

FULBRIGHT FORUM

GLASILO UDRUŽENJA FULBRAJTOVIH STIPENDISTA SRBIJE I CRNE GORE
NEWSLETTER OF THE FULBRIGHT ALUMNI ASSOCIATION OF SERBIA & MONTENEGRO

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SENATOR J. WILLIAM FULBRIGHT: CELEBRATING ONE HUNDRED YEARS OF HIS BIRTH

WILLIAM FULBRIGHT VISIONARY AND REALIST



William Fulbright

The reanimation of the Fulbright program with Serbia and Montenegro, eight years after the death of its founder, the honorable Senator from Arkansas, is an important event in the cultural, educational and political relations between two countries.

Small is the number of political personalities, in over two centuries of the rich American statehood that can compare with the Senator from Arkansas. His political career started with the election to the Senate in 1945. A year after the election, he initiated the Public Law which has served as a basis for educational and cultural cooperation with over 40 countries, popularly known as Fulbright Program. In over a half a century, more than 200 000 senior scholars and graduate students become recipients of the grant. The number of grants awarded through the Program to senior scholars and graduate students from the former republics of Yugoslavia reached 2755.

To Senator Fulbright, the Program was a modest undertaking with immodest objectives. To the writer of these lines, during a brief meeting with the honorable Senator in Washington in 1967, he affirmed the autonomy of the Program from the non academic institutions.

His activities in the area of international relations were firmly based on moral and democratic principles. He opposed Macartism and criticised some aspect of Truman's foreign policy. His struggle for multilateralism had its roots in the Willsonian vision of the League of Nations and President Roosevelt's role in the UN.

Senator Fulbright often quoted Shakspear's famous saying: "It is nice to have a power of the giant but tyranny to use it as a giant". Senator Fulbright belived in the regenerative power of young generations and their rejection of war and poverty, its discontinuation would mean a loss of the American soul.

Dr Petar Bošković

UNIVERSITY IN THE REFORM PROCESS – TOWARDS THE EUROPEAN KNOWLEDGE SOCIETY

As one of the key actors in the democratic processes in our society, the university itself has undergone significant changes. The unstable political and harsh economic situation in past four years have made more difficult to reform university faster and more energetically with an aim to make it more harmonized with and, concurrently, more distinct in the European educational space. However, our universities – by deciding to actively participate in the Bologna process – have made their position clear in regard to the reform requirements and the goal of becoming a part of the European Higher Education Area (EHEA) and thus to contribute to the development of "European Knowledge Society".



Dr. Petar Boskovic, former Director of the Fulbright Commission with Senator J. William Fulbright in 1967

Implementation of reforms started already in late year 2000, i.e. before the Bologna Declaration was formally signed by Serbia in Berlin in 2003. A number of national and international conferences and seminars were organized, an internal and external evaluation of all universities prepared, and the activities of *European University Association* closely followed with a goal to learn more about the reform philosophy and its application in other European countries. A considerable number of TEMPUS projects dealing with different aspects of the reform have

been applied and approved, and international cooperation has been intensified – including exchange programs for lecturers, associates and students who got an opportunity to teach and study at the universities abroad. The experience gained through those activities made it possible to formulate new *Law on University* as a legal framework for implementation of the principles of Bologna Declaration. Some of those principles have already been applied at a

number of national schools; two- degree studies plus doctoral studies after the fifth year, introduction of the European system of evaluation (ECTS), multi-disciplinary character of studies, quality control of teaching (or educational) process, as well as some of the elements of the functional integration of university. The changes of curriculum and organization of teaching process are aimed at raising quality and efficiency of studies as such.

However, a consistent implementation of reforms faces different obstacles: lack of financial resources as well as lack of political will to sustain reform efforts at the universities – particularly having in mind universities' capacities to contribute to the development of our society in the long run. Unfortunately, opposition to changes is also evident within the university among some of the teaching staff.

We are convinced that the new *Law on University* will make accountable all the stakeholders and create a basis for in-depth and sustained efforts in the future.



