ARIZONA STATE UNIVERSITY

GENERAL STUDIES PROGRAM COURSE PROPOSAL COVER FORM

Courses submitted to the GSC between 2/1 and 4/30 if approved, will be effective the following Spring.
Courses submitted between 5/1 and 1/31 if approved, will be effective the following Fall.

(SUBMISSION VIA ADOBE.PDF FILES IS PREFERRED)

DATE 3/12/2012

1. ACADEMIC UNIT: SILC

2. COURSE PROPOSED:
   BCS 101 Introductory Serbo-Croatian I 4
   (prefix) (number) (title) (semester hours)

3. CONTACT PERSON:
   Name: Danko Sipka Phone: 480 634 8437
   Mail Code: 0202 E-Mail: Danko.Sipka@asu.edu

4. ELIGIBILITY: New courses must be approved by the Tempe Campus Curriculum Subcommittee and must have a regular course number. For the rules governing approval of omnibus courses, contact the General Studies Program Office at 955-0739.

5. AREA(S) PROPOSED COURSE WILL SERVE. A single course may be proposed for more than one core or awareness area. A course may satisfy a core area requirement and more than one awareness area requirements concurrently, but may not satisfy requirements in two core areas simultaneously, even if approved for those areas. With departmental consent, an approved General Studies course may be counted toward both the General Studies requirement and the major program of study. (Please submit one designation per proposal)

   Core Areas
   Literacy and Critical Inquiry–L
   Mathematical Studies–MA CS
   Humanities, Fine Arts and Design–HU
   Social and Behavioral Sciences–SB
   Natural Sciences–SQ SG

   Awareness Areas
   Global Awareness–G
   Historical Awareness–H
   Cultural Diversity in the United States–C

6. DOCUMENTATION REQUIRED.
   (1) Course Description
   (2) Course Syllabus
   (3) Criteria Checklist for the area
   (4) Table of Contents from the textbook used, if available

7. In the space provided below (or on a separate sheet), please also provide a description of how the course meets the specific criteria in the area for which the course is being proposed.

   The core area of humanities is met by focusing on the concept of identity, one of the central notion of the human condition, while the global awareness area is met by exploring different cross-cultural and cross-linguistic configurations in which identities are constructed and perceived.

   CROSS-LISTED COURSES: ☐ No ☐ Yes; Please identify courses: ________________________________

   Is this an amultisection course?: ☐ No ☐ Yes; Is it governed by a common syllabus? ________________________________

   Robert Joe Cutter
   Chair/Director (Print or Type)

   (Signature)
**Arizona State University Criteria Checklist for**

**GLOBAL AWARENESS [G]**

**Rationale and Objectives**

Human organizations and relationships have evolved from being family and village centered to modern global interdependence. The greatest challenge in the nuclear age is developing and maintaining a global perspective which fosters international cooperation. While the modern world is comprised of politically independent states, people must transcend nationalism and recognize the significant interdependence among peoples of the world. The exposure of students to different cultural systems provides the background of thought necessary to developing a global perspective.

Cultural learning is present in many disciplines. Exposure to perspectives on art, business, engineering, music, and the natural and social sciences that lead to an understanding of the contemporary world supports the view that intercultural interaction has become a daily necessity. The complexity of American society forces people to balance regional and national goals with global concerns. Many of the most serious problems are world issues and require solutions which exhibit mutuality and reciprocity. No longer are hunger, ecology, health care delivery, language planning, information exchanges, economic and social developments, law, technology transfer, philosophy, and the arts solely national concerns; they affect all the people of the world. Survival may be dependent on the ability to generate global solutions to some of the most pressing problems.

The word university, from universitas, implies that knowledge comes from many sources and is not restricted to local, regional, or national perspectives. The Global Awareness Area recognizes the need for an understanding of the values, elements, and social processes of cultures other than the culture of the United States. Learning which recognizes the nature of others cultures and the relationship of America’s cultural system to generic human goals and welfare will help create the multicultural and global perspective necessary for effective interaction in the human community.

