

Methodological Communicative Considerations in the Domain of Sociocultural Phenomenology of the Dispersion of Intellectual Capital

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*"If you don't know where you are going,
Any road will get you there."¹*

Lewis Carrol²

Abstract

If one was to ask us to briefly describe the stage setting of the contemporary world, in a word, as a universal synonym, what would we offer them? Would a crisis not be an adequate term, comprehensive enough and yet quite concise? The crisis is a universal constant of development... The characteristics of all epochs and spaces, even at the time when fragmented pieces of mankind did not know for one another. Contemporaneity has made the crisis global, multicultural and omnipresent, the favourite programme scheme of modern media. Never before have there been more words about the value and protection of all kinds of diversity and never has diversity been more endangered. Multiculturality, in today's media, is nothing but uniculturality, with the tendency of anticulture. It is absurd that the global scene is governed by an unprecedented unification of all values, while the basic motive mechanism of the world – crisis, is slowly getting out of its fuel – diversity. The basic characteristics of global crisis is the dispersion of intellectual capital. And in the modern time of mass media the dispersion can be of basic element of crisis. In this paper we were trying to find the major reasons for dispersion of intellectual capital in Serbia.

Keywords: global crisis, dispersion, intellectual capital, media, higher education

The usual couriers of crisis are already seen in numerous shapes: economic, political, value, confessional, ecological and other other. It is irrelevant what the beginning is, when, in the projection of outcomes, nobody remembers the cause anymore. In the period of intense technological development of the twentieth century, the crisis reached apocalyptic proportions in certain periods. There are many theorists preoccupied with different analyses, partial research, endless discussions which we believe are scientific. We are incessantly talking about parameters and agents of social development, when in fact, we all make mistakes. There is no social development, there was only a technical and technological revolution. Buildings have more floors, planes are faster, processors are getting smaller, as mental capacity of a modern man, after all.

The crisis is, therefore, becoming a general marker of the contemporary world, particularly the part of the world which we categorize as underdeveloped. Developing social communities, countries in transition, societies burdened by their history, as well as all of those who have what the better developed ones might need, do not have satisfactory living standard, their system is unstable, their economy is underdeveloped. As conflicts grow more complex, society does not have to worry about an unbuilt political system, poverty, low gross product, institutionalized violence and criminal, undeveloped educational system, alarming percentage of the illiterate and an even less acceptable number of the functionally literate. And one of the leading problems in this 'civilization progress' nursed with the crisis, is an enormously high degree of the dispersion of intellectual capital.

¹ If you don't know where you are going, any road will get you there!

² Charles Lutwidge Dodgson (1832-1898), who wrote under the pseudonym Lewis Carrol, was an English logician, mathematician, photographer and writer, especially remembered for his literary works Alice in Wonderland and Alice on the Other Side of the Mirror

That is the objective of this paper, to point out how alarming this problem is and to make society raise the level of danger to the highest level.

1. Basic Parametres of Global Social Stratification

Social crisis, above all, is manifested as a crisis of an economic, that is, political system, followed by the influence of the more developed. All of this is preceded by the disturbance of economic parametres, only to be transferred to political crisis and then culminate into the crisis of the value system. Examples we learn from are numerous, such as the Great Depression in the late third decade of the 20th century, which created outrageous political movements, established national socialist power, and for the first time, actually marked the entire world.

Contemporaneity is preoccupied by the ideals of neoliberal ideology, a modern myth of spreading democracy and overall protection of citizens, human rights, economic growth and welfare of all countries, races, people. On the other hand, that same contemporaneity is burdened by broad social stratification, hyperproduction and selfreproduction of a class system or the power system, whereas numerous layers of that same social community are becoming poor, by massively becoming redundant, leaving them without education and qualifications, possibility of development, offspring, social security and the standard of living. This is how Foucault formulates it:

'I have always been somewhat suspicious of the principally formulated theme of liberation... This is not to say that liberation or such and such form of liberation does not exist. When colonized people try to break free from colonizers, it is the genuine act of liberation, strictly speaking. However, we also know that in this precise example, the act of liberation itself is not enough to establish the practices of freedom which will later be necessary for those people, that society and those individuals, so as to decide about the acceptable forms of their existence or political society.'³

The crisis of global proportions, above everything, endangers young people, who struggle to find jobs, that is, secure sources of income and the possibility of inclusion. The crisis processes in the sphere of economy, politics and culture are followed by numerous protests of young people. It is a rule that a younger part of population does not have a usual delay, which it acquires later, in the period of full strength and maturity. In the past century, it was seen for the first time in the late seventh decade, in larger proportions; however, once it started, it has not ceased till this day.