*Professor
Marija Bogdanović*

REPORT ON THE WORK OF THE FULBRIGHT ALUMNI ASSOCIATION OF SERBIA AND MONTENEGRO – January 2003-January 2005

Our Association was formed in 1992 under the name Yugoslav Fulbright Alumni Association. This period was a heroic time of our Association, which was headed by the academic Vojin Sulovic. Despite the difficult historical context, the Association has achieved significant results. Due to the pressure from the previous regime, the Association was forced to close.

The Annual Assembly of the Association held on the 25th of January 2003 marked the renewal of the work of the Association. On that occasion, a new Managing Board was elected: Vukasin Pavlovic, President, Sonja Djekic and Dejan Eric, Vice Presidents, as well as the members as follows: Marija Bogdanovic, Vladimir Kostic, Djordje Paunovic, Aleksandar Jerkov and Jovan Jovanovic.

The first year of the renewed activities (2003) was the year of consolidation of the

with the Faculty of Drama and a colleague Misa Nedeljkovic, a series of events was organized to present Jim Jarmusch's movies.

c. Fulbright Forum, a newsletter of the Association, was initiated – first in Serbian, later in English as well.

d. Cooperation was established with the Fulbright alumni from Montenegro.

e. The Vice President of the Association, Dejan Eric, visited the Fulbright Association in Washington D. C. and created a basis for future cooperation of the two associations.

In addition, the US Ambassador in SAM and the Public Affairs Office of the American Embassy organized several receptions for the members of Fulbright Alumni Association and the beneficiaries of other US-sponsored programs of scientific cooperation and exchange.

The conference addressed the following set of topics: role of universities and educational system in transition processes, cultural diversity, tolerance and communication – towards better understanding, processes of transition, EU enlargement and economic cooperation in the region, and exchange of experiences in the work of Fulbright alumni associations from the region. More than 40 participants took part in discussions on the above-mentioned topics.

Shortly before the conference, on behalf of the Fulbright Alumni Association, Prof. Vojislav Stanovcic participated in two conferences in Athens: the 27th International Annual Conference of the US Fulbright Associations 'Celebrating the Fulbright Ethos', as well as the conference organized by Hellenic Association of Fulbright Scholars 'Humanism in Action – Olympism and the Fulbright Spirit'.

During the year 2004, two significant steps were made:

a. Contact and cooperation was established with the American Fulbright fellows in Serbia (the best example being the activities of the Listening Circle led by Lynn Malley);

b. A web site of the Association was created.

During 2004 two well-known professors, Joseph Jullian (Syracuse University) and Marc Plattner (Journal of Democracy), held lectures for the members of our Association.

During 2003 and 2004, the Fulbright Alumni Association of SAM established cooperation with the Yugoslav Association for Political Sciences and the Anglo-Serbian Society. They organized two international summer schools for democracy, and published books based on the lecture materials. Finally, four issues of the Fulbright Forum were published.

Professor Vukašin Pavlović



Annual Conference, January 17th, 2005

work of the Association. The Association changed its name and got re-registered, given that the name of the state union was changed as well. Consolidation took place in regard to organizational and financial aspects of work: a special bank account was opened, arrangements made to enable accounting activities, administrative organization of the Association was set up, and a secretary of the Association hired. The Association acquired the necessary equipment, including a computer, fax machine, printer, copy machine, and office material.

In 2003, the following results were realized:

a. A database of Fulbright alumni was created, based on the material from the Yugoslav Archive, and software installed to make possible the use of the database.

The activities of the Association in 2004 were taking place in light of the 40th anniversary of the beginning of Fulbright Program between the US and Yugoslavia.

The major event was the regional conference addressing the topic 'How To Improve Academic Cooperation Between New Post-Yugoslav States'. The conference was held 12–13 February 2004 and was attended by 120 participants from the Fulbright Alumni Association of SAM, guests from Slovenia, Macedonia, Bosnia and Herzegovina, and Montenegro. The honorable guest of the Conference was the widow of the late Senator Fulbright, Mrs. Harriet Mayor Fulbright. Participants were addressed by Mr. Miroljub Labus, Deputy Prime Minister of the Government of Serbia; and by the Ambassador of the US to SAM, Mr. Michael Polt.