Courses which meet the requirement in global awareness are of one or more of the following types: (1) in-depth area studies which are concerned with an examination of culture-specific elements of a region of the world, country, or culture group, (2) the study of contemporary non-English language courses that have a significant cultural component, (3) comparative cultural studies with an emphasis on non-U.S. areas, and (4) in-depth studies of non-U.S. centered cultural interrelationships of global scope such as the global interdependence produced by problems of world ecology, multinational corporations, migration, and the threat of nuclear war.
Proposer: Please complete the following section and attach appropriate documentation.

### ASU--[G] CRITERIA

<table>
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<tr>
<th>YES</th>
<th>NO</th>
<th>Identify Documentation Submitted</th>
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<tr>
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<td><strong>GLOBAL AWARENESS [G]</strong></td>
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**YES**

1. Studies **must** be composed of subject matter that addresses or leads to an understanding of the contemporary world outside the U.S.

2. The course must match at least one of the following descriptions: (check all which may apply):
   a. In-depth area studies concerned with an examination of culture-specific elements of a region, country or culture group. **The area or culture studied must be non-U.S. and the study must contribute to an understanding of the contemporary world.**
   b. The course is a language course for a contemporary non-English language, and has a significant cultural component.
   c. The course is a comparative cultural study in which most, i.e., more than half, of the material is devoted to non-U.S. areas.
   d. The course is a study of the cultural significance of a non-U.S.-centered global issue. The course examines the role of its target issue within each culture and the interrelatedness of various global cultures on that issue. It looks at the cultural significance of its issue in various cultures outside the U.S., both examining the issue’s place within each culture and the effects of that issue on world cultures.”
Explain in detail which student activities correspond to the specific designation criteria. Please use the following organizer to explain how the criteria are being met.

<table>
<thead>
<tr>
<th>Criteria (from checksheet)</th>
<th>How course meets spirit (contextualize specific examples in next column)</th>
<th>Please provide detailed evidence of how course meets criteria (i.e., where in syllabus)</th>
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<tr>
<td>2d: study the cultural significance of a non-U.S. centered global issue</td>
<td><strong>SAMPLE:</strong> The course examines the cultural significance of financial markets Japan, Korea, and the UK.</td>
<td><strong>SAMPLE:</strong> Module 2 shows how Japanese literature has shaped how Japanese people understand world markets. Module 3 shows how Japanese popular culture has been changed by the world financial market system. Modules 4 &amp; 5 do the same for Korea and modules 6 &amp; 7 do the same for the UK.</td>
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<tr>
<td>1</td>
<td>The course discusses a non-US culture</td>
<td>See the syllabus and the culture section of the course</td>
</tr>
<tr>
<td>2b</td>
<td>One major section of the course discusses Serbian, Croatian, and Bosnian cultures</td>
<td>See the syllabus and the culture section of the course</td>
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</table>
**Lesson One, Culture**

*What’s in a Name?* You have probably heard several different names for this language, such as: Bosnian, Croatian, Serbian, Serbo-Croatian, etc. Here is why:

There are at least three different standard forms of Serbo-Croatian, distinguished ethnically or geographically: 1. Serbian, used by Serbs (8 million), 2. Croatian, spoken by Croats (4.5 million), 3. Bosnian Muslim (also called Bosnian and Bosniac), used by Bosnian Muslims (2 million). The vast majority of Montenegrins (600,000) speak the Serbian standard, but recently there have been attempts to create Montenegrin, as a fourth standard within Serbo-Croatian. These standards are in official use in the countries and territories where their respective ethnic groups constitute the majority. Serbian is thus the official standard of the Federal Republic of Yugoslavia (Serbia and Montenegro) and of the Republic of Srpska (a part of Bosnia-Herzegovina). Croatian is the official standard of Croatia and the regions of the Muslim-Croat Federation (a part of Bosnia-Herzegovina) with a Croatian majority. And finally Bosnian Muslim is the official standard of the regions of the Muslim-Croat Federation with a Bosnian Muslim majority. (See map one and map two). These standards share grammatical structures (with some minor exceptions) while exhibiting vocabulary differences. Because of these national standards, some linguists deny the existence of Serbo-Croatian per se, claiming that each of these standards represents a distinct Slavic language.

