petrović-Šteger  
 Associate Professor of Anthropology  
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How do people living in precarious times view their future? How do they imagine, invoke and plan their next steps? How the future is viewed, planned and managed in particular by social entrepreneurs?

The paper offers an anthropological perspective on how an entrepreneurial mindset in Serbia, even an entrepreneurial personality, can thrive in situations of economic upheaval. Most particularly it analyses various social and organizational strategies and politics of time management of social entrepreneurs – a range of people who actively and innovatively respond to the notion that the time they live in requires an immediate, real and pragmatic restructuring of people's political, social and economic ways of living. With a specific interest in the narratives underwriting the temporality of expectation, the paper will seek to comprehend how/whether such social entrepreneurial initiatives can shape new forms of socialities and subjectivities. This

also means exploring how my respondents use (and abuse) metaphors of past and future in squaring up to various issues, such as historical injustice, economic violence and political order. The intention is to address both subjects' feelings of uncertainty over where they stand, and their concern to plan and command their future in given ways. The paper thus reflects on the mechanisms and culture of planning, deferral and self-denial, doubt, failure and success in contemporary Serbia.

### **(11) The 'economy of worth' reconsidered: questioning social hierarchies in post-socialist Slovenia**

Andreja Trdina  
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This contribution provides a critical exploration of discourses on social justice and distribution of social rewards in Slovenia. Many studies of post-socialist countries have observed changes in value orientation and recognised clear value dissonance between an 'egalitarian syndrome' (Županov 2011) and new values of market individualism and meritocratic principles. This contribution argues that, however valuable these accounts may be, they give a false impression that in a post-socialist context there is a clear confrontation between two opposite, easily separable, antagonistic value systems engaged in a struggle for predominance: egalitarianism and meritocracy. To challenge that notion the paper draws on an ethnographic study and treats egalitarianism and meritocracy as being contested again and again through everyday interactions, indicating how it often makes little sense to oppose the two rationalities/moralities as if they were objectively delineable in practice or straightforwardly addressed through a dichotomy. By focusing on situated moments of interpretation of social distribution of rewards and judgments of people in everyday life, the paper demonstrates that in everyday micro situations the heritage of radical egalitarianism coexists with the discourse of meritocratic worth as a narrative ambivalence of disjunctive times and meanings (Bhabha 1994). These discourses do not seem to be merely a flexible set of alternatives depending upon context, rather it seems that in everyday talk each emerges as both a displacement of and a means for reinterpreting the other. The paper demonstrates that the enactments of Schadenfreude (the delight deriving from the misfortune of others) in particular, considered as concretisations of discourses of social justice and social mobility, outline a paradox of what in reality are coexisting and conflicting normative aspirations for equality on one side and for the renunciation of equality on the other. In practice Schadenfreude indicates a complex mediation of discourses of worth, as it glorifies and simultaneously despises the unequal distribution of rewards and resources in society. The paper then, more generally, reflects on transformations of the discourses informing social differentiation in post-socialist Slovenia, pointing to the ambivalence and interpenetration of apparently inconsistent discourses.



**(12) Croatia is doing much better today! An Analysis of Political Discourse on Economy**

Tea Škokić

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SanjaPotkonjak

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This paper discusses the 2015 presidential campaign speeches and postelection public statements of major political actors in Croatia (political leaders and government representatives). Using critical discourse analysis, we are trying to dissect key discursive topoi related to the (effects of) economic problems and the vision for economic development. We are focused on three interrelated aspects that govern these discursive practices. The first aspect relates to economic globalization which we understood as an "intensification of economic exchange and competition by means of the worldwide spread of markets for goods, services, capital and labor", but also "as a social construction with political consequences" (Vobruba 2004:262). We are particularly concerned with the way the concept of global economy is conceptualized in Croatian political discourse, and the way it relates to the questions of fairness, social justice and welfare. The second aspect expands on John Rifkin's (2005) hypothesis on the "end of work in the technological era". It aims at mapping connections between EU economic policies and the debates over the "European Pillar of Social Rights". In other words, we are interested in how Croatian political discourse adopts and builds on the guiding principles of EU, such as the free movement of goods, information and people, as well as how it is reconciled with the contemporary initiatives that aim at re-strengthening the welfare state. Finally, this paper discusses how the political discourse on economy relates to, comments on and addresses the issues of mass work migration from Croatia.