NEWLY ELECTED MEMBERS OF THE BOARD OF DIRECTORS

Prof. Marija Bogdanovic PhD, President, Sociologist, the Faculty of Philosophy, Belgrade

Prof. Vojislav Stanovcic PhD, Vice President, Political science, member of Serbian Academy of Sciences and Arts, Belgrade

Prof. Gordana Surlan Momirovic PhD, Vice President, Professor of genetics, Faculty of Agriculture, Belgrade

Katarina Nedeljkovic, M.A. Moscow, LL.M. Cambridge, LL.M. Harvard, Attorney, Novi Sad

Prof. Radojka Vukcevic PhD, Professor of American and English Literature, Institute for Foreign Languages, Podgorica

Ivana Aleksic MA, Poverty Reduction Strategy, Dep. Prime Minister's Office, Government of Serbia, Belgrade

Zaklina Gligorijevic, M. Sci., Urban Design, City Architect Office, Belgrade

Prof. Goran Petkovic Ph.D, Vice Dean, the Faculty of Economics, Belgrade

Radmila Dabanovic LL.M., the Law School, Novi Sad

Fulbright, Harvard and Globalization

Will Fulbright scholarship assume a new role in the age of globalization? This is a question which I pondered often during the academic year 2002/3 when I was on a Fulbright research program at Harvard University. The answer came to me through the obvious brilliance of scholars on different parts of the globe. One such scholar was Professor Buell, head of the Department of American Literature, who kindly accepted my application to do a research project on "A History of American Literature" at Harvard. A truly unforgettable man, his sensitive and gentle hospitality project a beacon, attracting students from widely differing circumstances.



Even the most brilliant points of light can benefit from reflectors which make their radiance visible to all. I have had a role as such a reflector, writing my impressions about this magic University, and having them published in "Pobjeda", a Montenegrin newspaper. Later I was able to interview Professors Buell, Homi Bhabha and Stephen Greenblatt. The summary of these interviews will soon be published under the title, "Conversations from Harvard". These, along with others, contributed to the collection of texts "Criticism NOW", which I co-edited with Marjana Djukic, published last October. The project, "A History of American Literature" is almost completed and is soon to be published.

When I pondered whether Fulbright scholarship would assume a new role in the age of globalization, the affirmative answer implied that all scholars in all universities are ready to collaborate and to recognize the brilliance of their far-flung colleagues, just as Professor Buell has demonstrated. He had only intended to choose a scholar from Europe to do research at his department. But when, at my suggestion, he was invited as a guest speaker at an International Conference to mark the 75th Anniversary of the English Department at the University of Belgrade, he graciously accepted. His lecture, "The Future of English Literature in the Age of Globalization" was greatly appreciated, as were his allusions to luminescence from various scholars equating to new global academic bridges. To conclude: all these points of light, shining on Buell, Harvard, Podgorica, Belgrade and on distant scholars, connecting us all, thanks to Fulbright, are gathering and building a network which speaks the language of friendship and collaboration.

Radojka Vukčević

Strategy of Trade Development

When I learnt about the possibility to travel to the US on a Fulbright Scholarship I got concerned: where to look for a mentor and university where I would spend four months? I got the least expected answer – look for the best university and mentor. That this works, I got convinced early on – I was kindly invited in person by the leading authority in the area of marketing channels and trade, Professor Berry Berman. Four months at the Hofstra University, Hempstead, NY, quickly passed – both in discovering some new and interesting facts in the area of my professional interest and in organizing the classes and teaching. I did enjoy the interactive courses where we were using video material; I had an opportunity to learn by using the most recent computer facilities but I was also lecturing on topics covering transition in Serbia and Eastern Europe. During my stay, I had the opportunity to visit the State University of New York in Albany and compare, at least superficially, the differences between the state and private universities. It was only by seeing it myself that I understood the importance of fundraising activities, which are lacking to the universities in Serbia. Results of my stay at Hofstra were presented in the book 'Strategy on Trade Development in Serbia 2003' as well as through a different teaching concept which is now being applied for the courses 'Marketing in Trade' and 'Trade Management'. The



key result will be presented soon in one of the new books in this area in Serbian language: Marketing Channels. This book should serve as a basis for a redesigned course for the undergraduate studies at the Economic Faculty, Belgrade University. In addition, a thematic issue of the official gazette of the Association of Economists of Serbia, 'Economics of the Enterprise' (January, 2003) was dedicated to electronic trade and was well received among the professional public. Two thirds of this issue was allocated for the articles of five leading experts in this field, all from the University of Hofstra and SUNY: B. Berman, J. Evans, W. James, J. Crnković, and S. Bellardo. This way a domestic professional public had an opportunity to get an overview of the texts in one of the most propulsive areas of contemporary marketing in Serbian language.