The Serbian standard allows two pronunciation variants in some words: the Ekavian (which has an *e* in the stem of these words) and Ijekavian (which has *ije*, *je*, or *i* instead of the *e* in Ekavian). For example, the Ekavian forms are *mleko* ‘milk’, *hteti* ‘want-Infinitive’, *hteo* ‘want-Past Participle’) and their Ijekavian counterparts *mlijeko*, *htjeti*, *htio*. The Ekavian and Ijekavian pronunciation are not interchangeable in one text. A text should either be entirely Ekavian or entirely Ijekavian. The Croatian and Bosnian Muslim standards use solely the Ijekavian pronunciation.

The division within the colloquial field is an even more intricate one. In addition to being divided into colloquial in its narrower sense (i.e., general colloquial sphere), dialects (i.e., rural vernaculars), and slang (i.e., urban vernaculars), as well as according to the ethnic background, other factors also contribute to diversity in this field.

The factor of ethnicity is often interwoven with that of territory. Some lexemes are thus used exclusively by Serbs (such as *buva* ‘lie’, ‘false information’, ‘joke’), others used only by the speakers of Serbo-Croatian in Serbia (for example *bioskop* ‘cinema’). Others are used by inhabitants of Bosnia (like *bolan* ‘intensifier used to address a single male in direct informal communication’), notwithstanding their ethnic background. These territorial boundaries are not always consistent with either dialectal or administrative borders, but more frequently reflect historic and/or cultural circles and influences.
The colloquial lexicon is also divided along the lines of different social and professional groups, such as drug addicts, criminals, students, etc. Each of these groups constitutes a subculture of its own, with its own specific beliefs and values.

There is no one-to-one correspondence between the three ethnic standards and colloquial forms used by Serbs, Croats and Bosnian Muslims. On the one hand, two urban vernaculars within the same ethnic group might be mutually unintelligible (as Croatian vernaculars of Split and Zagreb can be), and on the other hand, one urban vernacular can be shared by people with different ethnic affiliation (as was the case in the pre-1990 Sarajevo). Thus, according to Croatian Playboy (January, 1999) a policeman is drot, pajkan, rijamu, rora in Zagreb and murjak, pandur, tovarić in Split. In contrast, all ethnic groups in Sarajevo use the word drot to refer to a police officer. Furthermore, even if a colloquial lexeme is ethnically marked, it frequently represents a tendency to more frequent usage within one ethnic group rather than an either/or situation.

Two scripts are used in Serbo-Croatian. All Serbo-Croatian speaking ethnic groups use the Latin script. Serbs and Montenegrins additionally use the Cyrillic script.

This course will address only the standard forms of the language. It will be based on the Serbian Ekavian form with items belonging to the other two standard forms (Bosnian Muslim and Croatian) listed in those cases when they differ from the Serbian Ekavian form.

The following two maps show the countries and territories where the standard varieties of Serbo-Croatian are used.

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**Map 1: Former Yugoslavia**
Map 2: Bosnia
Number of the Canton

1 - Una Sana (Bosniac)
2 - Posavina (Croat)
3 - Tuzla Podrinje (Bosniac)
4 - Zenica Doboj (Bosniac)
5 - Bosna Podrinje (Bosniac)
6 - Central Bosnia (Mixed)
7 - Herzegovina Neretva (Mixed)
8 - West Herzegovina (Croat)
9 - Sarajevo (Bosniac)
10 - Livno (Croat)
Lesson Two, Culture

Regions, major centers, Ethnic and religious affiliation

As noted in Lesson One, Serbo-Croatian is spoken by Serbs, Croats, Montenegrins and Bosnian Muslims (also called Bosniacs). Owing to the seventy-year existence of the former Yugoslavia (1918-1992), there are numerous Macedonians, Slovenes, Hungarians, and Albanians, all former subjects of Yugoslavia, with near-native proficiency in Serbo-Croatian. The variants of Serbo-Croatian are official languages in the following four countries:

1. Serbia
2. Montenegro
3. Croatia
4. Bosnia-Herzegovina

Take a look at the official Web pages of Serbia, Montenegro, Croatia, and Bosnia and Herzegovina.

All Four countries are highly diversified both in terms of their geographical features and their populations. Their regional differentiation will be discussed in turn.