'It cannot happen that the entire epoch slips into a space outside previously defined categories, and that this 'outside' is not discerned and revealed for what it is: an artificially prolonged right of the past to order, from which the present and the past fled.'⁴

Protest always originated, spontaneously or in an organized manner, despite dominant patterns, whether they were economic or political. They were against the culture of consumer society, the Vietnam war, to universal demands for stablishing a more righteous society. In some parts of the world, as were for example, the protests of young people in France⁵, from the outskirts of bigger cities, massive dissatisfaction with the marginalization of social groups started, particularly of a younger part of migrant population. These social groups, indeed, are in an unenviable position. They are socially excluded, poor, perspectiveless, and in the middle of the most developed part of the world. They, in fact, do not even see the benefit from migration that their parents made in pursuit of a better life.

³ Foucault Michel (1997), *The Ethics of Concern for Self as a Practice of Freedom*, in Paul Rabinow edition - *Ethics: Subjectivity and Truth*, New York: The New Press

⁴ Ulrich Beck (1986) *Risikogesellschaft: Auf dem Weg in eine andere Moderne*, Suhrkamp Verlag, Frankfurt am Main

⁵ Headlines: Brutal clashes in France; Urban guerrilla against the power in France; After a three-week riot, in 2005, more clashes in French suburbs; Eighty policemen injured on the second night of clashes between the police and the youth; Young people from Paris suburbs burn government's buildings; A Molotov cocktail and stones thrown at the police; Members of the police shot at from firearms; The youth takes revenge for the death of two Algerian teenagers, who died in the suburbs of Villiers-le-Bel, in a collision with a police vehicle. The accident is still unresolved, a trigger for discontent immigrants expelled from French society; Francois Fillon, French prime minister: 'Those who fired at the police officers are criminals'; Fillon announced the strengthening of police forces in Paris suburb; Fillon and the Minister of internal affairs Michèle Alliot-Marie visited the suburb to which great material damage had been made; The library, two schools, a bank, supermarket and around sixty cars on fire in the zone of clashes...

2. Basic Parametres of Inner Social Stratification in Crisis Communities

We are the witnesses that inner social stratification in crisis social communities, regardless of the causes and reasons, is easily taking international, regional, intercontinental, and basically transnational dimensions. The world social community is getting stratified fast. The centre, semi outskirts and outskirts will replace the antiquated categorization into first, second, and the third world countries. With that, poverty and social exclusion become measurable parametres of life in crisis societies, whereas the crisis obliterates the differences between the absolute and relative poverty without a trace, changing completely the social structure. It is not seldom that educated, that is, highly qualified citizens are first to become migrants. The loss of social status and poverty or migration are often an alteration for the victims of social crisis. In that case, those who should constitute the middle or higher class, due to the loss of jobs and social insecurity, leave their country of origin and migrate into economically better developed environment⁶. The reasons for such an endeavour, although to a lesser degree, can be both political and cultural. Essential changes could happen somewhere, but only in synergy of two key generations. The one that is only beginning and the one that is at its peak. In that way it is easier to explain the effect of the older society. That would get into discussion on the secondary effects of the dispersion of intellectual capital. If we were to mark *status quo*⁷ as the usual philosophy of the generations that accomplish their goals, that would make the prevailing approach of the older part of population⁸ *status quo ante*⁹. In the first case, it is about aspiring to maintain familiar work and living environment, if we talk about more or less stable environment, whereas in the other case it is about the irrational strive towards the age of life at the greatest strength. In both cases we are talking about the need of confronting great, and as a rule, radical changes.

In Serbian social community today, the most appropriate phrase perhaps would be *status quo ante belum*¹⁰. In certain periods, the policy of maintaining ambivalent status was applied to the specific matters for which there was not a real, sustainable platform of solutions, until the changing of parametres or the public perspective to the given problem. Such is the ascertainment that in the Balkans, it was the language, and not religion or nation the first mark of identity, since they were taken and abandoned in incessant storms of Balkan history.

To trace new terms that already begin to appear by tearing down the old ones is an endeavour. To some it smells of 'the change of the system' and gets into the gray zone of the services in charge of the protection of constitution order. The others barricaded themselves in their conviction and in accordance with their dogma, which originated in defying oneself – and it could be a lot of things: marxism, feminism, quantitative opinion, specialization – are beginning to beat everything that smells of wandering apostasy.¹¹ Serbian society is, according to many parametres, seemingly ambivalent, traditional and modern at the same time, destructive and progressive, closed and open, prudent and lethargic, yet without clear projections of future. With that, the lack of consensus on key matters, as well as the absence of essential standardization in important spheres, particularly in the domain of informing and education, incessantly delay the beginning of solving accumulated problems. With the chronic lack of a strategy, relations in the political and social level are further complicated by insufficiently developed institutions of a democratic civil society. Restructuring of economy, the change of owners' relations and the dysfunctionality of a multi party system considerably enlarge the number of the participants of conflicts.