Goran Petković

FROM THE ARROGANCE OF POWER

by J. William Fulbright,
New York, Random House,
1966

America is the most fortunate of nations – fortunate in her rich territory, fortunate in having had a century of relative peace in which to develop that territory, fortunate in her diverse and talented population, fortunate in the institutions devised by the founding fathers and in the wisdom of those who have adapted those institutions to a changing world.

For the most part America has made good use of her blessings, especially in her internal life but also in her foreign relations. Having done so much and succeeded so well, America is now at that historical point at which a great nation is in danger of losing its perspective on what exactly is within the realm of its power and what is beyond it. Other great nations, reaching this critical juncture, have aspired to too much, and by overextension of effort have declined and then fallen.

The causes of the malady are not entirely clear but its recurrence is one of the uniformities of history: power tends to confuse itself with virtue and a great nation is peculiarly susceptible to the idea that its power is a sign of God's favor, conferring upon it a special responsibility for other nations – to make them richer and happier and wiser, to remake them, that is, in its own shining image. Power confuses itself with virtue and tends also to take itself for omnipotence...

What I do fear is that she may be drifting into commitments which, though generous and benevolent in intent, are so far-reaching as to exceed even America's great capacities. At the same time, it is my hope – and I emphasize it because it underlies all of the criticisms and proposals to be made in these pages – that America will escape those fatal temptations of power which have ruined other great nations and will instead confine herself to doing only that good in the world which she *can* do, both by direct effort and by the force of her own example.

The stakes are high indeed: they include not only America's continued greatness but nothing less than the survival of the human race in an era when, for the first time in human history, a living generation has the power of veto over the survival of the next.



Senator J. William Fulbright

FULBRIGHT FORUM, glasilo udruženja Fulbrajtovih stipendista Srbije i Crne Gore. ZA IZDAVAČA: Marija Bogdanović. Glavni i odgovorni urednik: Vukašin Pavlović. Sedište: Beograd, Topličin venac 3. Priprema i štampa: Čigoja štampa, Studentski trg 13, Beograd. Tiraž: 500 primeraka.

My Humphrey Year 03-04

The Humphrey Program is a Fulbright Exchange activity funded by the Department of State and administered by the Institute of International Education (IIE). Founded in 1978 in honor of the late Senator and Vice-president, the Hubert H. Humphrey Fellowship Program brings accomplished mid-career professionals from developing countries to the U.S. for a year of academic graduated program as well as for professional development. The program encourages a variety of U.S. and foreign partnerships worldwide.

Fellowships are awarded competitively to candidates with a commitment to public service in both the public and private sectors, and last year for Serbia and Montenegro, focused in the fields of public policy administration, law and human rights, finance and banking, economic development, urban and regional planning, communications/journalism, and drug abuse epidemiology, education, treatment and prevention. The program provides coursework combined with professional development activities shaped to each Fellow's interests. Interestingly enough, last year group from our country consisted of five women, the same amount as delegation from China. One of the common questions for us, female fellows was: where were the guys? We were joking they must have been busy making politics and business.

In application process it wasn't allowed to ask for precise University, and I was lucky enough to get a scholarship for MIT, Massachusetts Institute of Technology, Cambridge, Massachusetts. This world wide known university is in fact a city itself, with population of over 20.000 students, faculty and staff. Except the fact that it is opened to all kind of courses to every student/research fellow, MIT has a contract with almost all of about 50 universities and colleges in Boston-Cambridge area, such are Harvard, Boston, Tufts University etc., so we fellows were allowed to attend all the courses and seminars we were interested in the whole region. The hardest part of the Humphrey year was to make the best and most useful choice of courses, seminars, workshops and studies from such a variety and abundance. For me personally, who am more professional then academic, it was hard to resist and sacrifice professional development in benefit of academic knowledge in such an excellent scientific environment.