**Serbia (original name: Srbija)**

- Serbia, in addition to Serbia proper, comprises two autonomous provinces - Vojvodina in the north and Kosovo in the south, which both feature sizable ethnic minorities. Vojvodina enjoys considerable autonomy within Serbia. Since 1999 Kosovo is a de facto international protectorate, whose legal status remains to be decided, which may lead to eventual exclusion of most of its territory from Serbia. In 2008 several countries, including the United States, recognized the independece of Kosovo, but the region still remains disputed and without prospects of being a member of the United Nations. Click here to see a map of the region. The capital city of Serbia and the confederation is Belgrade (in Serbian: Beograd - literally: white city).

**Montenegro (original name: Crna Gora = black mountain)**

- The capital of Montenegro is Podgorica (literally: beneath-the-mountain city), called Titograd (literally: Tito's city, i.e., the city of Josip Broz Tito, the communist leader of Yugoslavia) from 1950 to 1990.

**Republic of Croatia (original name: Republika Hrvatska)**

Although the present-day Croatia is ethnically homogenous, as its twelve-percent strong Serbian minority was by-and-large ethnically cleansed in 1995, the country still culturally diversified. It comprises provinces with Mediterranean culture,
such as Istria and Dalmatia; those belonging to Central Europe, such as Slavonia and Hrvatsko zagorje; as well as those that are a part of the Balkans (e.g., Lika). The capital of Croatia is Zagreb (literally: behind-the-ditch city).

Bosnia and Herzegovina (original name: Bosna i Hercegovina)
This country consists of two sovereign entities: Republic of Srpska and Federation of Bosnia and Herzegovina, each with its own military, police, government, etc. Republic of Srpska is almost exclusively inhabited by Serbs, and the same pattern is observable with the Federation of Bosnia and Herzegovina where its Croat cantons are inhabited by Croats and its Bosnian Muslim cantons by Bosnian Muslims. This state of affairs is a consequence of ethnic cleansing in both entities during the 1992-1995 civil war. The capital of both Bosnia and Herzegovina and the Federation of Bosnia and Herzegovina is Sarajevo (literally: resting place for caravans), while the capital of Republic of Srpska is Banja Luka (also spelled Banjaluka, literally: Bey's pasture). English translations are not yet available for the Sarajevo and Banjaluka Web sites, so look at the pictures now and read them upon completion of the course.

Religious affiliation

The religious affiliations of Serbs, Croats, and Bosnian Muslims are almost perfectly correlated with ethnicity. Serbs are affiliated with the Serbian Orthodox Church, Croats belong to the Croatian Catholic Church, and Bosnian Muslims adhere to the Islamic Community of Bosnia and Herzegovina (English not yet available for the Islamic Community page, look at the pictures now and read it upon completion of the course). A considerable number of people in each of the three confessional communities do not engage in religious practices. Each of the communities features elaborate rituals, some of which will be mentioned throughout this course.

Differences in attitudinal and behavioral patterns
An astute observer will undoubtedly notice numerous differences in the patterns of daily life between the American and Serbo-Croatian cultures. The major differentiating features of the region can be summarized as follows:

1. Lesser social stratification than in the USA
2. Stronger community and kinship ties than in the USA
3. Lesser presence of the law in public life than in the USA
4. Lesser prominence of work ethics than in the USA
5. Broader workers' rights and security networks than in the USA
6. Higher general educational level than in the USA
7. Less open and less friendly tone of public encounters
8. Lesser customer friendliness
9. Less optimistic general attitude
10. Lesser health awareness
11. Lower general living standard

These differences will be discussed in turn.

1) As is the case in many European countries, the countries of the former Yugoslavia are much less socially stratified than the United States. This is reflected in the fact that, in general, there are no good or bad neighborhoods, and much fewer people are enormously rich or poor, etc. Moreover, some common US social markers are not present in the region. For example, living in an apartment rather than a house is not a marker of one's lower socio-economic status. On the contrary, living in a house will be often associated with rural population.

2) Family ties are much stronger in the former Yugoslavia than in the US. This means that parents are expected to take care of their children well into their adulthood and children to live with their weary parents. Young women normally rely on their mothers for babysitting. As a rule, parents participate in the major purchases of their children (apartment, car, furniture) even when the children have their own families, etc. Furthermore, disputes are predominantly solved in interpersonal communication rather than in an institutional setting.