⁶ The expression: 'the erosion of intellectual capital' appeared for the first time in the report of the Royal Society from London in 1963, by which the exodus of British scientists into the United States was described

⁷ Latin phrase which signifies the notion of the present, momentary, existing state of things. To maintain *Status quo*, means to keep the state as it is at the moment

⁸ In the National Youth Strategy, 'young people' are persons from the age of fifteen to thirty years. In the Republic of Serbia there are about a million and a half young people, which is 20% out of the entire population. Serbia has been the first in the region for two decades in emigration of young and educated people, and second in the world. Most of the unemployed in Serbia are aged between 25 and 29, that is, about 101 000 young people, and there are about 90 500 aged from 20 to 24. The trend of the increase in young people's unemployment has lasted since 2008 and there are no indications that it will stop. Around 80% of young people wait for employment for more than a year, which is mainly the reason they leave Serbia.

⁹ Latin phrase: *the way things were before*

¹⁰ Latin diplomatic expression: *the state existing before the war* (it refers to the state before war actions, that is, before the total devastation of all values of a social community; in formal and legal terms, this phrase signifies retreating of the hostile troops and return of the power to pre-war management)

¹¹ Ulrich Beck (1986) *Risikogesellschaft: Auf dem Weg in eine andere Moderne*, Suhrkamp Verlag, Frankfurt am Main

The daily and informative scene is practically captured in a particular time loop, which seems like *circulus viciosus*¹². The inner party fractions on the quasi political scene, with strikers in a disorganized union, on the level of the unemployed and the transition of impoverished citizens, is the usual setting of the media scene. National, that is, subnational conflicts from the process of the secession of SFRY at the end of the last century, are replaced with the political conflicts and power struggles within Serbian society. With that, political rhetoric, confrontation of political options and transferring clashes to the personal level, make social environment insecure, while the erosion continues.

3. Key Aspects of the Erosion of Intellectual Capital as Basic Mechanisms of Decomposition of Society

The dispersion of intellectual capital from the area of the Republic of Serbia¹³, is forming fast as a dominant social phenomenon. The phenomenon treated with subject research, becomes a fundamental problem and basic mechanism of the decomposition of society.¹⁴ In the phenomenological constellation of a given structure, the erosion of intellectual capital was marked as a main impediment to social development. Young people have an isolated place in society, there is a negative selection in almost all spheres, and partyocracy as a dominant social way of organizing has been devastating social tissue for several decades. It is true, however, that partyocracy is an organizational model which has dominated the life of a community for almost a century.

Work, ideas and the quality of individual's achievement have been minimized, whereby bureaucracy spread to all the structures of society. In public communication, especially in mass media, manipulation is a basic model of act. With that, the media, coupled with assorted interest groups, in a great deal generate the drain of intellectual and any other capital. Whether or not it is about domestic or foreign groups, the outcome is infallibly and in all phases the devastation of society. In that feast, above all, the system of values is destroyed. Establishing new paradigms is the basis and the infallible indicator of changes. It is common that these processes are initiated by the media in the most massive communication of our age. Serbian space is dominated by completely different values, opposite of those that we would strive for if our goal was the prosperity of a social community. Primitivism, irresponsibility, directly placing personal interests before the public interest, the most creative abuse of an official position, the devastation of legal order, negligence of state and national interests, numerous mechanisms of disturbing economic streams of development, almost suicidal negligence of culture and education and glorification of vulgarity, are a main characteristic of a social moment, while the media are savagely promoting paradigms which are not present in the value systems of the communities which want to develop. Thus, it would be prudent to say that it is not possible to base the life of future generations in that way. Therefore, the feeling of hopelessness is understandable, particularly in younger population and the way that the lack of developmental perspective influences migratory tendencies in this part of the Balkans¹⁵.

4. Demographic Decomposition of The Existing Wholes and The Dynamics of Mass Migrations

It is indicative that the 20th century, practically from the beginning, turned into the demographic decomposition of the existing wholes. The dynamics of mass migration is turning the movement of population into an exodus, which is getting harder to control. This decade started in a such a way, with the rarely seen migrations of mostly highly educated population, towards the countries that are technologically, economically and culturally the most developed. 'Nowdays, at the turn of the 21st century, modernization completely spent and lost its own opposite and is now striking itself – with its premises of industrial society and its functional principles.'¹⁶

