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Cultivation Analysis of the Functioning of Media in Society and Media Texts on Media Education Classes in the Student Audience

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Abstract

Cultivation Analysis is the analysis of media content with support for research and study socio-cultural context of the media. Hence the cultivation analysis can be represented as a) technology techniques to create conditions in order to make it easier to identify the audience (consciously or unconsciously) their views, expectations and values; b) a study of "deep interview" on demographic and psychological motives for choosing a particular respondent; c) the study of periodic surveys of media audiences. Cultivation analysis of media texts associated with the socio-cultural theory of media (Social and Cultural Approach), the theoretical framework which is based on two components - culture and sociology.

This article presented the main directions for Cultivation Analysis on media literacy education classes for student audience, including the examples of creative problems and issues associated with this type of the analysis in the context of media literacy education problems, ie based on six key concepts of media literacy education: agency, category, language, technology, audience, representation. The author supposes that the Cultivation Analysis of media texts on media literacy education classes can significantly develop media competence of students, including critical thinking.

Keywords: cultivation analysis, media, media texts, media education, media literacy, media competence, students.

Introduction

Cultivation Analysis is the analysis of media content with support for research and study socio-cultural context of the media. Hence the cultivation analysis can be represented as a) technology techniques to create conditions in order to make it easier to identify the audience (consciously or unconsciously) their views, expectations and values; b) a study of "deep interview" on demographic and psychological motives for choosing a particular respondent; c) the study of periodic surveys of media audiences.

Cultivation analysis of media texts associated with the socio-cultural theory of media (Social and Cultural Approach), the theoretical framework which is based on two components - culture (the need for education as a result of the development of media culture) and sociological (as a result of awareness of the importance of pedagogy in the social role of the media).

The main provisions of the sociocultural theory of media (for A.V. Sharikov) can be represented as follows: 1) the development of the media naturally leads to the need for the emergence special vocational training in each new field related to the appearance of new media; 2) the professionals, teachers of special media lessons need to educate the wider community language media; 3) This tendency is reinforced by the fact that the public is aware of increasingly strong influence of media on their lives, giving rise to understanding the role of social media and, as a consequence, urges media educators in further development of media education process.

It should be noted that a genuine interest in the concept of audience in media education appeared only in the middle of the XX century. Before many supporters of protectionist injection

(inoculatory approach) of media literacy education, in general, thought that the media has a direct impact on the behavior and attitudes supposedly homogeneous audience, and other media educators rashly believed that the problems audience are the problems of sociology and psychology, but not a topic for training sessions on media material.

Audience, even the same age, differentiated interest and level of preparedness for any activity. Here play the role of factors such as heredity, macro / micro environment, previous experience of education and training. Therefore, the perception and the critical analysis of the same media text for students of the same study group as homogeneous. In addition, practical experience shows that in many cases, the audience tends to conform perception and evaluation of media texts. Hence the process of perception of the same media text alone, in the company of their peers, with their parents in the educational institution with a teacher may cause different reactions in the same students. That is why the technique works with the key concept of "audience" under cultivation analysis assumes it to start the lessons with a discussion of such situations. Recommended as collective discussion about students' media works - amateur photos, videos, posters, newspapers, etc.

Progress in mastering the material associated with the concept of "audience", will appear when the students will gain the ability to discuss the range and diversity of audience reactions, as well as related issues of taste, compliance, laws and codes of practice, censorship and legal issues. All this can be investigated by means of practical and critical work. At a more advanced level, students can study the theory on the effects of media on the audience, as well as how the audience accepts or rejects discusses everything that spread media agency. The study of audience helps students to carefully consider the assumptions about the impact of the media, which is usually characteristic of the public debate. Studying the experience of their own perceptions and create other texts, they must acquire the ability to be more confident to explore and develop their own values and attitudes [BFI, 1995, c.41].

For cultivation analysis of media texts is also important to examine crucial concept of *representation*. Cultural Studies Approach in media literacy education suggests that different media texts correspond to reality, but they are not a mirror image of it, and create their own version of virtual reality. A study of the concept of *representation* is in close connection with such concepts as *agency*, *audience*, *media language*, *category* and *technology*, as at every level production solutions *agency* must be selected to include or exclude material in connection with the *category* and *technology*. Each of these aspects affect the representation of a media text.

Stand out from the process of this scheme relations media text, reality and its representation in the media studies, students analyze the following questions: *What is decided by the Agency in connection with the ratio of the real world and the media text?*, *Which opinion comes the audience about the relationship of the real world and media texts?*

Thus, the problem of the representation of reality are considered by the *agency* and its interpretation by the *audience*.

Materials and methods

Of particular interest is a group of methods aimed at the development of creative and critical thinking of the audience in the process of cultivation analysis of media texts. For example, workshops on creating media texts (drawing on the concept of *agency*, *category*, *language*, *technology*, *audience*, *representation*), problem analysis of media content (relying on the concept of *category*, *language*, *technology*), the study of problematic situations related to production (*agency* et al.), distribution and perception (*audience*, *representation*), modeling a situation or process (*agency*, *technology*, *audience* et al.) using, for example, a role-playing game and so forth [BFI, 1990; Zaznobina, 1999; Fedorov, 2004, pp.43-51; Siberblatt, 2001; 2014; Potter, 2014].

Literary-cycle simulation creative tasks that contribute to the cultivation analysis in the classroom at the student audience:

Media agencies:

- to compose a text "depth interviews" (assuming that these interviews are necessary media agencies to make their products more competitive in the market) on demographic and psychological reasons for selecting a particular respondent media.

Media / media text categories:

- to compose a list and description of the possible methods of creating the conditions to make it easier to identify the audience (consciously or unconsciously) their views, expectations and values with respect to different types of media and genres.

Media technologies:

- to compose a list and description of the possible methods of creating the conditions to make it easier to identify the audience (consciously or unconsciously) their views, expectations and values on the various media technologies.

Media languages:

- to compose the interview aimed at figuring out how the audience perceives a certain age, especially the use of language in the media texts of different types and genres.

Media representations:

- to compose a plan of sociological study aimed at finding out how the audience perceives a certain age, analyzes various media representation.

Media audiences:

- to compose a monologues ("letters" in the editorial offices of newspapers and magazines, on television, in the Ministry of Culture, etc.) with various representatives of the audience age, social, professional, educational, and other data at different levels of media insight (*primary identification, secondary identification, complex identification*, according to the orientation on entertainment, recreational, compensatory, and other functions of media culture, etc.).

Cycle theatrical role games that contribute to the cultivation analysis of media texts:

Media agencies:

- role game on the search of sponsors for media project;

- role game on the advertising campaign of media texts.

Media / media text categories:

- role game on an oral interview with the different types of audiences about media texts of different types and genres.

Media technologies:

- role game on oral interviews with different visual technologies.

Media languages:

- role game on oral interview about the features of the media language with representatives of the different types of audiences.

Media representations:

- role game on sociological research aimed at finding out how the audience perceives a certain age, analyzes various media representation;

- role game on "international meeting of media critics" is that condemn various aspects related to the cultivation of media texts, etc.

Media audiences:

- role game on monologues and dialogues with representatives of the audience different age, social, professional, educational, and other data at different levels of media insight (*primary identification, secondary identification, complex identification*, according to the orientation on entertainment, recreational, compensatory, and other functions of media culture, etc.);

- role game on the subject of objective and subjective conditions of media insight, etc.

- role game on the various options for installing the perception.

Carrying out these activities based on the role games, theatrical sketches related to the same concepts and issues, and that at the stage of literary and simulation exercises. Both phases are mutually complementary, develop different sides of the audiences' media competence.

Playing theatrical sketches on the theme of different installation options, students can simulate their perception with noisy behavior, stressful situations, received before contact with the media texts (a big win in the lottery, expulsion from school, etc.), dialogues, debates several representatives of different types of perception.

In general, the whole complex of this kind of training prepares the audience for the next stage - the cultivation analysis of media texts.

Cycle of literary and analytical creative tasks that contribute cultivation analysis in the classroom at the student audience:

Media agencies:

- to study of a situation related to the closure or prohibition of a source media (newspaper, magazine, transfer, film), a political media campaign for / against this or that politician.

Media / media text categories:

- to analyze a results of the oral interviews of media texts of different types and genres with the different types of audiences.

Media technologies:

- to analyze a results of oral interviews of different technologies to create media texts with various types of audiences.

Media languages:

- to analyze a results of the oral interviews about the features of the media language with representatives of the different types of audiences.

Media representations:

- to analyze a particular episode of a media text, including the rationale for actions and words of characters, pictorial series, etc.

Media audiences:

- to analyze a periodic surveys of media audiences, conducted by various sociologists;
- to compose a profile for a sociological survey on the topic of media, media texts for audiences of a certain age. Justify the choice and sequence of questions of the questionnaire. Conduct surveys, processing the results and draw conclusions;

- describe of a main features of the best (worst) perception of a particular media text;

- describe of a best (worst) objective (environment while watching, etc.) and subjective (mood, individual physiological data, etc.) conditions for media reception;

- on a specific example of a media text to try to discover the essence of the mechanism of "emotional pendulum" (alternation of episodes that cause positive (happy) and negative (shock, sad) emotions of the audience, that is, relying on psycho-physiological side of perception);

- by list of the most popular media texts to try to explain the reasons for their success (reliance on myth, folklore, entertainment genre, the system of "emotional swings," the presence of entertainment, recreational, compensatory, and other functions, a happy ending, the author's intuition, and so on);

- by advertising abstract (rollers) to predict success with audiences of new media texts;

- comparison of several points of view (eg, professional journalists, art historians) about the events reflected in the messages and of the media texts;

- to rank of a media texts for its social significance.

Naturally, all the above work collectively discussed are compared.

As a worst case of the installation for media reception audience can note the complete absence of preliminary information, or, conversely too detailed introductory teacher's speech, etc.

Among the best facilities on the perception may be called tactful, short time (up to ten minutes) information about the creative way the authors of media texts, its genre, on the creation of a particular product, without prior analysis of its advantages and disadvantages.

Speaking about the conditions of media insight, students can apply to their own spectator experience, noting how much disturbed perception of unethical behavior when part of the audience in the cinema, Internet cafe (loud noises, noise, rowdy antics, etc.), with a gloomy, depressed spectator, etc.

A creative tasks aimed at changing the various components of the media text have an important role in shaping the skills of perception and subsequent analysis of media texts. Students discuss about the various options for the names of media texts, making sure at the same time as significantly changed the perception of the same stories, solved in a particular genre. Changing in media texts time and place of the action, a genre, composition, students can show their creativity, imagination.

The purpose of the creative task, designed for students disclosure essence of the mechanism of so-called "emotional pendulum" (alternating episodes, causing positive and negative emotions of the audience): to convince the audience that the emotional impact is natural for a media text, as well as for works of art, using psycho-physiological level of influence on audience, based on an appeal to the feelings of the person. Any art affects for the reader, viewer or listener is not only intellectually, but also emotionally. It is important that students understand that the so-called

"strong impression", sometimes they receive, for example, from the works of mass (popular) culture, depends not on the high artistic quality, but also on sensual area.

As a result, students develop cognitive interests, fantasy, imagination, associative, creative, critical, individual thinking, media competence.

The cycle of creative activities designed to develop skills in the audience cultivation analysis of media texts in the process of collective discussions, debates held in the form of heuristic: the audience is invited to several false and true judgments concerning the role of media in society and specific media texts, which greatly facilitates the students to analytical problems.