3) Owing to both the fact that the legal system in the target countries is not well developed and to the fact that the population prefers alternative manners of conduct, law has far lesser prominence in all spheres of public life. The consequences of this state of the affairs are that one cannot expect to solve civil and other disputes in a court of law and that public officials are far more susceptible to bribery than their US counterparts. Various patterns of corruption and nepotism are ubiquitous. Finally, public property is less respected, hence littering, vandalism, etc. remains more widespread than in the USA.

4-5) Average Serbs, Croats, and Bosnian Muslims work less hours per week, and enjoy more vacation time than Americans. In addition, their attitude toward work is "I work to live" rather than "I live to work". Although workers' rights and social support networks have somewhat deteriorated in the 1990s, it is still a matter of course to expect free-of-charge health care and education, unemployment support, etc.
6) Owing to a superior elementary and secondary school system, an average Serb, Croat, and Bosnian Muslim will vastly surpass an average American in the quantity of information about geography, history, literature, music, arts, etc. It is not uncommon that a person from the target region turns out to be more knowledgeable about American literature or history than their US interlocutors.

7-8) General tone of public encounters in the region is less friendly. People smile less and greet unknown persons less cordially than in the US. In particular, employees of stores and public offices may strike Americans as unfriendly. This is coupled with lesser consumer friendliness, in a sense that one cannot return products to the store, complaining about the service normally does not have much effect, etc.

9) People of the target countries are, as a rule, less optimistic than Americans. It is very common to see daily conversation dominated by complaints about one's bad faith. As a matter of fact, Americans, who almost always claim to do fine, stand on the opposite end of the optimism scale. Therefore, one should always take any complaints in the region to be at least slightly exaggerated.

10) Health awareness is far lower in the target countries than in the US. There are much more smokers there, and much fewer people engage in working out, jogging, etc. than in the US. Furthermore, people are normally not concerned with caloric values and structure of their food - red meat and various saturated fats dominate nutritional patterns of the region.

11) Finally, the general standard of living is considerably lower than in the US. This means that numerous elements of life that are taken for granted here, remain unavailable in the region. For example, air-conditioners are very rare even in areas such as southern Croatia, where temperatures in the summer reach 100F or more; roads are narrow and driving is dangerous, etc.

One should note that these are somewhat over generalized statements. The region is diversified internally, particularly between the more developed north and less developed south. Similarly, differences exist between rural (less educated, more conservative) and urban areas. It is true, however, that any American visitor to the region is likely to encounter many of the previously listed phenomena.

Lesson Three, Culture

School System

The school system in the target countries is divided into the following tiers:

- Elementary school - eight years, compulsory starts at age six or seven
- Secondary school - four years, facultative
- University, undergraduate level - four to five years
- University, graduate level - at least two years for M.A./M.S. degree
The following differences are observable in comparison with the school system in the United States:

1) The grading system is different. A scale from 1 (failing) to 5 (excellent) is used at all levels in Croatia while universities in Bosnia, Serbia and Montenegro use the scale from 5 (failing) to 10 (excellent).
2) All tiers except the graduate level at universities are far more demanding than in the US, in particular, students are required to acquire more information.
3) At the secondary-school and university levels, students usually follow a pre-determined set of courses with only limited possibilities to make choices.
4) Secondary schools are divided into general secondary schools (an equivalent of the American high school), which normally lead to the university level, and vocational secondary schools (similar to the American community colleges), which lead to jobs such as car mechanic, plumber, secretary, nurse, etc.
5) Education is generally free of charge although co-payment may be required for certain services.
6) One is not required to take courses when pursuing a Ph.D. degree. The only required elements are a record of publications and a Ph.D. thesis which needs to be defended.
7) Universities can be found only in major urban centers.

The most prestigious universities are University of Belgrade (Serbia), University of Novi Sad (Serbia), University of Sarajevo (Bosnia) , and University of Zagreb (Croatia).