¹² Latin phrase: *vicious circle*

¹³ The ethnic structure of the people of Serbia (without Kosovo and Metohija) according to 2002 census: 82.86% of the population are Serbs, 3.91% Hungarians, 1.82% Bosnians, 1.44% Roma population, 0.94% Croatians, 0.82% Albanians, 0.79% Slovaks, 0.53% Vlachs, 0.46% Romanians, 0.27% Bulgarians and the rest (<http://www.arhiva.srbija.sr.gov.yu>)

¹⁴ In the developed world, talents and the middle class are in the centre of development. In Serbia, according to the European standards, the middle class is almost nonexistent. Even with alleviated standards (monthly income above 1000 euros), there is less than 1 per cent of population members of this social layer in Serbia. The middle class of every society is the carrier of development, but it is systematically being devastated: by inflation, increase in imposts on personal income and the reduce of income

¹⁵ Since 1990, Serbia has lost around million workers in the industry sector in a violently organized process of deindustrialization

¹⁶ Ulrich Beck (1986) *Risikogesellschaft: Auf dem Weg in eine andere Moderne*, Suhrkamp Verlag, Frankfurt am Main

It is worrying that the construction of contemporary world society rests more and more on the reconstruction of crisis, underdeveloped and transitional societies, with war actions and numerous crises. Contemporary migrations, with that, are being generated with the same intensity, both in the internal and external field. There is a mass movement of living population from rural to urban environments, from the outskirts to centre, from the south to north, that is west, from less developed to more developed parts of the country, that is, towards the developed countries and finally, from the unstable to secure countries with developed economy, stable organization, based mostly on democratic principles and ordered social system of protection.

It would not be incorrect to conclude that the migratory stampede from the Middle East area, which is not stopped even by coldness or numerous international impediments, is an apparent example of the claims that were confirmed by the subject research. People are very difficult to stop on their way to the 'promised countries', to life in more secure, civil countries and that precisely manifests real social tendencies. It is quite another issue that migrants, in recently seen dynamics and scope, permanently change the societies that they are moving into, as well as what habits, confessions, customs and mentality they are carrying with them. It is mathematically difficult to set the limit and the course of assimilation precisely. Will immigrants be assimilated or will they assimilate their hosts, are the questions that many theorists will deal with intensely when, as a rule, it is too late for a logical reaction. Finally, an essential question for extensive research would be, why people in primary environments do not change what they are running away from even when they have the opportunity to do so. In any case, regardless of possible outcomes, it is clearly that we are talking about a significant level of entropy that the global community has already reached.

5. Syndrome Indicators of Disfunctionality and the Entropy of the Global System

The erosion of intellectual capital is a sociological phenomenon that is recognized by politicians and economists; as well as the scientific, professional and general public. The erosion of intellectual capital is also a social problem, which unconditionally triggers chain reactions in all social subsystems. If it happens that a social community is not capable of the evident syndrome indicator of social disfunctionality and crisis of substantial proportions, that is, the parameters that will determine the forthcoming period of development.

The erosion we are talking about is a social migration which inevitably causes a series of negative social outcomes. At the same time *par per se*¹⁷ is the consequence and the expression of a very serious social crisis, which determines all the further relevant developmental parameters. It is quite certain that the intellectual impoverishment of any country will cause stagnation and social regression of immense proportions.

'In the industrial society, the 'logic' of the production of goods dominates the 'logic' of the production of risk. In a risk society, this process is reverse.'¹⁸ The usual causes of social migrations, regardless of the origin, are primarily war actions, and also economic and political insecurity as the basic triggers of migrations. *Inter arma musae tacent*¹⁹. The obvious examples of the given claim are certain large periods of crisis, in which migratory movements turn into the complete exodus, that is, the change of the demographic structure of planetary proportions, which we have been witnessing for the last several years.

'By protecting ourselves from the threats of outer nature, we have learned to gather knowledge. With the industrial threats of other nature, which was introduced into the industrial system, we are left with almost no protection.'²⁰

6. Meta-Methodological Determinants of Methodical Instrumentarium in Subject Research

Communicological and mediological scope of research, according to ontological assumptions that it should encompass, is based on a relatively modest cognitive fund. In accordance with the theoretical framework, meta-methodological determinants of a subject area are in the initial phase of foundation. 'The question is how, in a sociologically inspired and informed opinion, to understand these insecurities of the *Zeitgeist*, which would be cynical to ideologically negate, and dangerous to accept uncritically.'²¹ In the scientific research of subject phenomenology, methodical instrumentarium of a specific action is mostly necessary.

¹⁷ Latin phrase – *by itself*..

¹⁸ Ulrich Beck, *Rizično društvo: u susret Novoj moderni*, Obračanje autora, Bamberg/Minhen, april 1986.

¹⁹ Latin phrase: *in times of war, the muses fall silent*

²⁰ Ulrich Beck, *Rizično društvo: u susret Novoj moderni*, Obračanje autora, Bamberg, maj 1986.