So the audience offered:

- true and false interpretations of the meaning of a particular episode of a media text;
- true and incorrect versions of the author's conception, reveals in a particular media text, etc.

Performing creative tasks relating to the cultivation analysis, student Oksana L. (in her plan of sociological research media preferences of students 10-12 years) suggested use of surveillance techniques, testing, interviews. Questions that can be asked students during sociological research, according to Oksana L., are as follows: *How often do you watch TV? What TV shows, movies do you like more? What movie / cartoon character do you like? Arises whether you have the desire to imitate them in your life? If so, how it acts?*

In terms of sociological research student Julia S. was scheduled to figuring out how much time students spent on contacts with the media (in the month, week, day), identifying the motivation of such contacts, levels of perception, analysis of media texts. Julia S. also considered it important to find out whether students imitate media characters (and how exactly?).

Performing a creative task, the student Alex C. developed questions for the interview (for the audience 30-50 years) on the subject of the analysis of a popular television talk show (*How do you feel about the transfer, leading to her (demeanor, appearance)? What are the themes you might to propose for discussion in the framework of the TV? What kind of people you would like to see the members of this TV show? Why these people? What would you like to change in this program?*).

Questions aimed at developing skills in the audience cultivation analysis of media texts [Silverblatt, 2001, pp.42-43; 2014; Buckingham, 2003, pp.54-60; Fedorov, 2004, pp.43-51; Fedorov, 2006, pp.175-228; Potter, 2014]:

Media agencies:

Who is responsible for creating media texts?

Who is the owner of the companies that produce, buy and sell media / media texts? As a media agency makes a profit?

What are the socio-cultural characteristics of various agencies?

How these characteristics affect the content and prospects of production of media texts?

What is the path of the media text - from the author's intention to the audience?

The agency determines the audience for a media text? Which can be considered as the target audience? Whether the agency "create" your audience?

Who and why advertising has created this media text?

As agencies sell similar media products in a competitive environment?

What is the purpose of creation and distribution of media texts?

Which of the functions of media culture is dominant in a particular media text?

Does media agency you to think or behave in a specific way as a result of information?

Who regulates the production and distribution of media texts? Are there laws governing this, and how effective are they?

Media / media text categories:

What are the distinctive characteristics of the media?

To what extent does the media affect the choice of: a) a communication strategy? b) communication style? c) the maintenance of communication?

What is the difference between the game (fictional) and documentary media texts?

Is there any other ways of classifying media texts, except genre? If so, what?

Media technologies:

Can technologies used in media texts, affect its successful promotion of the consumer market?

Media languages:

As media use different forms of language to convey ideas or values? How is the use of language becomes clear and generally accepted?

What are the effects of choosing certain forms of language media?

Media representations:

What nations are represented in media texts? Which are excluded or poorly represented? How the media represent certain social groups? Whether these views are accurate?

Do media texts in a specific world view? Do moral or political values?

Who sympathizes with the author of a media text? He gives the audience understand it? Why did you make such a conclusion?

As a media text characters express their views on life, ideas?

Say whether the actions of the character of a media text (in some circumstances) about his character? Describes whether the situation of people, usually living in it? If so, how and why?

As the authors of media texts can show that their character has changed?

What are the key episodes of the media text? Why do you think their key?

Could this story be completed before? What would change if our media reception? What is the importance of real-finals media text?

Do the media texts hidden subtexts false information?

What is the meaning of the name of a media text?

Media audiences:

If you are asked to select multiple media texts to illustrate the thesis of their impact on the audience, media texts which would you choose? Why these media texts?

How the audience receives information about a media text? The audience will know that there is in the media market?

As (for whatever reason) the audience usually chooses / buys media texts?

What values, experiences and perspectives are taken audience? Whether these public values, experiences, and perspectives on its understanding and interpretation of media texts?

As experiences and perspectives of individual member of the audience affect his / her interpretation of the media text?

As the choice of audience affects the strategy, style, and content of media texts?

Do you understand the information embedded in the advertising of the media text? That allows us to understand this information? What do you expect to find "inside" full media text? Why do you want this? Did you get your expectations after reading the full media texts?

What are the causes of success with the audience the most famous recent media texts (genre, theme, emotional swings system, reliance on mythology, a happy ending, the calculation of the maximum coverage of the media preferences of the audience, etc.)?

What are the reasons for the lack of success of a particular mass media texts in the audience?

What abilities, skills a person needs to qualify to analyze media texts?

What is the typology of the media audience? Typical values for some media preferences can be differentiated audience? What is the typology of perception and evaluation of media texts audience?

What is the role of gender, social class, age and ethnic origin in the media perception of the audience?

What satisfaction (compensation) can to receive one or the other of the audience of a media text?

Why the audience takes some media representations as true and reject others as false?

Affect whether the media representation of the point of view of the audience about specific social groups or issues?

Conclusions

This article presented the main directions for Cultivation Analysis on media literacy education classes for student audience, including the examples of creative problems and issues associated with this type of the analysis in the context of media literacy education problems, ie based on six key concepts of media literacy education: agency, category, language, technology, audience, representation. The author supposes that the Cultivation Analysis of media texts on

media literacy education classes can significantly develop media competence of students, including critical thinking.

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Opposition of Culture-Oriented Strategies in Literary Translation

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Abstract

The article deals with two polar approaches to the literary translation – keeping the values of the source language culture or resisting to them. The article pays special attention to the analytical theory of translation attracting a good deal of criticism of translation theorists and experts. The article emphasizes that translations should feature the balance of polar strategies to be considered adequate.

Keywords: Culture, translation, literary translation, translation strategy, foreignizing, domesticating, covert translation, synthetic translation.

Introduction

To achieve translation adequacy, extralinguistic or cultural factors, knowledge of the aesthetic function of the source text, and personality of the author should be involved in the translation process [1].

In this regard, the issue of translation strategies is still topical for both translation theory and practice. It is especially relevant for literary translation when the translator has to render emotional states, stylistic devices and structures. According to Buzadzhi, stylistic individuality and emotional impact of the source text (ST) have been often rendered by rote, without proper analysis of objective linguistic factors, or only taking into account external linguistic forms [1]. The issue of rendering cultural peculiarities of the ST has not been solved yet.

The present paper aims at analyzing culture-oriented translation strategies. The paper is based on *The Winnie-the-Pooh and all all* by A. Miln translated by Boris Zakhoder and Vadim Rudnev who used polar strategies while rendering the tale into Russian.

Results

Researchers suggest various definitions of the “translation strategy” where the key semes are a plan, a program, a method, a task, etc.

Krings [7], for example, defines the translation strategy as “a translator's potentially conscious plan for solving concrete translation problems in the framework of a concrete translation task”.

Seguinot [10] believes that there are three global strategies employed by translators:

- translating without interruption for as long as possible;
- correcting surface errors immediately;
- leaving the monitoring for qualitative or stylistic errors in the text to the revision stage.

Loescher [8] defines translation strategy as “a potentially conscious procedure for solving a problem faced in translating a text, or any segment of it.” Jaaskelainen [5] considers strategy as, “a series of competencies, a set of steps or processes that favor the acquisition, storage, and/or utilization of information.” According to the researcher, translation strategies are “heuristic and flexible in nature, and their adoption implies a decision influenced by amendments in the translator's objectives.” Jaaskelainen [6] divides all the translation strategies into two groups:

- product-related strategies which are related to what happens to texts,

- process-related strategies which are related to what happens in the process.

Product-related strategies involves the basic tasks of choosing the SL text and developing a method to translate it. Process-related strategies “are a set of rules which a translator uses to reach the goals determined by the translating situation”.

Venuti [14] indicates that translation strategies “involve the basic tasks of choosing the foreign text to be translated and developing a method to translate it.”

Schleiermacher [11] gives the similar definition. He writes that there are only two translation methods:

- approaching the reader to the author,
- approaching the author to the reader.

Schleiermacher's [11] extremes form the basis for two culture-oriented translation – *verfremdende* and *einbürgernde*. They describe two poles of how a translator positions a translated text in the target language (TL) and in the text environment of the TL culture.

For Venuti [14], the domesticating method is “an ethnocentric reduction of the foreign text to TL cultural values, bringing the author back home.” In a domesticating translation, fluency and “naturalness” are prioritized.

Venuti's foreignizing strategy is put forward in the aggressive monolingual cultural background [15]. Venuti argues that foreignization – entails choosing a foreign text and developing a translation method along lines which are excluded by dominant cultural values in the TL [13].

Venuti [13] considers the foreignizing method to be an ethnodeviant pressure on TL culture values to register the linguistic and cultural difference of the foreign text, sending the reader abroad.

In a foreignizing translation, the translator intentionally disrupts the linguistic and genre expectations of the TL in order to mark the otherness of the translated texts. Venuti writes, “Discontinuities at the level of syntax, diction, or discourse allow the translation to be read as a translation [...] showing where it departs from TL cultural values, domesticating a foreignizing translation by showing where it depends on them” [14].

It is worth mentioning that Venuti believes that domestication and foreignization are heuristic concepts rather than binary opposites [14].

There are some other approaches dealing with cultural functions of translation. Rudnev [9] who translated *The Winnie-the-Pooh* develops the theory of analytical translation comparing it with analytical languages. Analytical languages (e.g., the English language) have prepositions and auxiliary words to express their grammatical meanings, while synthetic languages (e.g. the Russian language) express grammatical meanings with the help of endings and conjugation [ibid.].

Analytical and synthetic methods of translation, Rudnev writes, correlate as Brecht's theatre and Stanislavsky's theatre. If the later one makes actors think themselves into the part, and viewers – forget that the scene is unreal, the former one encourages actors being emotionally detached towards their parts, and viewers - remember that what is happening onstage is not real.

The main task of the analytical translation, Rudnev writes, is to remind the recipients that they are reading a translated text [9]. The facts of language play in Miln are almost literally transcoded by Rudnev; the idiomatic expressions (*Happy Birthday!*, *How do you do!*, *Hello!*) and onomatopoeic expressions (*Bump!*, *Crack!*, *Bang!*) - are given in the English spelling or are transliterated into Cyrillic (*Хэлло!*, *Бэби, ленч*) or are combined (*Winnie Пух*), reminding the reader that the inhabitants of the Enchanted Forest speak a language other than Russian, that they are “depicted”, and therefore “invented”. Let us give extracts from the translation of *The Winnie-the-Pooh* by Rudnev.

"Должно быть, ты его где-то потерял", говорит **Winnie Пух**.
"На помощь, на помощь!", кричал Поросенок. "**Heffalump!**
Отвратительный Heffalump!"

И пока он смеялся - **Crack!** - с грохотом голова Heffalump'a ударилась об корень, банка разлетелась вдребезги, и на свет Божий появилась голова Пуха...

*И прямо под Дверным Молотком висело объявление, гласившее: **PLES RING IF AN RNSER IS REQIRD**. А прямо под колокольчиком висело объявление, гласившее: **PLEZ CNOKE IF AN RNSR IS NOT REQID**.*

As shown in the examples, the translator preserves the foreignness of the text: he does not change the names of the characters, some English language phrases. The translator does not use the pragmatic adaptation, emphasizing the foreign origin of the text: some proper names preserve their foreign spelling (*Heffalump*, *Woozle*), some are transliterated (*Тузгер*), some phrases are not translated into Russian (*Happy Birthday! How do you do!*). Rudnev explains that he preserves the original spelling of some English words and phrases in order to make the readers remember what linguistic environment they are in.