**Popular Sports and Teams**

Sports are very important in the target countries. Any international appearance of domestic teams or national selection commands considerable attention. Soccer is the most popular sport in the region, followed by basketball. Other group sports such as volleyball, water polo, and handball (European game with goals like in soccer yet played indoors with ball thrown rather than kicked) also enjoy considerable popularity. Appearances of national soccer selections at the world cup are normally associated with empty streets and closed stores and offices. Individual sports, such as alpine skiing, tennis, table tennis, etc. become popular only when domestic competitors achieve world-class results. The popular American sports of baseball and football are not played in the region, and they attract no attention at all.
Owing to the fact that it does not confirm with the cognitive scheme of the most popular group sports in the region (i.e., the scheme of a medieval battle with two clearly defined sides attacking each other's territory), baseball is particularly boring to inhabitants of the target countries.

Former Yugoslav teams have had numerous global successes in sports. Among others, the Serbian soccer team Crvena zvezda (Red Star) was both the European and World soccer champion, the basketball team of Serbia and Montenegro holds several world championships in basketball, which is also the case with its volleyball, water polo, and handball teams. The Croatian handball team has also won world championships. Croatian skier Anica Kostelić has won women's alpine skiing competitions. Goran Ivanišević of Croatia, and Monica Seles of Yugoslavia (now USA) have won major tennis tournaments, etc. Numerous Serbian basketball players, such as Divac, Stojaković, Drobnjak, Radmanović, Jarić, play for prominent NBA teams.

The most popular soccer teams in the region are Željezničar and Sarajevo (both from Sarajevo, Bosnia), Dinamo from Zagreb, and Hajduk from Split (Croatia), as well as Crvena zvezda and Partizan (both from Belgrade, Serbia).

One should also notice that the former Yugoslavia hosted the 1984 Winter Olympic games. Click here and here to see the Olympic ski resort of Jahorina.

**Flora and Fauna**

The region is characterized by high biodiversity. The biomes range from the prairie-like plains with oak cultivated fields and oak woods in the north, over steep mountain chains with conifers in the center to scarce bushes, to pine trees and vineyards of the Mediterranean belt in the South. The central region is rich in species such as wolf or bear which are rather uncommon in other parts of Europe. The central mountainous region is also home to numerous endemic floras and faunas, such as
Serbian spruce. In addition, the coast of Croatia hosts world-class grapevines. The well-know Californian grapevine Zinfandel originates from Croatia. The Dalmatian dog is named after a province in Southern Croatia, and the Lipizzaner horse breed is named after the city Lipica in Croatia.

Weather and Climate

The region features two major climatic types: the moderate Continental and the Mediterranean. The former is characterized by four distinct seasons, from winters with ample snow to moderate summers, and the latter by long hot summers and mild winters. The temperature in the region are measured in centigrade. Use the converter below to figure out the temperature:

Enter a number in either C or F field and click outside that field.

F: 
C: 

Check the weather in:

- Belgrade, Serbia
- Sarajevo, Bosnia
- Zagreb, Croatia

Lesson Four, Culture

Social and Health Care System

Although social and health care services deteriorated considerably during the last decade or so, general expectations are still that they should be one's basic right rather than benefits.
Social security contributions are collected from the salary and paid at the age of retirement. The most important difference in comparison with the United States is that retirement is mandatory (at the age of 70 for men and 65 for women, in most professions). In addition, one fixed retirement plan (somewhat of an equivalent to the social security in the United States) is used. Market-driven plans, such as 401k, are normally not an option.

The health care system is undergoing a transition from the model where all services were included free of charge for everybody, to the system where users financially participate in most services.

Foreigners on shorter stays in the target countries can purchase tourist insurance (turističko osiguranje in Serbo-Croatian), which would cover the cost of medical emergencies only. Foreigners staying for longer periods of time (e.g., a semester or a year) can purchase the general medical insurance (zdravstveno osiguranje) that citizens of the target countries enjoy. As in the United States, there is a co-payment for most medical services and prescription drugs.

The health care system is organized somewhat differently than in the United States. The following differences should be mentioned:

- The institution called hitna pomoć (literally: urgent help), not the ER sections of hospitals, handle emergencies such as traumas. This is a separate institution which serves the function of paramedics, ER, and after-hours medical center. Two other key elements of the system are medical centers (outpatient clinics) called ambulanta, and hospitals, called bolnica.

- Pharmacies are separate institutions rather than parts of grocery stores. They are called apoteka in Bosnia-Herzegovina and Serbia-Montenegro and ljekarna in Croatia.