The three aspects of Croatian political discourse on economy are juxtaposed here in order to portray Croatian political landscape that shifted from euphoric promises of better future delivered during the 2015 presidential campaign to the most recent statement by Croatian President Kolinda Grabar-Kitarović that *Croatia is doing much better today*.

**(13) The Green and (self-)Enterprising Vision in Slovenia**

Miha Kozorog

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This paper is based on ethnographic collaboration with a single young 'activist', 'entrepreneur', and 'lobbyist', as he interchangeably calls himself (and the semiotic part of self-defining is analytically important), who is involved in a plethora of activities connected to outdoor recreation. This person's self-understanding and career will be examined in order to build two statements: the first reflecting a broader national context in which he acts, the second reflecting the practices that young people engage in order to fashion themselves to respond to relevant broader contexts.

Firstly, as concerns Slovenian contemporary reality, the paper will pay attention to the role given to its 'naturalness' and 'greenness'. Namely, an idea about competitive advantage of Slovenian 'natural' environment is being cultivated, which on the one hand concerns the wellbeing of its inhabitants (or visitors), and on the other Slovenia's positioning in international markets (especially tourism markets).

Secondly, as concerns young entrepreneurs and their self-understanding, two lines of argumentation will be employed: on the one hand the theory of flexible (neoliberal) subjectivity, which is today recognized worldwide; on the other hand this subjectivity will be examined as nationally specific, corresponding to unique historical, social, cultural, geopolitical, 'natural' etc. contexts. In this latter line of argumentation, the paper will also rely on the collective ethnographic research on self-understanding of young entrepreneurs in Slovenia, which the author accomplished together with his students.

#### **(14) Transforming Society and Transforming the Self: Entrepreneurial Culture and New Economies in Slovenia**

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A financial crisis in Slovenia has deepened the neoliberal governance with an imperative to transform oneself into a self-responsible and an entrepreneurial self. With the recent reconfigurations of the labour market (and a social care system), intensification and flexibilization of work, the state promoted a self-employability model; besides free lancing this implied treating oneself as a business that is capable of constant transformation. New schools and training programs were designed (often as public private partnerships) to teach how to sell and market one's skills and competencies (the commodification of the self, Bonnie Urciuoli 2008, Illana Gershon 2011). A transformed social normativity and changed policies are focused on a cognitive ideological restructuring, on mechanisms that regulate social behaviour and expectations, which are justified by entrepreneurial rationality: individuals should become self-managed entrepreneurs, responsible for their own existence and inclusion in the labour market (Nikolas Rose 1998). A problem is in the public presented through a market-state dichotomy, with calls for regulation and deregulation, and through developing entrepreneurial competencies, new attitudes towards the society and the self. Yet, such an understanding should not be treated as one-dimensional, static and ahistorical.

Beside the entrepreneurial logics which calls for a restructured, innovative and flexible self, on the one hand, a social climate is shaped by the meta narrative of endings (of the social state) and losses (of work and social rights, etc), and on the other hand, a rise of diversified initiatives based on a vision of difference in forms of work, social and life practices, and imaginations, enabling hope and optimism. These new economies can reproduce yet also challenge hegemonic economic models that determine the ways we perceive and explore not only economic activities but also broader social processes. Deriving from anthropological literature and ethnographic field research, the article explores labour market transformations and distinct initiatives brought up by this change: the recent booming trend of the startups, co-working spaces, creative hubs, rise of social entrepreneurs, and some others self-organized forms based on sharing and solidarity economy.