It should be noted that the similar translation strategy is found in Nabokov's translation of *Alice in Wonderland* by L. Carroll. Nabokov titled the work *Аня в стране чудес*, changing the name of the main character as Anya is more typical in Russian than Alice is.

The synthetic translation of *The Winnie-the-Pooh* performed by Boris Zakhoder aims at making readers forget that they are reading a translated text:

*Как-то днем известный своим друзьям, а значит, теперь и вам, **Винни-Пух** (кстати, иногда для краткости его звали просто Пух) не спеша прогуливался по Лесу с довольно важным видом, ворча себе под нос новую песенку.*

*Пух потер нос лапой и сказал, что, ну, наверно, **Слонопотам** будет гулять, мурлыкая себе под нос песенку и поглядывая на небо - не пойдет ли дождик, вот он и не заметит очень глубокой ямы, пока не полетит в нее, а тогда ведь будет уже поздно.*

*Под кольцом крепилась бумажка со словами: **"ПАЖАЛСТА, ЗВАНИТИ, ЕСЛЕ НУЖИН АТВЕТ"**.*

*Под шнуром от звонка - вторая бумажка: **"ПАЖАЛСТА, СТУЧИТИ, ЕСЛЕ АТВЕТ НИНУЖИН"**.*

Zakhoder aims to create a text with the pragmatic effect on the TL recipients similar to the one the ST has on the SL readers.

It is worth mentioning that in the Soviet translation schools synthetic method of translation prevailed.

Two translation strategies – analytical and synthetic – suggested by Rudnev are similar not only to Venuti's strategies of domesticating and foreignizing but they are analogous to communicative and philological translation methods.

According to Dobrovolsky [2], communicative translation is the most widespread translation strategy. It aims to deliver the SL message to the TL recipient using the linguistic means which meet the TL norms to the greatest possible extent. Communicative translation gives insight into the SL text however the text lacks some characteristic features of the author's style.

Philological translation is a translation of a famous literary work or a religious text. It suggests thorough selection of linguistic means which correspond with SL features. It aims to create a text preserving all SL culture-specific concepts, strange characters infringing the conventional TL norms. Such deviations are considered to be an advantage of the translated text, rather than breaking of the pragmatic translation norm. Philological translation is focused exclusively on the ST. The translator does not try to adapt the text to the TL culture to meet the needs of the TL recipient. The TL recipient realizes that the text is a translation created in a different cultural context. The translation of the novel *Germinal* by E. Zola is an example of the philological translation. Among the well-known proponents of the philological translation, one can mention Jose Ortega y Gasset and Vladimir Nabokov. We need hardly mention that the philological translation strategy is applicable only to literary works.

Thus, if the translator opts for the communicative translation strategy, s/he aims to create a natural TL text. If the translator opts for the philological translation strategy, s/he has to find linguistic means characteristic of the ST.

It is worth mentioning that these strategies are rarely if ever found alone. Even if the translator prefers the philological translation method, s/he cannot ignore non-standard characteristics of the text. It causes stylistic distortions, semantic shifts. Commitment to the communicative translation strategy is also unacceptable as it results in creating an entirely different text with a comparable plot.

Another opposition of culture-oriented translation strategies is covert translation vs. overt translation. These translation strategies are also the results of different types of cultural recontextualization.

Covert translation is dubbed as a case of “language use”, in which “the translator tries to re-create an equivalent speech event” that “enjoys status of an original text in a new context” [3]. The translator re-creates this new context by the application of a cultural filter, with the goal for “true functional equivalence” [4], that is, aiming at giving the TL reader the impression that the text is an original and not a translation at all. The example of the covert translation is the translation of a travel brochure written for TL recipients. In overt translation, the translated text is strictly tied to the SL culture, or source-culture-bound.

Conclusion

In conclusion, I would like to say that neither of translation strategies mentioned above are found alone in translations. Quality translation is always a balance of the strategies conditioned by both the type of a translated text and the context it is used in. In some contexts, even a notorious *xpyщeвka* (khrushchevka, an apartment in a building constructed in the time of Khrushchev which has low ceilings, adjacent rooms, and a full bathroom) can be rendered into English as a *separate apartment*. However, in most contexts the translator should make a cultural reference.

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«Death» of Truth – the Apotheosis of Deflationism

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Abstract

The article investigates some aspects of concept of truth. The author proposes the arguments that defines the specifics it in the context of modern epistemology. Ways of representation of the correspondence theory of truth, the causes of the crisis in its perception and evaluation are analyzed. The article is the publication of studies of the analytic heritage of the truth. The subject of the article is basic aspects of the development of a rational experience of the deflationary theory of truth as well as the specific features of methodological approaches of its representatives. The article investigates some aspects of other theories of truth. The author proposes the arguments that defines the specifics it in the context of modern epistemology. Ways of representation of the correspondence theory of truth, the causes of the crisis in its perception and evaluation are analyzed. In this article author presents main results of his studies concerning the analytical tradition in the European philosophical movement.

Keywords: truth, deflationism, correspondence theory of truth, deflationary theory of truth.

Introduction

Philosophy seems to act as a particular area of human activity, as knowledge investigating the so-called «eternal questions» pointing out their special existential content, experience. This position can result in skepticism about any attempt to solve these issues, as well as about metaphysics (philosophy) that formulates the «useless» questions that do not assume «specific» answers. F. Wiseman's thesis that «a philosopher when wishing to get rid of a question shouldn't do one thing: give the answer. The answer is not given to a philosophical question, it is eliminated» emphasizes the actualizing skepticism quite convincingly. Philosophical questions are eliminated by clarifying the meaning of words that constitute this issue. But this is not enough, mere clarifying the meaning of individual words does not give us anything beyond the context of the question itself.

For example, two questions concerning our research «What is truth?» and «What is the truth?» actually are two quite different questions: the latter is the question about what exactly, which objects (thoughts, beliefs, propositions, statements, etc.) are true; while the former one is the question of what it means to say that thoughts, beliefs, propositions, statements, etc. are true.

As you can see, these two far from being «useless» philosophical questions that have resonance in the sphere of (inter) (poly) (trans) disciplinary scientific research, yet require a semantic adjustment the essence of which can be expressed in such a way: two of the above-mentioned issues represent the truth in two ways - as a definition and as a criterion.

In order to reveal the feature of these questions, it must be said that it is not so much the questions but signs of deep concern of mind. However, it is possible to look differently at the

problem of «eternity» in philosophical questions, not from the side of their ambiguous interpretation, but from the side of their everlasting significance and relevance for humanity and for each of us.

Truth, Good and Beauty are the eternal human values, everlasting and absolute. In the history of mankind there occur the eras when the need for their total reevaluation is declared in full voice. But the values themselves still remain inviolable, they do not change, but the attitude towards them does. Such transformations are especially obvious with regard to Truth.

Literary review

The notion of truth has always been used by mankind to justify their claims to power, exclusivity, superiority. But at the same time, it appears extremely vulnerable when falling a victim to human arrogance and hypocrisy. The human mind distorted, deconstructed Truth having denied its right to exist, having claimed that truth is born as heresy and dies as a superstition. This is how F. Nietzsche wrote: «The 'true' world - an idea which is no longer good for anything, not even obligating - an idea which has become useless and superfluous..»..

As it appears in the context of the problem under consideration, truth seems to be a kind of idol that has had its day, has lost its value. However, the true peace is identical to the quasi one, i.e. it is objectified in subjective. In this regard, any claim of scientific truth to be objective is, at least, incorrect.

The crisis of classical science eventually found its expression in the crisis of the traditional gnoseological concepts, as evidenced by the discussions around classic (correspondence) theory of truth, the main idea of which was formulated in antiquity by Plato and Aristotle and consisted in correlation of thought with reality. If that occurred, then, the statement about some extra-linguistic reality was recognized true, while the reverse characteristic signified the falsity of such constructions. Whatever it was, but the correspondence theory of truth is still the most common, especially in the topos of natural sciences.

The development of science in the late XIX - early XX centuries attested to the fact that the theories which were considered to be true and verified turned out to be not true in the strict sense that presented the classical theory of truth in somewhat unfavorable light. One of the problem issues appeared the issue of controversy of true and false statements within the correspondence theory of truth, especially caused by the discoveries in the field of quantum physics.

The construction of semantic theories, the analysis of set theory paradoxes, the interest to the analysis of scientism (language of science), the intensive development of logical-semantic apparatus by the efforts of G. Frege, B. Russell, L. Wittgenstein, and other philosophers has caused a considerable resonance for the theory of truth, when the truth began to be considered in relation to the atomic elements of knowledge: propositions and theories, when for many types of sentences the meaning of truth proved to be unclear.

An important point in this process was A. Tarski's work «Concept of Truth in Formalized Languages» where truth is not considered as a metaphysical essence, but as a property of comprehensible sentences which (property) they may or may not possess. A. Tarski strives to accurately formulate the basic idea of the correspondence theory of truth for each individual sentence. Generalizing the statements concerning conformity on the example of the famous «Snow is white...». A. Tarski formulates a scheme which expresses the attribution of the predicate «is true» to the specific sentences:

«X is true if and only if it is P»,

where «X» is the name of the sentence, and «P» - the sentence itself.

Thus, in A. Tarski's theory, the general idea of conformity is transformed into the idea of individual sentence conformity virtually describing a fragment of reality. The content of the sentence itself acts as a fact in this context. The so-called «T-scheme» suggested by A. Tarski sets the criterion of material adequacy: the statement «snow is white» will be true when and only when a fact of snow whiteness takes place in extralinguistic reality, i.e. verification of this or that statement directly depends on its correlation with the actual state of affairs being described.

Logical positivists considered this conformity as confirmability of a sentence or a theory by experience. Initially, final confirmation (verification) of at least some of the sentences seemed possible, that guarantees truth thereof. However, it turned out that full confirmation requires an infinite set of the test options what is, actually, physically impossible. Therefore, only partial

confirmation is feasible which does not guarantee the absolute truth of the theory. Having refused the notion of truth on the basis of such an obvious fact, within logical positivism it was replaced with the concept of partial confirmation that allows us to characterize logical positivists as deflationists.

The principle of verification and the concept of confirmability were comprehensively criticized by K. Popper. In his view, if confirmation does not give confidence in the validity of the sentence or theory, then what is its function? It is possible to confirm anything, and therefore, it is of no use. But we have an opportunity to refute the theory that gives us full confidence that it (theory) is false. If confirmability cannot be final, then the refutation (a contradiction between the theory and the facts) is final serving as a criterion of falsity. Only one fact is sufficient for refutation, and that is why, it is quite reasonable.

K. Popper is convinced that we are able to establish the falsity of theories. But then, why do we reject them? Because we hope to build a true theory. Truth for K. Popper acts as a regulatory ideal, inducing scientists to refuse the disproved theories and to formulate the new ones. The philosopher believed that if there is no criterion of truth (as we remember, confirmability cannot serve as such), there is a criterion of falsity as a contradiction of theory to facts. We cannot point out truth for sure, but we can detect a lie with confidence. Yet, the idea of truth is necessary, because we can speak about the falsity only if it is opposed to its negation - truth.