- All medical services, and hospital treatments in particular, stand at considerably lower levels than in the United States. This is also true for patients' comfort, e.g., in the region, one would normally share a hospital room with other people.

- Before the 1990s, the health care system was by-and-large controlled by the state. Private and state healthcare service existed in the field of dentistry only. Nowadays, private practice is allowed for other fields of medicine and in most cases one can choose between a doctor who runs his/her own practice and a doctor who is employed by the state.

!!!Instead of one 911 number for all emergencies you have to dial the following:!!!

Bosnia-Herzegovina: 122 Police, 123 Firefighters, 124 Paramedics (i.e., the "hitna pomoć")
Croatia: 92 Police, 93 Firefighters, 94 Paramedics (i.e., the "hitna pomoć")
Serbia-Montenegro: 92 Police, 93 Firefighters, 94 Paramedics (i.e., the "hitna pomoć")

Further Attitudinal and Behavioral Differences
Most notable differences in cultural schemata have been mentioned in Lesson 2. We will elaborate on some of these differences with regard to their relevance in official and private contacts with the inhabitants of the region.

**Formal contacts:** The general pattern is that the person in the position of power exhibits much less tolerance and courtesy in relation to those lacking that position. This means that doctors do not expect patients to challenge their decisions, that professors treat students as their subordinates rather than partners, various clerks act like little gods, etc. One should therefore stay more restrained and obedient in contacts with anyone holding a formal office. In addition, corruption is much more widespread than in the United States. Doctors, clerks, and even law enforcement officers often expect to be bribed. Bribing, however, requires advanced cultural skills and the usage of elaborate linguistic devices, such as "Is there any other way we can solve this?" while pointing to a bill of money, when pulled over for speeding. English learners of Serbo-Croatian are not supposed to attempt those strategies without help from the locals.

**Informal contacts:** Two observations should be made with regard to informal contacts. First, being Europeans, most intellectuals in the region would consider practices such as death penalty or unrestricted proliferation of firearms to be uncivilized. Defending such views may be perceived as an act of insolence. Secondly, one should be aware of the fact that the locals are, as a rule, far less reliable than mainstream Americans. One should therefore develop back-up strategies for most actions and expect one's partners to be late for arranged meetings. An illustrative example of lower levels of responsibility is the phrase used when one misses a means of transportation. The phrase reads *Pobjegaо mi je autobus* 'The bus run away from me', in which all personal responsibility for the failure is lifted.

**Tolerance:** People in the region exhibit considerably lower tolerance to all kinds of marginal phenomena, such as AIDS, homosexual partnerships, etc.

Again, these statements are somewhat overgeneralized, as the region is internally diversified (primarily between the more friendly North and less friendly center and South).

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**Conceptualizing Differences**

English learners of Serbo-Croatian should be aware of the fact that different languages and their cultures have their own way of selecting relevant concepts and building their networks. The Serbo-Croatian network of concepts exhibits some differences in relation to English. At this point one should be aware of their existence. They will be treated at the appropriate sections of the course. The following conceptualizing differences can be differentiated:

- Culture-bound concepts
- Concepts related to historical identity
- General conceptual differences
An astute observer of American daily speech will notice that many expressions such as "the whole nine yards", "Monday-morning quarterback", "strike two", "touch base", "do not pass second base", etc., are derived from popular American sports. These are examples of culture-bound concepts, which do not bare any meaning for speakers of the cultures where these sports are not practiced. Similarly, Serbo-Croatian has concepts such as *slava* which is related to the Orthodox Christian tradition of observing the family's patron saint's day, *kurban* 'sacrificial mutton in Islam', related to the Bosnian Muslim tradition of sharing the mutton with relatives and friends during their major holiday of Bairam, etc.

Moreover, the region has a certain historical identity, which causes certain concepts to be charged with meanings not familiar to the speakers of English. For example, the concept of Yugoslavia will be charged with strongly negative connotations in one group of speakers while other group of speakers will have a strongly positive attitude toward it. This is due to their respective historical attitudes and the manner in which history is perceived.