## **(15) Comparison of dominant political affiliations of various larger ethnic minority groups in Europe**

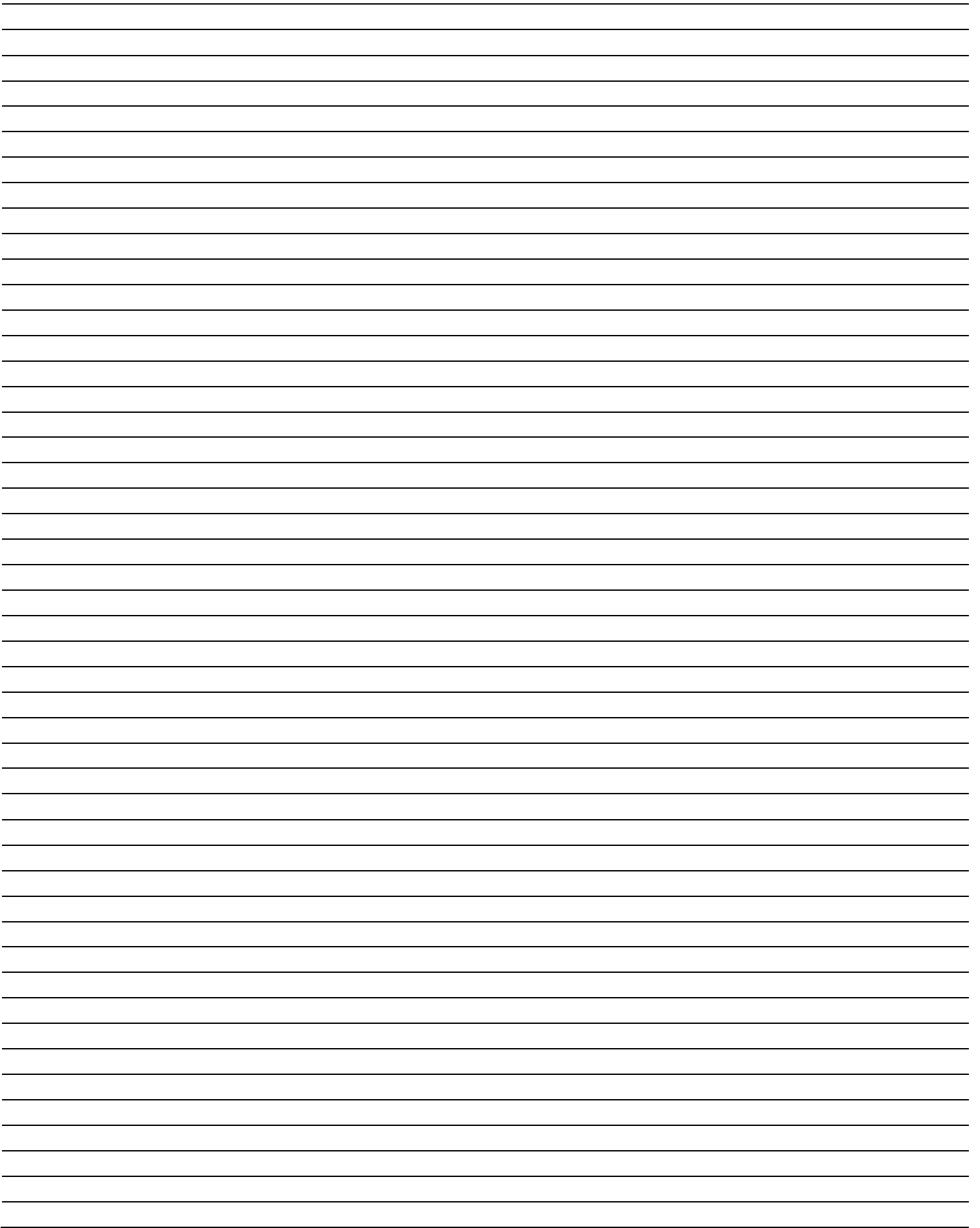
Marko Vidučić

Center for Research in Social Sciences and Humanities, Elementary school Vis

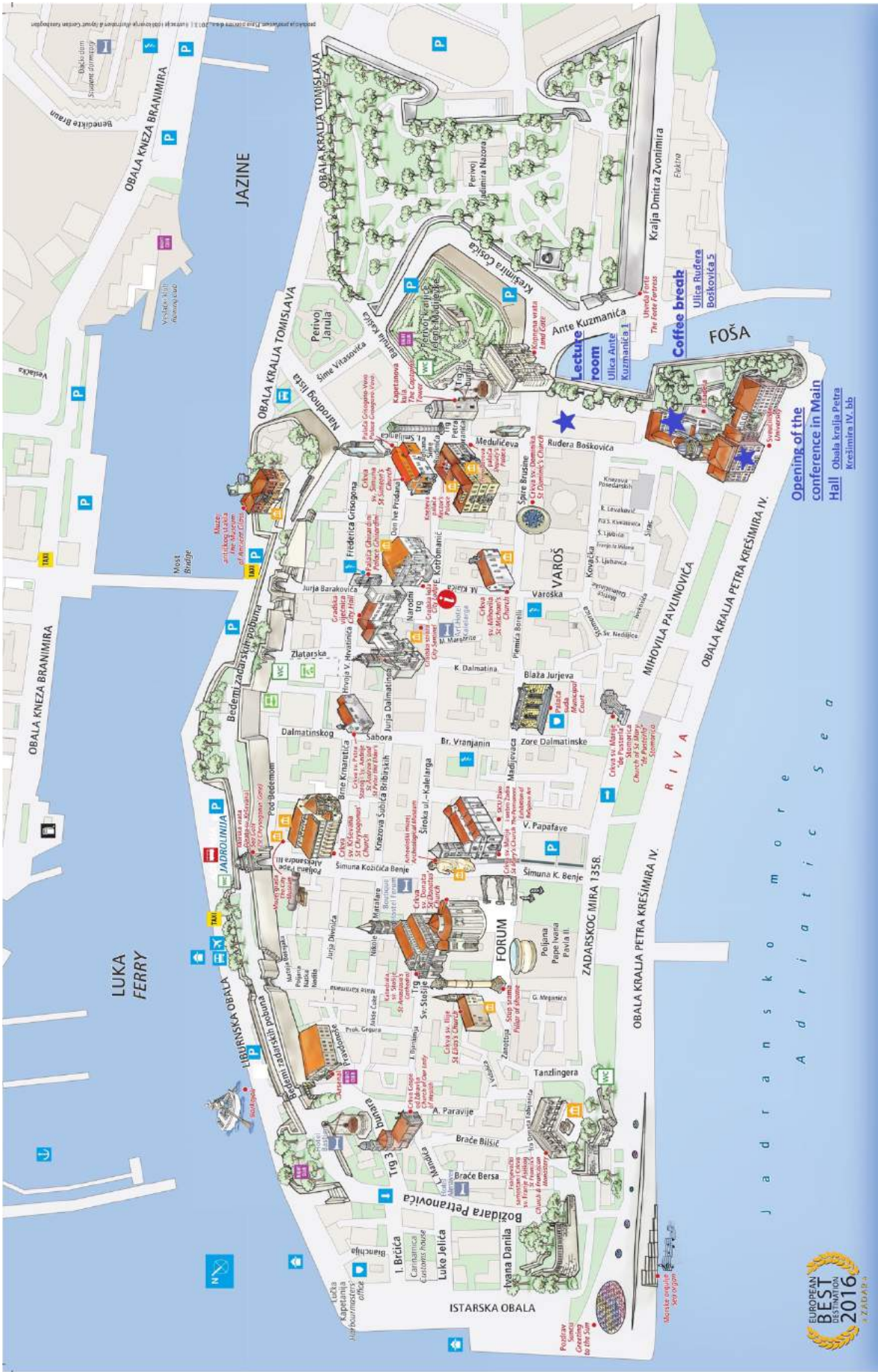
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The goal of this research is to give an analysis of political affiliations of several various selected larger ethnic minority groups by using comparison. In the paper, the author will try to point out differences and similarities in political affiliations of several of aforementioned groups such as the Basque people in Spain, Corsican people in France, Hungarian people in Slovakia, Romania and Serbia etc. The main source for this research will be the official results of recent and previous elections. Among other things, a comparison of the international and European affiliations of most successful minority-related political parties will be made. Since political affiliations usually cover a wide number of society and economy related viewpoints it is in author opinion important to stress out which kind of political representation of minorities (struggling often to either preserve their heritage or even separate from the country they are a part of) is dominant in globalized capitalist world.









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Opening of the conference in Main Hall

Obala Kralja Petra Krešimira IV. bb