Besides, truth substantiates the feasibility of scientific progress: by rejecting false theories, we strive to create a true theory. However, it became obvious that K. Popper's conviction that contradiction of the theory and facts as undoubted evidence of the falsity of theories is both historically and methodologically wrong. The history of science testifies that any new theory contradicts certain facts, and such contradictions get eliminated in the process of theory development and specification or reinterpretation of facts. However, such contradictions never disappear completely.

In case of theory and fact contradiction, actually one can only state its presence, but what caused it - falsity of the theory or incorrect fact – it is problematic to determine. Hence, it appears that just as confirmability does not substantiate the validity of theory, similarly, falsifiability does not substantiate its falsity. Thus, the very notion of truth appears to be unnecessary for science and can be eliminated from methodological constructions.

The progress in W. Quine and R. Carnap's research of scientific knowledge was considerable, in particular, their views on the functioning of the system of concepts and ideas, conceptual systems. Similar to K. Gödel's ideas of incompleteness theory, R. Carnap and W. Quine showed that systems of concepts and ideas do not solve those problems at which they are aimed. A number of issues are solved beyond these systems by means of common sense, through a dialogue. In this context, it is worth thinking of R. Carnap's «language framework» as of a certain style creating new rules for dealing with language.

The notion of «language framework» implies the distinction between two levels of question of existence: internal and external. Internal questions are the questions on the existence of objects for which, actually, «language framework» was constructed. They are raised within the scope of this «framework», this very «framework» allows to formulate answers to these questions. External questions concern that area of life to which this language framework belongs.

«Language frameworks» partly solve the problem of metaphysics - science relation which is sharply raised within positivism. But demarcation of science and metaphysics is conditional in R. Carnap's works. He does not consider «metaphysical issues» as hopelessly unsolvable. They can be considered positively by building appropriate «language frameworks», by specifying terminology, the meanings of names and the conditions of sentence validity. That is, virtually any philosophical issue, including the one concerning the essence and nature of truth and validity is in the plane of linguistic problems, and therefore, the problem of truth should be solved not by philosophy of science, but by philosophy of language.

The criticism of «language framework» concept found its reflection, in particular, in W. Quine's works. His article «Two Dogmas of Empiricism» is devoted to understanding the phenomenon of dogmas of empirical philosophy and the philosophy of science, in which the philosopher develops the philosophy based on the principles of scientific accuracy and pluralism.

W. Quine points out the following dogmas: dichotomy of analytic and synthetic judgments, as well as reductionism. Let us remind that as early as I. Kant lived, he already distinguished

analytical and synthetic judgments. By analytical he understood those judgments where the predicate expresses only the content that has already been installed into the subject, and by synthetic ones those where the predicate complements the subject with new features. As to W. Quine, he named the sentences analytical the validity of which derives from the language in which they are formulated, and synthetic – those sentences the validity of which requires a direct appeal to the facts.

But the «dogmatic» distinction of analytical and synthetic judgments reinforces the concept of R. Carnap's «language frameworks». In particular, analytical judgments serve as a retainer of «language frameworks», namely, when accepting this or that language framework, we accept a certain set of analytic sentences. In R. Carnap, analytic sentences actually define what is called a language framework. To construct a language framework means to construct a certain vocabulary, to define the rules of sentences and text formation. Besides, it is necessary to come to an agreement about the meaning of words and the conditions of sentence validity. If this is done, then we have a set of analytic sentences which are true by virtue of how the framework has been constructed.

Accordingly, the truth itself will be entirely dependent on a particular framework, serving each one separately, testifying to proliferation of truth as a natural result of proliferation of language frameworks. But as it is not quite correct to claim that the theory propositions within one language framework are more true than within another one, it seems appropriate to abandon the very notion of truth replacing it with a more «flexible», for example, trustworthiness. But this, from our point of view, is the tendency toward pragmatized deflationism.

W. Quine is skeptical about dichotomy of analytic and synthetic judgments. He distinguishes only synthetic sentences, true by virtue of experience and convention, sentences true by virtue of agreement. The philosopher considerably extends the class of conventions up to logical laws and mathematical axioms.

Statements within the natural sciences are also conventional (determined by convention). Synthetic sentences are true by virtue of experience, but such situations are possible when it is appropriate to sacrifice some sentence of pure mathematics and logic in order to preserve the position of natural science. That is, there occur difficulties in the agreement between theory and empiricism that entails the correction of logical apparatus of science. Most often, those fragments of knowledge are corrected that are directly associated with the experience.

The second W. Quine's «dogma» is the dogma of reductionism, by which he understands the position assuming reducibility of the knowledge substance to the structures of experience. That is, it is claimed that language structures are intelligent in that measure in which they are filled with the empirical content, describe the empirical facts. Otherwise, they are simply a collection, a set of symbols.

W. Quine recognizes the defining role of experience in cognition, but the philosopher admits that theories do not necessarily describe the empirical facts and do not necessarily serve as premises in concluding empirical facts. They can be connected with empiricism indirectly through other theories. The entirety of our so-called knowledge or beliefs, - W. Quine declares, - is a human structure which is in contact with experience only partially, peripherally, when redistribution of truth-value meanings in a number of statements becomes necessary. This is confirmed by the thesis about marginality of truth that testified the apotheosis of deflationism.

According to J. L. Austin, the question of truth is that it is «itself is an abstract noun, a camel, that is, of a logical construction, which cannot get past the eye even of a grammarian. We ask ourselves whether ... Truth is a substance, ...a quality ...or a relation (correspondence).... What is it that we say is true or is false? Or, how does the phrase 'is true' occur in natural language sentences?»

As it has been already said, the problem of linking the truth value with statements within an ordinary language actualized the deflationist tendencies regarding the notion of truth. So, A.J. Ayer says: «it is commonly supposed that the business of the philosopher who concerns himself with 'truth' is to answer the question 'What is truth?' and that it is only an answer to this question that can fairly be said to constitute a «theory of truth». But when we come to consider what this famous question actually entails, we find that it is not a question which gives rise to any genuine problem; and consequently that no theory can be required to deal with it».

According to the philosopher, all questions of the form «What is the nature of X?» are requests for a definition of the specific application of a symbol «X». There are sentences in which

«X» occurs and which are to be translated into equivalent sentences, which do not contain «X» or any of its synonyms. Applying the presented scheme to the question 'What is truth?' when «X» is truth, we obtain the sentence like (proposition) p is true». As A. J. Ayer notes: «in all sentences of the form «p is true», the phrase «is true» is logically superfluous».

So, to say that the sentence is true just means its assertion, whereas to say that it is wrong – means to affirm its denial, contradiction. This proves that «truth» and «false» concepts do not denote anything extra, but operate in sentences only as signs of affirmation and negation. In this case, as A. J. Ayer testifies, it is absolutely senseless to analyze the notion of «truth».

The tendency to deflationate the concept of truth, at least in the range of ordinary language, finds its continuation in the concept of «late» L. Wittgenstein. So, in his opinion, «the truth of certain empirical statements refers to our system of references» and «in the use of the expressions «true or false» there is something misleading». Since there are no single truth criteria for all languages and language games, the thinker suggests to abandon the category of «truth» by replacing it with the category of «authenticity». Authenticity, according to L. Wittgenstein's concept, is not simply of what a person is convinced but of what he cannot be unconvinced.

J. Austin when criticizing the ideal of exact and logically precise knowledge describing the facts, considers that such methodology of analysis, built on empiricism and logicism, is incorrect. The British philosopher connects it with the insufficient accuracy of our feelings, possibility of overlapping the sensation and a physical object. Actually, we operate only the data which are the designations of the most familiar uses of our sensations. These designations, of whose truth we are sure, should be called «judgments of sensory perception». In this connection, J. Austin as well as L. Wittgenstein emphasizes the need to replace the category of «truth» with the category of «trustworthiness».

However, the idea of compliance of judgments to the facts as a criterion of truth, according to J. Austin's position, can't be completely rejected, it must be only complemented. Thus, in many situations, the question not about the validity or falsity of perception is raised, but about its relevance, adequacy, accuracy, etc. For example, what kind of promises, true or false, it is possible to name the election pledges of candidates for the state positions?

Because of this, J. Austin suggests to replace the correspondence theory of truth with the «theory of communication», which, in his opinion, will extend the range of the theoretical description of experience. A characteristic feature of any language game as a form of experience is that we believe in it, accordingly, the meaning of words is not concretized by means of logic, but in the process of their (words) application. And therefore, there is no doubt that the belief in the authority (including the authority of truth) is part of the act of communication that we all carry out constantly.

The consequence of this criticism is D. Davidson's theory of interpretation and the principle of charity. D. Davidson does research in the field of correlation of truth, language and reality, transforming the theory of meaning into the theory of interpretation, which is represented by the philosopher as the theory of understanding the opponent's idiolect, in which an important place is taken by the principle of charity - the principle which determines the validity of the assumption that both a proponent and an opponent can see things as they are, that speakers point to the same events, facts and phenomena just calling them in different ways.

Research results and conclusion

In other words, when interpreting the utterances of our interlocutor, we must trust that he sees the world as «correctly» as we do. Moreover, we also have to trust his ability to efficiently build not only the pattern of his thoughts, but actions as well. Due to the excessiveness of the notion of truth and conventional nature of D. Davidson's semantics, not those beliefs that adequately represent reality will be considered true, but beliefs within a single coherent system of views, a kind of likeness in perception.

Summing up, we can specify that deflationism deprives the notion «truth» of epistemological and ontological completeness considering it excessive. The notion of «truth» is exclusively a category of linguistics and is confined with a language framework. Truth is just a link between object language and meta language, developing the common hierarchy of meta languages. In this case, the meta language reference isn't discussed at all.

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Traffic Infrastructure as Precondition Development Tourism on the Mountain Katuns: Example of Municipality Andrijevica

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Abstract

Developed traffic network is a prerequisite for economic and tourism development of the area and largely follows and enables the development of human activities. If developed unplanned, unorganized and without coordination can be a constraint to the overall development. The aim of the research is to define a development base for revitalization, improvement and construction of transport infrastructure in the municipality of Andrijevica as a prerequisite for development of tourism in mountain katuns*. In the space the Municipality or the ten mountain areas of its territory is located 31 mountain katun in which a total of 337 hut. Of the total number of huts them 127 is in relatively good condition, while the 210 cottages need of reconstruction or modernization. Directions for further thought out and action tourism spatial development, in addition to the overall revitalization of mountain katuns, should go in the direction, protection from further deterioration and mountain huts used in a rational measure. In order to revitalize the of mountain katuns research institutions from Montenegro (Biotechnical Faculty, Institute of History and the Faculty of Tourism and Hotel Management) in cooperation with four partner institutions from the EU (Slovenia, Sweden and Italy) and two undertakings in the field of agriculture and tourism (HM Durmitor Žabljak and Doo Old house in Podgorica), off on the project " Katun" which offers a comprehensive - a holistic approach to (main motto of the project) in the economic development of mountain resources of Montenegro.

Keywords: municipality Andrijevica, transport infrastructure, mountain katuns, opportunities, constraints.

1. Introduction

Tourism and transport indivisible are linked because tourism is achievable only with the temporary relocation of the people who participate in it, and it is necessary to use some sort of transportation means. Not surprisingly to make tourism as a mass phenomenon occurs almost simultaneously with the development of traffic that such transportation possible. What more, developer's sleepers tourism coincide with the development sleepers of certain types of thresholds traffic. Same can be expected in the future, so it is necessary the development of tourism and transport plan in accordance, primarily due to the fact that a significant portion of the total traffic demand arises from tourism and that the traffic demand is increasing. Because tourism is no longer takes place only in certain, selected resorts, it become a tourist destination in the region, states, groups of states and even continents, it is clear that the traffic circulation because of its features that allow great freedom of movement of passengers is most important (Horak, 1999).