²¹ Ulrich Beck, *Rizično društvo: u susret Novoj moderni*, Obračanje autora, Bamberg/Minhen, april 1986.

In the field of social and humanistic sciences, the levels of a scientific finding mostly stay in the domain of description, categorization and typologization, but elementary methodological principles²² mean causality and more precise forms of explanation.

Whether or not research is heuristic or verified, the initial determinants surely must be: ontological, descriptive, axiomatic, comparative and analytical, that is, historical and comparative. With the statistical method of analysis and the combinatorial value of the case study's method, the outcome might take the shape of the highest level of the scientific finding, since rare research reaches the projective level in the given area.

6.1. Hypothetical and Access Structure of the Research

In the methodological procedure, the subject research is based on the basic hypothesis, formed on the base of a statement: *the drain of intellectual capital and massive negative selection are key agents of substantial slowdown in social development*. Aside from the basic hypothesis as a framework, the initial argumentation is also based on several additional hypotheses, that is, on the control hypothesis. It is about special statements:

It is a fact that in the last decades the position of the social community have seriously been disturbed in the international field. In the subject domain of the research, the causes should be primarily looked for in: *unprofessional approach to work* as well as in: *dysfunctional relation to knowledge and education in general*.

High-quality professional education, as well as theoretical knowledge acquired in the highest domain of formal, that is, institutionalized education, are not a sufficient requirement for professional engagement and further development. The essential paradox is that less developed social communities educate and train cadre for the developed societies. In the Republic of Serbia it is a current state of matter, since tax payers, in the form of financing students from the budget, educate the cadre that mainly ends in the countries of the European Union, in Australia or in the North American continent.

The control hypothesis, could, in the given constellation of essential hypothetical parameters, be based on: *the specific cause and effect correlation of social development and the transfer of scientific knowledge*.

6.2. The Dichotomous Structure of Access Analysis and the Possibility of the Extension of Instrumentation

In the domain of the hypothetical setting of the subject research, the authors of this paper suggest the application of the dichotomous structure, by developing the access analysis in two directions:

1. The first direction – the drain of intellectual capital;
2. The second direction – the internal erosion of intellectual capital.

With the first hypothetical direction – the drain of intellectual capital was postulated, primarily as a key impediment to social development of a given community. The other direction explicitly points to the fact that in the inadequate system of a given geopolitical environment, highly educated people are disabled to develop, that is to improve, and in that way the achieved educational level in a formal and informal sense is permanently lost. At the same time, we could supplement the given proposal of dichotomous access analysis with the third, that is, with the fourth aspect of observing subject phenomenology, since the migration of intellect is at the same time economic, political and even a matter of survival and development of any community in the world and a crucial position of the strategy of education, science, that is, technological development and a key determinant of international relations. Finally, it is about an unprecedented global issue.

6.3. Secondary Goals and Pronouncedly Complex Structure of Research

The secondary goal of the research of a given phenomenology is an analysis of the reverse influence of the erosion of intellectual capital on the social community and development in general. At the same time, the analysis would encompass elementary rules as well as the way of work, that is, the organization and functioning in the given area, under specific circumstances.

²² *Vere scire, per causas scire* (Real knowledge is knowledge of cause) – The first Baconian principle: Francis Bacon (1561-1626.); English philosopher and statesman. He made significant contribution to the history of philosophy and science, as a researcher in the field of inductive logic and methods. As opposed to scholastic opinion, he built a general plan for renewal of science - *Instauratio Magna*. He influenced French encyclopedians of the 18th century, due to which French encyclopaedia was dedicated to him. Bacon's classification and critique of idols, that is, fallacies, was often cited as an example of the first critique of speculative philosophy. Francis Bacon formulated two principles, significant for understanding general purpose and tasks of modern sciences.

On the other hand, dedication to the, conditionally speaking, newer and insufficiently explored phenomenon, by virtue of different research such as this one, could point to the examined problem in a different light and make a distinction among elementary categories which condition social development of any community. The intention of the given approach is to bridge the gap between theory and practice in the subject area of migratory phenomenology and convergences of interdisciplinary values of related disciplines. In contemporary scientific practice, research in the area of social and humanistic sciences is almost unimaginable without theoretical considerations and cognitive fund of mediology, communicology, that is, scientific postulates of management. Along with the above, it is necessary to achieve a higher degree of synergy of science and profession, that is, to interactively build the academic whole out of the scientific and professional public, while at the same time we give space to theoretical postulates and empirical capacity of other disciplines. It is impossible to build the essential orientation on interdisciplinary narrowness, especially in the social and humanistic scientific field. Interdisciplinarity is the only thing here that can push the boundaries of the closed empirical, whereas multidisciplinary provides strategical width and the highest level of scientific knowledge.