Finally, different languages have specific ways of organizing their concepts in words. For example, the English verb *to have* is very prolific - you are having a baby, lunch, conversation, a pain in the neck, etc. In Serbo-Croatian, you literally are getting a baby, eating lunch, leading conversation, and your neck is aching you. Similarly, the concept of shoes is wider in English than in Serbo-Croatian. In Serbo-Croatian, sport shoes cannot be called shoes. They are a separate category called *teniske* (in Serbian and Bosnia) or *tenisice* (in Croatia).

Again, at this point the most important issue is to be aware of the existence of such differences.

**Lesson Five, Culture**

**Transportation Infrastructure**

Transportation in the region features the following major differences as compared to the situation in the United States:

- Small distances within countries make domestic air transport very uncommon.
- Airplane tickets are considerably more expensive than in the US.
- Renting a car and/or traveling in one's own vehicle is far more expensive than in the US.
- Traveling by train is far more common and far less expensive than in the US.
- Traveling by bus is at the price level of train rides and remains the least expensive form of communication.
- Road infrastructure is far less developed than in the US. There are only a few highways, and other roads are narrow and in very poor conditions.
- Driving habits are different in a sense that most drivers engage in speeding and all kinds of dangerous conduct.
Inner-city transportation is more developed than in the United States - in most cities one does not need a car to get things done.

The most common manner of arriving in the target countries is by airplane, after having to switch planes in one of the major European centers (such as London, Munich, Frankfurt, etc.) The three major international airports in the region are: [Airport Pleso](#) in Zagreb, Croatia; [Butmir Airport](#), Sarajevo, Bosnia and Herzegovina; and [Surčin Airport](#), Belgrade, Serbia and Montenegro. Airports can also be found in other cities, such as Niš, Podgorica, Tivat (Serbia and Montenegro), Banjaluka, Mostar (Bosnia and Herzegovina), Split, Dubrovnik (Croatia), etc. The major airlines in the region are: JAT, Serbia and Montenegro; Croatia Airlines, Croatia; and AirBosna, Bosnia and Herzegovina.

Railways are state owned. Their names and abbreviations are as follows:

- **ŽSCG** Železnice Srbije i Crne Gore (Serbia and Montenegro Railways)
- **HŽ** Hrvatske Željeznice (Croatian Railways)
- **ŽBH** Željeznice Bosne i Hercegovine (Railways of Bosnia & Hercegovina)
- **ŽRS** Željeznice Republike Srpske (Railways of the Republic of Srpska)

Bus transportation is carried out by a myriad of smaller companies, each based in a different city.

Public transportation is organized in a unified network including buses, streetcars, and trolleybuses.

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**Major Cities**

The major cities in the region include Belgrade, the capital of Serbia, and Serbia and Montenegro; Zagreb, the capital of Croatia; Sarajevo, the capital of Bosnia and Herzegovina and the Federation of Bosnia and Herzegovina; Podgorica, the capital of Montenegro; and Banjaluka, the capital of Republic of Srpska.

Other important cities include: Novi Sad, Niš, Subotica, and Kragujevac in Serbia; Nikšić in Montenegro; Mostar and Tuzla in Bosnia and Herzegovina; Osijek, Rijeka, and Split in Croatia.
All these major urban centers host universities and major cultural institutions, as well as leading industrial complexes.

**Major Companies**

Traditionally, major companies in the region are comprised of the energy sector (oil companies, power plants), mining, communications, transport and tourism. However, the companies with the most prominent international presence are pharmaceutical firms such as *Bosnalijek* from Sarajevo, *Pliva* from Zagreb, and *Galenika* from Belgrade; and complex construction and know-how companies such as *Energoinvest* from Sarajevo, and *Energoprojekt* from Belgrade. An interesting case is also the Croatian company *Podravka* from the small town of Koprivnica, which has been commanding considerable international attention with just one single product, a condiment called *Vegeta*.

**Working Conditions**

Two major differences in working conditions between the United States and the target countries should be mentioned here: First, levels of loans in the region are considerably lower (on average somewhere between one and four tenths of American loan levels). Second, all employees enjoy much broader rights than their US counterparts. This includes longer vacation time, paid sick leaves, more holidays, etc. In general, what is in United States considered a benefit one has to earn is considered a basic right which comes with employment as a matter of course.