* Katun – represents small houses - hut made from timbering with the function of summer houses. In the spring of, farmers take their herds in mountain to grazing and there staying in mountain katuns in order to the in the winter period retreated to their rural habitats.

Starting from these facts is observed and the development of transport infrastructure as a prerequisite for the activation of mountain katuns in order to develop tourism in Andrijevića. Increasing the accessibility of tourist destinations in Montenegro with appropriate structural adjustments of Montenegrin tourist product is a prerequisite of a new development momentum of tourism, an important step in that direction is a valorization of mountain katuns of Andrijevića related to primary and secondary needs of passengers during the trip. In this regard the transport infrastructure with its accompanying service offering should provide the greatest contribution. However, contemporary no auspiciousness traffic - geographical position Municipality Andrijevića in relation to tourism is the fact that with the exception of continental prong of the Adriatic Highway, nor one traffic routes Serbian - Montenegrin or European importance does not intersect or Contacting the this municipality. An isolated traffic-geographic position adversely affects its economic and social development (Rajović, 2000). The municipality of Andrijevića is considerably distant from major natural centers. Distance Andrijevića of the most important natural centers (road distance): Podgorica 154 km, Budva, 231 km, Herceg Novi 314 km, Belgrade 396 km (Road map SR Yugoslavia, 2000).

The spatial plan of special purpose Bjelasica-Komovi, the Ministry of Environment and Physical Planning of the Government of Montenegro (2010) in the area of tourism development Municipality Andrijevića however, the following spatial units: Gradišnica - Konjsko; Bjelasica: area Lisa, Mountain katun Krivi beside, Mountain katun Asanovića, Bačko Hill, Mountain katun Slatinski, Mountain katun Prisojački, Komovi: zone Štavna - Mountain katun Štavna, Mountain katun Vulića, Božički mountain katun. According to the above mentioned plan of tourism development zone Municipality Andrijevića will become a recognizable tourist and recreational area of Montenegro which will integrated with areas of Durmitor and Žabljak stand alongside the world's best models of development and management of mountain areas that attract tourists and residents throughout the year.

2. Methodology

The aim of the research is to define a development base for revitalization, improvement and construction of transport infrastructure in the municipality of Andrijevića as prerequisite development tourism on mountain katun, and based on research published in both the domestic and international literature. The European Union has adopted a special program for the purpose of connecting rural areas in the candidate countries - SAPARD (Special Accession Program for Agriculture and Rural Development). The role is founded must be first class, because their potential major development force future of rural areas of Montenegro. The modern concept of a sustainable rural development require a change in the traditional organizational and management structures and connections, which means that the state should share competence, tasks, activities and funds with a large number of important partners. One such form is precisely a public-private partnership, with the aim to promote joint action between local developments (Bogdanov et al, 2011).

3. Analysis and discussion

The municipality of Andrijevića is located in the northeastern part of Montenegro. It covers an area of 340 km². On this territory according to the census of 2011 lived 5.071 inhabitants, or 14.9 in / km². Andrijevića Municipality borders to north and east with the municipality of Berane, in the southeast with the Municipality of Plav, in the west with the Municipality of Podgorica and Kolašin and to the south with the Republic of Albania. The number of inhabitants in the municipality during the period from 1953 to 2011 is in constant decline. It continued in the time of formation of the Municipality in 1991. So that in the period 1991 - year 2011 the population decreased by 21.9% (6.552-5.117). The same thing happened with the number of households, whose number has declined over the same period by 10.8% (1.871-1.669). According to data of the Statistical Office of Montenegro (2011), natural increase is negative Municipality in 2010 amounted to - 25 (47 births and 72 deaths). The lack of clear development perspectives led to massive emigration, leaving the result in extremely unfavorable demographic structure and drastic population decline. On the structure and use of space in the municipality was influenced by its specific location and historical development, resources and values, as well as development

processes that took place in the past, and especially in the past few decades. In addition to the natural, the development was influenced by anthropogenic factors, often distortive nature of the conditions and opportunities.

Our research evidence based on similar studies Dedeić (2015) indicates that the mountain katuns of the municipality Andrijevića characterized valuable geomorphologic areas and less modest anthropogenic landscapes. As a result, these areas provide extraordinary experience of pristine nature, pleasant climate, clean air, unpolluted rivers and lakes Rikavačkog, diversity of flora and fauna. In mountain katuns Municipality, tourists can walk around, to recreate, to go on trips to the caves, hot springs and waterfalls, can hunt and fishing, riding, hiking, picking berries and herbs... Especially popular tourist motifs on mountain katuns can be traditional costumes, folk dances and music and authentic musical instruments. Preserved watermill, with folklore, folk customs and authentic gastronomy, tourists can to offer a unique experience. Although they are still indispensable in daily life of the rural population municipalities Andrijevića, are not sufficiently promoted in the tourism market. The richness of traditions, customs, the complexity of the historical heritage, make mountain katuns of municipalities Andrijevića exceptional tourist destination. Of course the development of tourism is mountain katuns not a simple. It is necessary to provide good position for excursions, functionally furnished accommodation (rooms for rent, furniture), municipal comforts (electricity, water, waste disposal), and good links with the nearest centers supply.

The main potential activation of mountain katuns of Andrijevića is based on an integrated combination of natural, anthropogenic and spiritual potential of space:

Natural:

1. According to geomorphologic zoning of Montenegro, the territory of the municipality Andrijevića belongs to the area of high mountains and surfaces that is characterized by large, well-preserved plateaus and surfaces. So, in terms of geomorphology of the territory of the municipality Andrijevića is hilly - mountainous character. The height difference between the highest (Kom Vasojevički 2.461 m) and the lowest (kod Navotine 700 m) amounts 1.761 m. Forms of relief its height and configuration, the slope, under the influence of various properties of the substrate (forests, meadows, fields, orchards), form the basis of diverse natural and which may be of importance for the development of agriculture and tourism (Rajović and Bulatović, 2014),

2. The most widespread and significant geomorphologic tourist motive municipalities Andrijevića represent mountains Bjelasica and Komovi. Municipality Andrijevića procedure southeast part massif of the mountain Bjelasice where they peaks stand out Troglav, Jelenak, Lisa... Massif Bjelasice over the ablaut Trešnjevik connects with the massive Komovi where the municipality Andrijevića next to massif Koma Vasojevičkog located mountains: Bavan, Štavna, Carine... To the south along the border with the Republic of Albania you located Mojan, Ilijina head ... In the southeastern part of the territory of the municipality covers the southwestern, western and northwestern parts Visitora the Lipovicom, Grebenom and Zeletinom. In the is east of Municipalities findings Balj. Mountain massifs of Bjelasica and Komovi cut through numerous river valleys that are deeply involved with immersed their beds, building in some places and real gorges. The most important is certainly the valley Lima, which has a significant enlargement in areas where the sheet flows into its tributaries (www.uom.co.me),

3. Hydrological features profiling is very diverse and significant water potential, as natural wealth. The hydrographic municipalities Andrijevića, belongs to the area with highly developed hydrographic network. The most important river is Lim which basin Drina. All other surface streams in the municipality belong to the basin of Lima. In this sense, in the municipality, there is an evident hydropower potential of the river Lim with tributaries (Piševskom, Šekularskom River, Zlorečicom, Krašticom, Trebačkom ...). The rich and diverse hydrographic network, make a good basis for the development of tourism, the construction of energy facilities, bottling drinking water and development of river fisheries. As a pearl under the aegis Komovi is located Rikavačko lake, an oasis for rare specimens of wild horses,

4. Thanks to the geological structure in the municipality of Andrijevića there are ore metals: lead, zinc, copper, iron and pyrite (Dulipolje, Zabrdje, Sjekirica ...). From non-metallic minerals occur deposits of building materials: gravel, sand and decorative stone. Numerous bearing of sand and gravel are located in the bed of the river Lim. On the hill Žoljevica as well as in

the localities Trebačka River, Seoce, Piševska River, Babov creek, Pčelinjak, Žoljevica are situated bearing of architectural - building stone,

5. Municipality Andrijevića have a moderate continental climate with some elements of the mountain. According vertical gradient with increasing elevation, mean annual air temperature is lowered and is: on 1000 m elevation 7,0°C, na 1200 m elevation 6,4°C, na 1400 m elevation 5,8 °C, on 1600 m elevation 5,2°C, on 1800 m elevation 4,6°C, on 2000 m elevation 4,0 °C. Climatic conditions in mountain katuns - provide favorable conditions for the formation of air spas because of the favorable air currents crossing and such morphology of the terrain that has positive impacts on human health,

6. Flora Municipality Andrijevića constitutes forest and grass vegetation. In the lower parts are represented hydrophilic forests in the upper belt of beech, bark pine, white bark pine, mountain pine, white and black pine, juniper pine ... The flora of the municipality Andrijevića large number of plant species, some of which are relics and endemics: Pinus peace-Bark Pine, Pinus heldreichii - bark pine, Acer heldreichii-mountain maple ... as well as large number of medicinal, honey plant, aromatic, edible and other economically important species. Besides these are significant and many plants meadow ecosystem for livestock and wildlife. Medicinal herbs and forest fruits are an important seasonal resource fueled by air and land configuration. However, this branch is still the only significant untapped potential of the municipality. According to of the official services are from the municipality to dispatch large amounts of blueberries, mushrooms, berries, various teas and other forest fruits and medicinal herbs. According Rajović and Bulatovic (2012) belt forests is particularly interesting as living space a variety of wildlife, birds, fish and insects i.e. represents a tourist gem with unique natural beauty. With tourist aspect has significant resources and predisposition for the development of various forms of tourism, such as hunting, fishing, adventure, and adrenaline.

Anthropogenic:

1. Archaeological are studies of the Institute for Protection of Monuments in Cetinje in 1956it was established that traces of material culture from the Neolithic period there in the municipality of Andrijevića. In addition they found traces of Illyrian material culture, so it can be assumed that the territory of the municipality Andrijevića was an ecumenical space of all ancient peoples. Outdoor are numerous localities Roman settlements. At the Roman necropolis found several monuments. In the village of Christmas is the exaltation of Grace, where in the middle Ages there was a fortress - city. The remains of fortified towns have tourist value, because they have cultural events and tourist and catering functions. A number of medieval monuments: acts, travel books and records, recorded a larger number of villages are still in the hinterland Andrijevića and are undoubtedly older than the urban settlements. Tourists acquire basic knowledge about the history of great cultures and civilizations of antiquity with the help of archaeological finds in museums and publications;

2. The old heart of the village Andrijevića - the basis for recognition of cultural and urban identity in the Municipality, and accordingly tourism potential. Presentation of the old core of the culture and organization of the forms of shaping the tourist area in which they are located. Travel monumental role heritage requires its conservation, restoration and reconstruction. Tourism in regional development is the basis for planning;

3. The attention of tourists attracted to the cultural and historical monuments - Knjaževac Memorial Park, Church of the Holy Archangels. In addition to public school (1863) Church (1887), the cinema and reading room (1892) was carried out cultural and educational life in the municipality in the sixties of the last century. Among these, the time of appearance, historical significance, artistic value. Classification of tourist sites in the urban center, rural villages, chalets and other tourist spots excludes monuments, and there are no statistics on the number of visitors available to the general public. The synthetic approach to the study of cultural monuments and multidisciplinary benefit in their presentation to the tourism market;

4. Manifestations – Central manifestations "Andrijevački Days of Culture", village manifestations, sports games, exhibitions, concerts, poetry evenings ... The municipality is also the publisher of the magazine "Vremekazi", is designed as a special guide through the past, present and future. "Radio Andrijevića" one of the most listened to radio station in the northeastern part within Montenegro. Cultural events, church councils and celebrate the opportunity to highlight the

authenticity, folk tradition and creativity. Therefore, they should be given a wider significance than what they have;

5. The spirit and identity, traditions, mysticism is particularly important for the overall experience of the municipal population and visitors that coming into it.