6.4. Basic Fragments of Subject Phenomenology Research

Basic fragments of theoretical research of subject phenomenology, as well as the analysed examples from practice, can be a starting point for further research of the given area. Knowledge of studied parametres, that is, rules, phenomena and processes, are an indispensable foundation for further research. With that, in the scientific approach to contemporaneity, interdisciplinarity is portrayed as an archaic manner of positivism. How much is, for example, discipline necessary for functional law and law on media dedicated to the development of society, which no other community can boast of in contemporaneity? In numerous areas of research, we continuously state significant nonconformity of a positive legal regulation to the given practice on a level of declarative and pragmatism, that is, concretely applied – normative and procedural. If we were to add necessary changes that positive legal standards should provide, the structure of the research would become drastically more complex.

The arguments about positive and negative effects of professional migrations are possible to filtrate with four economic models, applied in the analysis of expenses and benefits from professional migrations, from the perspective of developing countries²³. It is about: 1. International model which gives priority to advantages over expenses; 2. Nationalistic model, which, unlike the previous one, emphasizes the expenses of migrations; 3. Model of the usefulness of the brain drain which explores the influence of international migrations of highly qualified workers on the investments and the growth in mother countries; 4. The model of the network of diaspora's knowledge which sees the brain drain as a brain gain.²⁴

In the domain of the transfer of scientific knowledge, the position of media is more and more significant, even though, according to all parametres, they are almost completely dysfunctional. It is necessary to present the results of the research with arguments to the general public and in that way contribute to the foundation of the study, which refers to all areas, including migratory phenomenology, mentioned here. The results obtained from the research could be a professional foundation for new concepts of exceeding force approach, and theory, the source of data on the degree of the development of a given problem, sustainable solutions, as well as the possibilities of exceeding.

7. System of Education and the Dispersion of Intellectual Capital

In the functional system of the transfer of scientific knowledge, a social process of education, whether it is formal, informal and by means of media informal, the link of development is crucial. With preserving and transferring desirable values and culture of the given society, the controlled process of education and upbringing generates the overall value system of any community. Therefore, conditionally speaking, the problem of school system is an indicator and generator of the crisis. Beside many symptom-indicators and syndrome-indicators, one of them is undoubtedly dispersion, that is, the erosion of intellectual capital, external, as well as internal. The phenomenon in question is a serious syndrome-indicator of a pronounced social anomaly.

²³ Robinson R. (2007) *The costs and benefits of health worker migration from East and Southern Africa (ESA): A literature review*, The North-South Institute, Regional Network for Equity in Health in east and southern Africa (EQUINET)

²⁴ Ibidem

Qualitative expressions are primarily seen in general impoverishment, and then in the drastic collapse of the social system of values, as well as the general disbalance of social development. Quantitative indicators are in real economic parameters, which illustrate direct damage.

7.1. Exponential Growth of the Emigration Rate and Direct Damage to Social Community

According to the Eurostat data²⁵, the European Union records a mild growth of employment, while the data for the area of Serbia indicate social crisis according to the indicators: increase in unemployment, 30% out of the number of the employed, with the further trend of systematic decrease, the increased number of pensioners, decrease in economic growth; the escalation of budget deficit, the decreased number of active entities in economy, that is, companies and shops, the growth of foreign trade deficit of over 23 billion euros, the increase in public debt, reduced living standard, the increase in the number of extremely poor people, significant growth of regional differences in development, that is, the decline in the value of the national currency.

On the other hand, according to the data of the Institute for statistics, in the penultimate decade of the 20th century the rate of emigration was 2%. The number was tripled in the last decade, only to reach 20% in 2000. According to the data of American Agency for International Development²⁶, Serbia is, at the very top of a list of countries, ranked according to 'brain drain'. As a matter of fact, it is in the second position, after Guinea-Bissau. According to official statistic indicators, more than 500 000 experts emigrated from the country. According to the results of the research of the Student Union of Serbia, every third student plans to leave the home country. The highly educated are leaving Serbia, whether they are employed or not, is almost irrelevant. It is really absurd that there is an educational 'surplus' in the country with the number of the illiterate that greatly outvies the boundaries of decent. However, a part of the answer is there, compulsory elementary education has been a positive legal standard for more than 60 years, but the number of the illiterate and those who did not complete their elementary education is enormous. On the other hand, newly formed scientific offspring, to no one's astonishment, leaves the country every year. There are too many examples, and without some of them, civilization would not be as we know it. We can recall a couple of names, such as: Nikola Tesla, Mihajlo Pupin, Milutin Milankovic. The question of development is crucial, why is social community completely unready to, in an adequate way, absorb the result of the projected process of education.