According to the Strategic Plan of the Municipality of Andrijevica 2012 - 2017 year (2012), considered the geo-space has very favorable conditions for the development of the entire spectrum of contemporary forms of tourism. Enough well-preserved natural values mountains Komova, Bjelasice and Prokletija with its picturesque river valleys provide excellent development opportunities for tourism on mountain katuns.

Table 1: Location, name and number of huts on the mountain katuns of the municipality Andrijevica

Title mountains	Title mountain katuns	Number constructed cottage	Huts in good state
Balj	Platna	3	3
	Javorovica	3	3
	Kovčezi	9	3
	Jezera	10	10
	Stupe	14	4
Lisa	Lisa	35	0
Bačko Hill	Bačko Hill	15	0
	Krivi beside	10	5
Acanac	Asanac	6	0
	Crnagora	5	0
	Mojanska River	5	2
	Košutićka hole	6	3
Gradišnjica	Cvijetnice	20	15
	Ruišta	15	10
	Patkovic	35	30
	Gradišnjica	32	26
	Bjelega	10	5
Sjekirica	Katunište	5	5
	Piševo	5	5
	Grudički mountain katun	1	5
	Dolovi	6	1
Štavna	Štavna	30	15
Zeletin	Zeletin	2	2
	Cecunski	5	2
	Ćeransko	7	3
	Cokovi terrain	2	1
	Bištena	3	1
Jelovica	Gropa	7	3
	Katunište	6	3
	Mountain katun Bojovića	12	4
	Trebački	15	10

Source: Assembly Municipality Andrijevica (2009), the program of revitalization of mountain settlements in 2009, Secretariat for local self - government, Andrijevica.

With a global picture of the current situation in Table 1 shows the location, name and number of huts on the mountain mountain katuns municipalities Andrijevica. We note that on the territory of, or in ten mountain areas of its territory is located 31 katun village in which a total of 337 hut. Directions for further thought and action tourism spatial development, in addition to the overall revitalization of mountain katuns, should go towards: protection from further deterioration and to mountain huts to fully exploit rationally. Specifically, the total number of huts them 127 is in relatively good condition, while 210 huts largely neglected. In terms of traffic connections, we can point out that the road infrastructure to the mountain katuns in the municipality of Andrijevica very poor and in most cases to the mountain katuns can be reached only field cars and tractors. In terms of electrification evident is the fact that a very small number of mountain katuns municipalities are supplied with electricity, mostly mountain katuns on the mountain Balj and work Jelovice. According Rajović and Rajović (2010) by placing different economic - social and socio - economic framework in mountain katuns municipalities Andrijevica, as well as giving a different character throughout the region Northeast Montenegro, the existing mountain huts, among others, they would have use value and their use should be, could be expressed as an element of market demand, or the subject of interest occasional users, whether in agriculture or tourism purposes.

Since it is specificity of the municipality Andrijevica outstanding quality of the environment, from that aspect was observed remarkable synthesis of complementary economic activities (agriculture and tourism), as well as their ecological character. In this sense, many authors, among which, on this occasion apostrophized (Briassoulis, 2003; Marques, 2006; Phillip et al, 2010, Zekri et al, 2012; Kastenholz and Figueiredo, 2014), indicate that the integration of contemporary elements into the existing structure of mountain katuns should not be avoided, but to apply them so that they are a reflection of our time and our economic opportunities, not to disturb the environment for centuries in harmony and deliberately built.

When it comes to alpine huts in the municipality, this can be achieved by continuing the positive trends of permanent and seasonal residence in them, but also simultaneous restoration and preservation of traditional values (where the households that successfully demographically and developmentally resist general tendencies of decay, does not affect new programs), practically in this group do not intervene; setting up and connecting elements households with the newly formed objects smaller type (mini farm), where the users are employed as carriers work around agriculture, while they are in stages enabled the expansion of activity; entering into existing housing and economic capacities of the newly "eco" dimension, with emphasis on the principles of production of "healthy food"- eco-agriculture and expansion of activities on the development of "rural" tourism or "ecotourism", where to providing accommodation facilities, create the conditions for stay and develop new social and economic quality would reduce emigration from the studied area and create conditions for the return of emigrants.

In this situation, and given the attractiveness of mountain katuns in the municipality of Andrijevica, there is a need to fit in the modern trends of tourism which should include:

1. The issue of accommodation capacities is a priority. Catering facilities give a special touch to each destination, and are one of the basic of specific characteristics. However, by providing tourist services dealing with a relatively small number of companies and entrepreneurs. Among the important tourist capacity allocated hotel 'Komovi', „Eco- mountain katun- Štavna“... That is, in the municipality of Andrijevica highlight the following capacities for tourist accommodation: the number of objects - 4, number of rooms - 71, number of beds - 171 and the number of households that tourists rent rooms / flats - 2,

2. Our research evidence based on research Vuković et al (2007) indicates that in terms of the development of tourism on mountain katuns necessary to: develop at the level of local communities of the municipality Andrijevica (in addition to Travel Agencies), tourist bureau, which would enable potential visitors offer for private accommodation,

3. Professional selection of a certain number of households that would deal tourism on mountain katuns. Clearly specifying the conditions and standards, a household must meet. This means that households which would decide to take tourists to the mountain katuns must make every effort to standardize the accommodation capacities but also all the conditions for admission and stay is guests,

4. Sales of agricultural products to tourists in which the residents of the Municipality can easily find your interest. Priority is to be formed households in the mountain katuns on which would be presented to all the facilities related to the life and work of villagers on mountain katuns that have long been forgotten and abandoned. It could certainly complement the tourist offer and will be a remarkable attraction. Unfortunately, over time the products of handicrafts in mountain katuns abandoned and left to oblivion. If the order to go on developing tourism on mountain katuns products of handicrafts should be given due attention and respect,

5. Agriculture as the primary economic activity in mountain katuns would have far-reaching interest in complementary cooperation with tourism. Thanks to the natural, ecological and environmental characteristics of mountain katuns and the surrounding villages, would seem a promising area for the development of so-called tourism specific interests,

6. Creating quality programs stay on tourists on the mountain katuns Municipalities should not be left to the ingenuity of the villagers, therefore must be subject to expert analysis. The mountain katuns provides excellent opportunities for hiking, climbing and other mountaineering disciplines, cycling, consumption of local products,

7. In this respect it should use all opportunities to connect with the already established tourist organizations from Podgorica and Montenegrin coast and the tourist agency from Kolašin acting through their representatives sells capacity and sending tourists to the areas of mountain katuns. Only under such conditions tourism on mountain katuns, the development of which there are very favorable conditions can become one of the main activities to further activation Municipality Andrijevića.

8. Tourist village "Eco mountain katun - Štavna" (see Rajović and Bulatović, 2015) is the first project in the field of sustainable tourism and ecology and an initial stage of development of eco-tourism in the municipality of Andrijevića. The significance of this project not only in achieving economic effects and market evaluation of the tourist potential of the municipality, for the fact that it is the initial step in the development of healthy food, local handicrafts and other activities which constitute the essential precondition for stable development of tourism "Eco mountain katun - Štavna" has 10 with five beds cottages for accommodation, with private bath and bed in the living room on the ground floor and 4 beds on the first floor in the attic, with terrace. As part of this tourist resort is a restaurant with traditional cuisine and a reception area with the necessary support facilities (www.panacomp.net),

9. On the Territory Mountains Krivi beside built a mountain lodge, a center for hikers are who use the hiking trail Trešnjevik - Lisa - Do Wrong - Jelovica and at the same time lets you connect Andrijevića with Biogradska Gora, which together form a special tourist offer. This facility capacity of 25 guests complements and enhances the tourist offer hiking and serves as a link between North and South transvezale in the region Northeast Montenegro.

Table 2: Traffic connections mountain katuns on the territory municipality Andrijevića

Summer pastures	Road route	Approximate length (km)
Gradišnjica, Mountain katun Asanović, Bačko Hill (borders with the municipality of Kolašin)	Troglavice–Gradišnjica– Mala rivers – Mountain katun Asanović- borders with the municipality of Kolašin	14
Rujišta	Vaški Potok – Podgor - Rujišta	5
Mountain katun Okolišta and Patkovic	Gradišnjica – Bukve – Bovo hill – Mountain katun Okolišta - Patkovic	4.5
Mountain katun Bojovića	Of mountain katun Okolišta –Debeljačka head –Mangina hole–Rastok – Mountain katun Bojovića	7

	Of hotel „Jelovica“-existing road over Kapetanog lie and Goveđeg hill	9.5
Cvijetnice	Of the new road to Gradišnjici – forest Čukića-Cvijetnice	4.5
Bjeleg	Trebačko churchyard –Previja –Srijetež – Vjeternik - Bjeleg	8
Krivi beside (mountain lodge)	From the new local road (Mountain Katun Asanović and Bačko Hill) –Štimo Hill–Dinarica–Krstec (municipality of Kolašin) – Goveđa head–Krivi beside	3
	Mountain katun Asanović – Bač – Medni beside – Kisela water – Mountain katun Krivi beside	4.5
Mountain katun Prisojski	Savi beside – Rudo Hill–Lisa –Jovanov grave	
	The existing main road (new regional) – Trešnjevnik –Mountain katun Prisojski – Lisa – Zanoga – Bačko Hill	7.5
Under mountain katun Slatinski	New way to the mountain katun Prisojski (Savi beside–Rudo Hill–Lisa)	-
Upper mountain katun Slatinski	From new road to mountain katun Lower (Lisačka forest) – Mountain katun Upper Slatinski	1
Mountain katun Vulić	Presla – Štavna - Kom	4.5
Asanac	The bridge on - Zlorečica – Stolak - Štavni beside	5
Sjekirica (Gvozda)	From the existing local road L3 (Luke) – to mountain katun	2
Mountain katun Kovčezi	Seoce- Balj - Kovčezi	10
Mountain katun Stupe	From new road to Kovčezima -Balj - Stupe	1
Mountain katun Piševo	From the local road L4 (Luke – confluence Piševske River in Lim) –with Piševsku River–Batlak –Mountain katun	8
Mountain katun Dolovi	From the local road L4 (Zoriće)–Bare–Radev rubble - Dolovi	8.5
Total		120.5

Source: Municipality Andrijevisa (2010), contents of spatial and urban plan of the municipality Andrijevisa, Andrijevisa.

The mountain katuns in the municipality of Andrijevica have Peripherals and not functional traffic - geographical position which is the limiting factor for tourism development. The realization of the planned construction of a car - road Bar – Podgorica – Mateševo – Andrijevica – Berane - Boljare and reactivation of the airport in Berane will significantly improve traffic - geographical position and travel municipalities Andrijevica. This will allow the construction of better roads to attractive mountain katun in the municipality of Andrijevica.

Our research evidence research Rajović (2011), Rajović (2010), Rajović (2012), Rajović (2012) and taking into account the contents of Spatial and urban plan of the municipality Andrijevica (2010) and the Regional Business Centre Berane (2004), pointing out the obvious problems in terms of transport infrastructure which are manifested in the municipality of Andrijevica:

1. The backbone of the road network in the municipality of Andrijevica is composed of two roads. The first sections of the main road M-9 length of 31 km: Kolašin - Mateševo - Andrijevica -Murino - Peć. The second route is a Regional road R-2 in the length of 7.9 km: Berane – Andrijevica,

2. Categorized road network (state and municipal roads) in the municipality of Andrijevica have an overall length of about 113 km, which represents only 1.5% of categorized road network in Montenegro (7.368 km²). One of the indicators of development of the road network in the municipality of Andrijevica is the density of the road network, which is 39.8 km/100km² and is significantly below average compared to the density of road network in Montenegro (53,3 km/100 km²),

3. Network local roads are characterized by a small roadway width (ranges 3.0 to 5.0 m), and the absence of horizontal and vertical signaling which makes an additional disadvantage in traffic flow. A particular problem of local roads represents granting concessions for use of forests, because of the goods vehicles for the transport roads not dimensioned for this kind of traffic, and as a result damage occurs road like the whole of carriageways surface,

4. In the municipality area Andrijevica there is a network of unclassified roads (rural, field, forest and others) with a total length of about 697 km. Most of these roads are characterized by a very small width of the roadway, adverse technical - exploitation and off-road characteristics or unfavorable traffic conditions,

5. According to available data, the municipality of Andrijevica is the least economically developed municipalities region Bjelasica - Komovi. Due to poor transport infrastructure stay is of tourists can be characterized as a transit. This is confirmed by the following data, that in the course of 2008 in the municipality resided 943 tourists, i.e. 345 domestic and 598 foreign, and we recorded 1.311 overnight stays, of which domestic tourists accounted for 506 and on the side of 805 nights. Average stay of foreign and domestic tourists in the municipality is small and there is 1 day,

6. Reception and forwarding of passengers in urban and intercity public transport is carried out through a stop Andrijevica bus station which is located in the center of the urban settlements. Andrijevica no built bus station, while the positions intended for travelers of modest size,

7. Bus services as an important factor in the availability of services for the rural population of the municipality, precisely because of the lack of availability of services, leads to smaller and more remote rural settlements of Andrijevica show a tendency to stagnation and depopulation,

8. TT network does not feature development that would fit the needs of the local population and the development of transport power and water connections for a variety of quality services, means of communication(fixed telephony, fax, computerization), except phone has only the center of the village and significant center of the municipality, and the other slightly,

9. In terms of territorial mobility services (provision of services to customers in the place of residence), it is illustrative that in the winter the majority of rural settlements hardly available for vehicular traffic.

Our research evidence-based research, Ristić et al (2013) indicates that the operational objectives of the transport system, which among other things aimed at improving sector and spatial structure tourism on mountain katuns in the direction of increasing the level of employment, competitiveness and development of the municipality Andrijevica, can extract:

1. Harmonization of transport infrastructure with the planned development process settlement systems and mitigate depopulation of the Municipality,

2. Providing spatial conditions for the construction, reconstruction and equipping of rural villages and summer pastures transport infrastructure in order to increase the safety and efficiency of traffic and connections to transport corridors in the region. Here I am primarily referring to the highway Boljari - Belgrade which is intended to build municipalities Andrijevica, suffered economic revival, especially natural resources(better accessibility, convergence and connecting the Southern, Central and Northern regions of Montenegro with Serbian regions of western, central and Belgrade), and also to the tourist valorization of Bjelasica and Komovi,

3. Connecting all villages with the center of the municipality, increasing interconnectedness in the network of centers of settlement communities and increase the availability of areas of economic development and tourism, reconstruction and revitalization of existing and stage wise implementation of the planned municipal roads,

4. At the public hearing on the draft spatial plan for special purpose Bjelasica and Komovi points out the necessity of building a tram line from Kolašin, over Mateševo, and the tunnel under Trešnjevik, to Andrijevica, and the valley of Lima to Berane and Bijelo Polje (www.monitor.online),

5. When considering the long-term development of railway network in Montenegro There is a need for the construction of a new railway line Peć- Andrijevica - Mateševo. Implementation of this project would lead you to a rational and consistent expansion of the railway network, which would generate growing of cargo and passenger flows railroad Belgrade - Bar (Group authors, 1989),

6. Very important prerequisite for the development of the Municipality of traffic presents "Airport Berane". The airport was built in 1961. He had impressive line to Belgrade and Zagreb, but since 1976 has been suspended, after the company went bankrupt Pan Adria (www.nasme.me),

7. Relocation of transit traffic (especially freight) in section passing through the urban settlement Andrijevica, the construction of the bypass route. In the municipality, there are no regulated public spaces for parking lorries,

8. Standardization and modernization of technical elements, signaling and traffic regime, as well as efficient and rational use of transport capacity, raising the level of service and increase traffic safety,

9. Building infrastructure for non motor movement in the development of tourism with the aim of reducing harmful impacts of traffic on the life and work of people and the environment.

The spatial plan of special purpose Bjelasica - Komovi, the Ministry of Environment and Physical Planning of the Government of Montenegro (2010) in the area of tourism development Municipality Andrijevica however, the following spatial units: Gradišnica - Konjsko; Bjelasica: area Lisa, Mountain katun Krivi beside, Mountain katun Asanovića, Bačko Hill, Mountain katun Slatinski, Mountain katun Prisojački, Komovi: zone Štavna - Mountain katun Štavna, Mountain katun Vulića, Božićki mountain katun. According to the above mentioned plan of tourism development zone Municipality Andrijevica will become a recognizable tourist and recreational area of Montenegro which will integrated with areas of Durmitor and Žabljak stand alongside the world's best models of development and management of mountain areas that attract tourists and residents throughout the year. Using tourism as a factor of development of this area will become recognizable through the active use of other mountain resources and thus achieve equilibrium economic structure from agriculture, timber industry, small economy, culture and other public services. Marketing will be this space to articulate the level of recognizable mountain regional and European brand with reliance on mountain tourism, which offers a higher standard and richer experience than competitive mountainous center of Southeast Europe. Offer tourist and not tourist products and activities derived from key attributes and attractions, this area will offer domestic and international customers and investor's excellent possibilities to use with pre-established rules of sustainable and competitive development, and primarily for the benefit of the local population of Montenegro.

4. Conclusion

Our research evidence based on similar studies istraživanja Ashleay (2002), Gössling et al (2005), Bolwell and Weinz (2008), Šolmon (2010), Duval and Schiff (2011), Dorocku (2014), Mazilu et al (2015), points to the following conclusions:

1. Obstacles development of tourism on mountain katuns in favor of underdeveloped areas is usually manifested as: lack of human capital, limitations due to gender prejudices, organizational weaknesses, lack of financial capital, discord with existing activities, poor location, questionable ownership of the land, deficiencies local products, development strategies favoring the other, complicated regulations and paperwork for small business, the availability of market expectations, unfulfilled expectations of tourists, bad links formal and informal sectors, the shortcomings of the tourism market and there is no proactive role of the state,

2. Tourists acquire the rich cultural experience of getting acquainted with the rural environment, and mountain katuns: demographics, socio - cultural as well as economic and political environment destinations. The villagers in turn facilitate access to finance, health care, education, with better local infrastructure. Since the better use of natural resources while increasing the attractiveness of tourist destinations. Mountain katuns have become an opportunity for unskilled workers, and especially for women from local communities,

3. Tourists must travel experience as comfortable, fast, secure and cost-effective (economical) because traveling for tourist purposes tourists must "remain in my memory" as something interesting and inexperienced, as something "unforgettable", something that is part of the tourist for just mountain pastures to allow,

4. Past the time passive rest for tourist's modern times, traveling, explore, learn and want to experience something new tourists to their destination and during the journey, consumes and buys, as a tourist destination gives recognition and an extra dimension of quality.

In order to revitalize the of mountain settlements research institutions from Montenegro (Biotechnical Faculty, Institute of History and the Faculty of Tourism and Hotel Management) in cooperation with four partner institutions from the EU (Slovenia, Sweden and Italy) and two undertakings in the field of agriculture and tourism (HM Durmitor Žabljak and Doo Old house in Podgorica), off on the project " Katun" which offers a comprehensive - a holistic approach to (main motto of the project) in the economic development of mountain resources of Montenegro. The main objectives project: 1) to a knowledge-based sustainable development of agriculture and agro-tourism in the mountain katuns, while preserving the cultural heritage of rural areas, and 2) the strengthening of the interdisciplinary approach in addressing the challenges of economic and social development of Montenegro and establishing closer relations with international partners. Set goals the project will be achieved through: a) the improvement of traditional technology, knowledge transfer and innovation in agriculture, mountain areas, b) expansion of economic activities in the mountain katuns through fostering entrepreneurship in agro-tourism, c) improving the social life in the mountain katuns and awareness of cultural heritage protection to a higher level, d) strengthening research capacity (human resources and infrastructure) with full respect for the needs and demands of the economy (www.gov.me).

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The Global Transition to Sustainable Development: Environmentally Sound Technologies and Intellectual Property

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Abstract

The study examines the precious sensitive problem of the legal tensions between internationally transferred environmentally sound technologies and intellectual property rights from the perspectives of international law of sustainable development. In this study, the more significant directions of politics of international law on sustainable development aimed at solution of this problem are examined. Author analyzes comprehensively the already achieved balanced relation between protection of intellectual property rights and objectives of international technology transfer at the level of multilateral environmental agreements. This article makes some suggestions for understanding the new tasks of international law politics of sustainable development in the context of increasing of IPRs protection. Author concludes that protection and enforcement of IPRs should contribute to promotion technological innovation transfer and dissemination of technology, as well as balanced relation between rights and obligations through prism of sustainable development. That may be possible due to international collaboration on solving the problem of contradiction between interests of users of environmentally sound technology, on the one hand, and economic interests of rights holders, on the other hand, on basis of coordinated standards of international environmental agreements.

Keywords: sustainable development, environmentally sound technologies, international law, intellectual property, global politics.

Introduction

As well known, the one of the more important issues of current Global Agenda is the global transition to sustainable development. The central factor of this transition is a wide application of results of scientific and technological progress, namely appropriate technologies around the world. Shortly, paramount special technologies mentioned in international law instruments are characterized by Agenda XXI (Chapter 34.3) as environmentally sound (clear/green) technologies (ESTs) including technologies for prevention of pollutions of environment, for conservation of biodiversity and its sustainable use as well as technology for prevention of climate changes (low-carbon technologies or alternative technologies) or adaptation thereto.

International technology transfer by which ESTs is being disseminated around the world is inserted in moving towards sustainable development regulated, in turn, by norms and principles enshrined in instruments of international public law. The point is that international technology transfer oriented to sustainable development is regulated by international legal instruments pertaining to the so-called international law of sustainable development consists of such branches of international law as international environment and international economic (trade, investment) law. Remarkably, the decisive importance for international ESTs transfer belongs to international law of intellectual property (IP) that includes provisions on protection of intellectual property rights (IPRs).