The dispersion of intellectual capital can cause at least three kinds of loss for the countries of origin: the export of human capital in which the country invested from its own incomes, the latent loss of tax payers and the inability or difficulties in realization of given critical social roles due to the loss of key cadre such as education and health care.²⁷

7.2. The Internal Erosion of Intellectual Capital Paradoxes of Educational System

Sometimes specific social circumstances foreground student movements and put them in charge of overall social changes of the system or certain segments. However, whether they lead changes or direct the energy into countercultural movements, students' discontent is always a manifestation of numerous cause and effect relations of two most sensitive crisis areas, education and general system of value. Crisis parameters are manifested in crucial aspects primarily through paradoxes in the sphere of education. The development and application of new technologies, numerous organizational challenges of the domain of resource production, as well as inevitable lapses in the strategic management of human resources, manifest their first dysfunctionality, according to the rule, in the structure of competence.

²⁵ According to Eurostat's estimations, in January 2015, the number of the unemployed in 28 countries of the UE was 23.8 million, which, in percentages is 11.2%. Eurostat also shows that there was a certain decrease in the rate of unemployment in EU, by 0.1% compared to December 2014 and by 0.6 percentage points compared to January 2014. The same source shows that the rate of unemployment of young people in November 2014 was 21.9%. The highest rate of unemployment of young people was in Spain (53.5%), Greece (49.8%), Croatia (45.5%) and Italy (43.9%), whereas Germany (7.4%), Austria (8.9%) and the Netherlands (9.7%) had the lowest rates of unemployment of young people. Otherwise, between 2007 and 2013 unemployment of young people reached the highest level in the EU – 15.7% and increased to 23.4%. In February 2013, chiefs of states and EU's government supported the Youth Employment Initiative by giving 6 billion euros for that purpose.

²⁶ USAID – United States Agency for International Development - USAID is working with selected government counterparts, non-governmental organizations, international donors, and other U.S. agencies to advance economic reforms that will contribute to business growth. It is strengthening the capacity of municipalities to stimulate local economic development. And it is improving the competitiveness of the private sector, especially in economically disadvantaged regions

²⁷ Davies J. B. (2003) *Empirical Evidence on Human Capital Externalities*, Working Paper No. 2003–11

Visible parameters are first manifested as inadequate qualifications, that is, the lack of appropriate knowledge, and in the main is a slow response of the educational system to the changes on the market. The usual response to initial indicators is not recombination of the system's key parameters, but opposite of what is needed, force adjustment of causes to consequences. Finally, a larger part of a social community is giving itself away to an utterly non-functional relation to knowledge. In the environment that is bureaucratized, that is, criminalized, society easily resorts to buying diplomas, which are important only for the columns that the system cannot live off.

„With slight exaggeration, it could be said that parts of educational system struck by unemployment, more and more look like a ghostly railway station in which trains do not run according to the timetable anymore. However, everything unfolds according to the old pattern, those who want to travel, and those who want to stay at home, where staying at home means having no future, must stand in queue in front of a counter where train tickets are sold for the trains that are overcrowded anyway or do not run in the assigned direction. As if nothing had happened, clerks of education, behind the ticket counter, with big bureaucratic waste of time, issue train tickets for nowhere, and they control the increasing line of people in by threat.²⁸

7.3. Transfer of Knowledge and Education as a Dominant Model of Social Mobility

The transfer of scientific knowledge, that is, a functional relation of production potentials and new knowledge, is a priority position of social development. Managing education is a complex issue and at the same time a challenge of modernization and the crisis of contemporary society. The policy of education is taking universal dimensions and therefore it is necessary to coordinate the strategy with the key levels of a primarily formal, and then informal structure. What is necessary is completely encompassing all levels of education, introducing new educational technologies, a change of educational profiles, mass education by virtue of media, continuous improvement, retraining of the employed and continuous coordination with the demand of the job market.

In modern society, education becomes a dominant channel of social mobility– horizontal and vertical. The democratization of the system of education has enabled mobility for social layers, whereas unemployment and an inadequate educational policy are a generator of social segregation of society and the creation of marginal social groups, which made social crisis even more complex. The unemployed – educated and highly educated people, significantly change the role of education in the social structure, and when education and being educated lose their social power, that is, significance, new 'non-values' ensue, broadly opening space for risky social behaviours, which lead nowhere but to crisis.

It is not possible to perceive crisis, let alone to analyse it causally and model solutions without structural approach to education. The reforms of all systems and subsystems depend on educational policy and the model of informing. To solve the economic crisis of society by reducing the budget for education and culture, and political one by interfering with the autonomy of educational institutions with dictated reforms without professional findings and overlooking real needs, is the same thing as extinguishing the fire with petroleum. According to what had been done, it remains unclear who should have been controlled and directed towards social development? We accredited universities and slowed them with quasi science, and completely liberated the media. We did quite the opposite of what it should have been done.