As long as some transferred technologies are proprietary and, accordingly, is being transferred over formal channels, designed to observance the exclusive rights of rights holders, IPRs affect the internationally transferred ESTs very considerably. Moreover, there is profound legal tensions between IPRs and internationally transferred ESTs. We consider these tensions make serious difficulties for successful moving toward achievement of sustainable development.

Therefore, the most difficult problem of global transition to sustainable development is seen in harmonization of different interests, including interests of developed, developing and least-developed countries, saying nothing of interests of right holders and public. From the perspectives of increasing of effectiveness of international ESTs transfer, norms of provisions relating to signed branches of international law should be harmonized each other, especially provisions of international IP law and international environmental law. These tasks demand the scrupulous examination of existing tensions between protection of IPRs and goals of transferred ESTs as applied to evolving of international law of sustainable development and its politics. This is core object of given study.

Material and methods

The first methodological starting point of given study is overall approach emphasizing the dual role of protection of IPRs in the process of technology transfer. On the other hand, protection of IPRs provides the incentives to create technology and know how due to respect for moral and economic interests of creators that are often right holders. On the other hand, protection of IPRs in modern world intends to increasing that makes a lot difficulties for the access to technology and, accordingly, their using. Unconditionally, international transfer of ESTs faces just now mentioned dual effects of IPRs protection. That is because the patent licensing agreements, playing in many cases important role for dissemination technology, can call the access to technology in question. The second methodological approach applied in given study is the idea of forming the balanced international law on sustainable development that shall overcome the tensions between international IP law and international environmental law. Additionally, given study is based on the analysis of provisions of appropriate international law instruments and takes into account more interesting findings of scientific and expert works on subject matter regarded.

Discussion

ESTs are such tools for sustainable development that are acting if and only if they have being transferred and diffused. More generally, transfer of technology, especially ESTs to developing countries, is one of the most actively discussed issues of international economic relations and international relations in the area of aid to development being seen now as aid to sustainable development. Therefore, transfer of technology under provisions of the multilateral environmental agreements (MEAs) and its problems, namely numerous barriers, are the traditional subject matter of experts and researches specializing in international environmental law [1 – 3]. To be a little concrete, provisions of multilateral environmental agreements, for example conventions of Rio, contain number provisions as regards technology transfer and draw its goals. As laconically highlighted by C. Alberts, “technology transfer is one of the most important issues in international environmental law, when considering the means to sustainable growth” [4, p. 64].

International technology transfer, being the critical factor to sustainable rate of economic growth and development generally, is very sensitive to implications of IPRs protection. The fact of matter is that during last 50 years, protection and enforcement of IPRs have had tendency to increasing standards. We consider that diverges enough explicitly with substantial logic of technology transfer. Accordingly, IPRs is soundly under discussion within international cooperation in technology transfer area in context of transition to sustainable development. It is determined by that IPRs, on the one hand, have never been more so economically and politically significant and, on the other hand, controversial as now.

A new moment in discussion on impact of IPRs on transition to sustainable development implies following. International transfer of clear technologies, including climate change technologies, is subject to logic of formal and informal transfer. In first case, given transfer has investment, trade and, certainly, IPRs aspects [5 – 8]. The core question consists in that what are IPRs – tool for or barrier to transfer and dissemination of sustainable technologies, for example, climate change technologies?

Results

1. Balance of ESTs and IPRs as the imperative of global sustainable development

We want to stress that IPRs is the inevitable tool for transfer and diffusion of ESTs but is no factor of their restriction because of ESTs are global public goods of intellectual nature that makes for forming an appropriate conditions necessary for overall prosperity. This research results of my study arise from looking at the paradigm articulated in conventional law instruments concluding provisions on technology transfer and confirmed by Agenda XXI and other strategic documents in the sphere of sustainable development. Such paradigm also covers some international law instruments in sphere of IPRs protection directly. That demonstrates not only the TRIPS Agreement, but also other instruments of the WTO and instruments of international IP law. This implies the use of potential of international IP system acting as the horizon of international technology transfer in area of sustainable development.

Insofar as the paradigm of sustainable development departs from understanding the economy as a necessarily consistent with environmental and social aspects of development, modern international transfer of all sorts of technologies has certain significance for transition to sustainable development. In the age of universal intentions to sustainable development there is demanded to rethinking the understanding of technology and their transfer as one of the factors of country's competitiveness. As I considers, the competitiveness is not reduced now to economic dimension but implies the achieved success in harmonization of three aspect of development. This postulate creates a new viewing technology innovation, especially ESTs and acquiring them from both internal and external sources, and further process of their using. Unconditionally, internationally transferred ESTs have the central role in this process.

That is why the possible difficulties in international transfer proceeding from IPRs and, accordingly, formal channels of transfer should be examine as difficulties of transition to sustainable development. Speaking generally, world society, conducting the policy oriented to sustainable development, is convinced in the necessity to more broadly develop and use ESTs having disseminated through formal and informal channels of international technology transfer as such.

IPRs protection being the significant facet of cooperation between developed and developing countries has sensitive public aftermaths concerning the establishing of balance between interests of possessors of exclusive rights to technologies and public interests. As well-known, this balance is provided by regimes of restrictions and exceptions of exclusive rights under modern intellectual property law at the national and the international level. This balance has direct relation to issues on world development and, immediately, to issues on transition to sustainable development.

2. Protection of IPRs under MEAs: a concise exploration

The observance and protection of IPRs should be treated in the light of mentioned in multilateral environmental agreements (MEAs) principles of technology transfer, namely the fair, reasonable and mutually agreed conditions. Characteristically, issues on IPRs addressed to transfer of ESTs are reflected in various MEAs in a different ways [9; 10, p. 135-136]. The UN Convention on Biodiversity (CBR) (1992) provides the transfer of proprietary and nonproprietary technology. Wording of second part of para 2 of the Article 16 postulates that in the case of technology subject to patent and other forms of IPRs protection, such access and transfer shall be provided on terms which recognize and are also consistent with the adequate and effective protection of IPRs. That reflects interests of developed countries and, at least, interests of advanced developing countries-donors.

The Convention to combat desertification (1994) also contains provisions on need to protect IPRs. Article 18.1(e) among appropriate measures designed to creating the domestic market conditions and incentives for promotion the development, transfer, acquisition and adaptation of suitable technology, knowledge, know-how and practices was referring to measures to ensure the adequate and effective protection of IPRs. Provisions on protection of IPRs is included in list of terms of technology access and transfer of the International Treaty on plant genetic resources for food and agriculture (2001). Para b(iii) "Access to and transfer of technology" of the Article 13 ensures the access and transfer to protected technology, noting that such access and transfer shall

be provided on terms which recognize and are consistent with the adequate and effective protection of intellectual property rights.

However, provisions on needs to protect IPRs in process of technology transfer are absent in several relevant international agreements and several MEAs. So, Nagoy Protocol to CBR (2010) in the Articles 22 and 23, devoted to technology transfer, directly not toughs upon protection of IPRs. Meanwhile, issues on IPRs protection is raised in para 3g(ii) addressing mutually agreed terms of access to genetic resources and para 1(j) and para 2(q) of the Annex to this Protocol “Monetary and non-monetary benefits” that states joint ownership of relevant IPRs.

Algorithm of technology transfer also is reflected in strategic documents on sustainable development. The Agenda XXI, for example, emphasizes transfer of ESTs, in particular to developing countries, under favourable, concessional and preferential terms, as mutually agreed, taking account the needs to protect IPRs (para 34.14(b)). The Programme for further implementation of the Agenda XXI (1997) continuing range of problems of technology transfer, also attaches importance to protection of IPRs. Moreover, para 88 of Ch. “Transfer of environmentally sound technologies” is parallel to provisions of para 34(b) of the Agenda XXI. However, in contrast to the Agenda, the Programme underscores that much of the most advanced ESTs being developed by the private sector is privately owned (para 90). Therefore, as I think, the private sector should be stimulated to transfer proprietary technologies.

3. Internationally transferred ESTs and IPRs: a new problem context

Remarkably, appropriate coordination of international efforts on overcoming imbalanced relations between IPRs and technology transfer, when exclusive rights prevent the technology transfer on equitable and fair terms, entails including of provisions on IPRs protection to articles of MEAs devoted to regulation of technology transfer. Unfortunately, achieved balance is very fragile because of further increasing of standards of IPRs protection, on the one hand, and the inadequate conformity of international trade and investment law and especially international law of IPRs with the succeeding in objects of sustainable development, on the other hand. As a results, the solution of task of developing the balanced international law concerning transfer of ESTs demands taking in account the new emerging problems.

It is clear that multilateral agreements on IPRs, especially the TRIPS Agreement, are implicitly oriented to sustainable development due to postulating the balance of public interests and interests of right-holders. The ongoing discussions within global policy in area of IP and international technology transfer at the new level of resoluteness to transition to sustainable development concentrate on adapting the TRIPS provisions to new tasks of international development and, especially, the TRIPS potential (Article 66.2) and TRIPS mechanisms to facilitation the transfer of ESTs to least-developed countries [11]. At once, there has appeared a concern about that whether does TRIPS hinder or facilitate the transfer of climate related technologies, as well as transfer of biotechnologies to developing countries and how to exploit the potential of it provisions optimally.

As already stated, the broadening of extent of IPRs that has been provided by multilateral IPRs agreements and the TRIPS means the transition from minimum standards to more strict level of IPRs protection embodied in the TRIPs-plus provisions contained in number of free trade agreements (FTAs). The possible results of these provisions for perspectives of international technology transfer in whole [12] and transfer of ESTs in particular are contradictory [13 – 14]. That may affect unpredictably the international transfer of technology in the context of transition to sustainable development. In this account, politics of international law in the examined area faces new problems. Consequently, world society is interested in renewal of politics of international law of sustainable development in considered area as applied to the new era of development of IPRs protection and, concurrently, new era of flows of ESTs.

In other words, differently drawn interests as regards IPRs protection may cause troubles for technology transfer aiming at facilitation the sustainable development. In this case, international law provisions admitting needs of developing countries for sustainable development under favourable terms of technology transfer (Article 4.2. of the Vienna Convention for the Protection of the Ozone Layer, Article 16 of the Convention on Biological Diversity, Article 66.2 of the TRIPS Agreement) are far from fulfilling. The aftermaths of such collision between different groups of countries block manifestations of creative potential of technologies. In my opinion, this collision impedes transfer of ESTs and put off realization of goals of sustainable development.

Finally, it may be stressed the implementation of provisions on technology transfer means not only effective financial international cooperation, but also cooperation on IPRs protection, namely realization of coordinated approach. The latter is possible if all countries will adhere to minimum standards of protection of transferred technologies. As I consider, coordinated standards is a broad basis for balanced interests of developed and, accordingly, developing countries concerning benefits from technology transfer.

Conclusion

In sum, protection of IPRs, especially patent rights is the subordinated aspect of technology transfer and diffusion of technologies in condition of sustainable development. The protection and enforcement of IPRs should contribute to promotion technological innovation transfer and dissemination of technology, mutual advantage of producers and users of technological knowledge, social and economic welfare, as well as balanced relation between rights and obligations through prism of sustainable development. Based on this paradigm, international law of sustainable development should conduct further politics striving to harmonizing transfer of ESTs, on the one hand, and IPRs, on the other hand. This politics is a precious promising, and we can already see the serious results of required harmonization.

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