We entirely neglected only the most important, the capital role of education, science, human resources, media and mass media communication. If we really manage these categories, we will manage social development as well. If we understand the necessity of the convergence of subject factors in the era of globalization, we will be ready for the society of the serious.

Conclusion

With the phrases *intellectual dispersion*, that is, the *erosion* or *drain of intellectual capital*²⁹, we imply the loss of the social community with the departure of scientists, researchers, engineers, workers in the field of culture and other highly qualified members of the social community. However, by mere enumeration of the representatives of a qualified or educated part of the population, it is difficult to determine what 'intellectual dispersion' truly represents. The notion of dispersion, that is, the external and internal erosion of intellectual capital, is necessary to view from all the relevant aspects.

²⁸ Ulrich Beck (1986) *Risikogesellschaft: Auf dem Weg in eine andere Moderne*, Suhrkamp Verlag, Frankfurt am Main

²⁹ Brain drain

Partial readings of subject phenomenology in this kind of scientific research could not be methodologically functional. The given area, thereby, is not 'struck' by the problem of cognitive fund, but by primarily meta-methodological range, since it is about very complex phenomena of various levels of manifestation. And whereas for some communities it is a failure, the other side can use some 'extra catch', for which it did not have to put aside a penny of gross national income. And when those quotas are filled, it is easy to apply the already voted restrictive policy³⁰. Tendencies that introduce the community into the process of depopulation and impoverishment of human resources are: aging of the population, decrease in birth rate and the negative rate of the growth of population and finally, negative migration. The rate of unemployment is a direct indicator of the efficiency of the economy system. Thereby, structural and cyclic unemployment, primarily of young people³¹, generates numerous crucial problems, from poverty, increased rate of crime, mental diseases, endangerment of the primary community, stagnation of knowledge and skills, to the direct influence on security and health of the nation, as well as a permanent loss of human resources. Unemployment as the problem of a job market, has always been one of the most serious and unsolvable problems of every social community.

'The vegetative life' of a social community, that is, struggle for survival, in structurally new and completely different economic circumstances, creates unwanted categories such as, for example, gray economy and economy of flee market. Organizationally and technologically highly developed systems avoid insecure, politically and economically unregulated spaces. With long periods of nonacting, overall social insecurity is created, which is the most adequate social environment for the erosion of intellectual capital. Economic and political crises then spread to the system of education, and the accompanying effects are false education, buying diplomas and finally, the epidemic of incompetence. Social communities which opted to follow the market, and not to project it, usually end in such a way. With that, transitional state brings: political, economic and the crisis of culture, that is, decades of instability. A typical accompanying syndrome is a high degree of unregulated social relations, which is followed by restructuring of economy, the consequences of privatization, a great number of the unemployed, criminalization of society, and emigration of highly educated unemployed citizens. The crisis states of society are manifested in numerous forms: with the crisis of a value system, national identity, legal, economic and political system, and then the crisis of science, education, health care, culture.

'Movement, by which someone, not without effort and uncertainty, dreams and illusions, detaches from what is accepted as true and searches for other rules – that is philosophy. Relocating and transforming the framework of opinion, the change of the acquired values and the work done to think differently, to do differently, to become something else from what we are – and that also, is philosophy.'³² We live, deliberate and explore the space in which pseudoscience is 'entertained' by: quasi erudition – by quantities, 'new softwares' and highly rated Sci plagiarisms of someone else's thoughts. And in fact, we want a parallel reality, without cracks. We explore the perfection of lies, since there are no empty quantities, because Sci standard is not *Scientia potentia est*³³, because softwares and hardwares are a means, not a goal, because 'mediocrisis' is a universal generator of entropy, because we hid the essence, turned deontology upside down, and forgot philosophy that had taught us.

³⁰ Dichotomous mechanism of regulation of the gain of intellectual, that is, work potential... The blue card, which is issued in the European Union as a permission for work and stay, is parallel to the process of restrictive immigration policy

³¹ There are 313 411 citizens of Serbia working abroad, which, according to the census in 2011, is 4.2% of the overall number of population. Emigrants are mostly from South and East Serbia, and they mostly go to Austria, Germany and Switzerland, as shown by the study published by the Institute for Statistics on April 24, 2015. This trend indicates increased number of highly educated people who go abroad, and migrants are significantly younger compared to the average age of the overall population.

³² Foucault Michel (1997) *The Masked Philosopher*, in Paul Rabinow edition, *Ethics: Subjectivity and Truth*, New York: The New Press

³³ Latin phrase: *Knowledge is power*

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