Except this academic experience, Humphrey program allowed us fellows to attend at least three seminars and workshops: Leadership Seminar in Washington D.C. in October 04, where we met and had an opportunity to interact with leaders from the U.S. federal government, multinational organizations, and the private sector. Then, a kind of international



professional tour organized by MIT SPURS – Special Program for Urban and Regional Studies to Washington D.C. and New York City, with visits to the World Bank Headquarters, UN, UNDP, Ford Foundation, as well as The City of New York Department of City Planning. Personal contact and openness of all the officials to this small professional group for our curiosity and open discussions were real surprises and clearly showed the reputation and the character of the program in U.S. The third interesting and exceptional event was UCLA Urban Policy Development Enhancement Workshop, a part of UCLA Extension Program. It was not only precious for showing California various public policies to us, but also all of the beauties and special places of LA County.

The last but one of the most important benefits of the Humphrey program was the network, or should I say friendship, established during that special year among fellows from all around the world, all devoted to self improvement for general beterness, tolerance and mutual understanding. If this short text should have been the objective review of my Humphrey year, I hope it will be, in the same time, the best recommendation to all mid-career professionals in Serbia and Montenegro to take the advantage and apply for this special and exceptional Fellowship.

Žaklina Gligorijević

Genetics and Agriculture

I was first awarded a Fulbright scholarship in 1991/92. I had decided to visit the University of Missouri – Columbia because of my scientific interest in Dr. Perry Gustafson's wheat genetics research. I knew that he had spent several months at the Faculty of Agriculture in Novi Sad as a Fulbright scholar. I had contacted him and received his invitation to visit. My scholarship was abolished and I did not go to America because my country was under UN sanctions.

I applied for a Fulbright scholarship again after the sanctions ended. At the end of 2002, I arrived finally at the University of Missouri – Columbia. Perry Gustafson, who I had met in 1995 at the Congress of Wheat Genetics in Norwich, England, received me at UMC as an old acquaintance.

As I am professor of Genetics at the Faculty of Agriculture University of Belgrade. I attended classes in Genetics, Plant Breeding and Molecular Genetics at the University of Missouri. I learned about teaching methods, student activities, and student textbooks in related scientific fields. At the same time I participated in a project dealing with EST mapping of wheat. In January 2003, at the International Conference „Plant and Animal Genome“ in San Diego, I presented the



scientific work „Characterization of repeated DNA sequence in *Hordeum vulgare*.“

During my Fulbright grant, I visited several American Universities as a guest of the Occasional Lecture Program. Some of the schools were state universities and some were specifically minority universities. I gave two lectures: „Repetitive Sequence in *Hordeum*“ and „Higher Education in Yugoslavian Universities.“ I visited Cornell University, Ithaca, New York, Rutgers, the University of New Jersey – New Brunswick, CUNY – Lehman College, and Howard College in Washington, DC. At these Universities I was introduced in teaching lessons and research project of some world's leader's genetic laboratories.

During my stay I contacted some of my former students employed at various universities and businesses. Thanks to them I visited Monsanto in St. Louis and Pioneer in Iowa, two companies producing genetically modified (GM) crops. It was great experience for me to see this production, including laboratories and fields GM plants.

I made and I still have care many friendships among colleagues among students.

In addition to my scientific work, I had many occasions to learn a lot about American and world cultures. I visited many museums in San Francisco, Chicago, New York, Detroit, and Washington. It was a new experience for me to see the kindness, sincerity and warmth of ordinary people in America.

During my stay in the US, I collected a lot of literature for my students. After my return to the Faculty of Agriculture – Belgrade, I began to use interactive lessons and timely exams in my classes in Genetics. The results of some of the work that I did with colleagues in the US were published in 2004 in the leading scientific journal – Genetics (168: 651–663): Miftahudin et al. – „Analysis of Expressed Sequence Tag Loci on Wheat Chromosome Group 4.“ Because of the numerous professional relationships I established in the US, I can now recommend some younger colleagues for scientific study in the United States.

Gordana Šurlan-Momirović



FULBRIGHT ALUMNI ASSOCIATION WHICH WAY SHALL WE GO FROM HERE?

What would you like to see the S&M Fulbright Alumni Association be involved in? We'd like to know which way you think the association ought to be moving.

Choose a Listening Circle on a Monday night in April from 18:00 – 20:00 and share your ideas with your colleagues. Come early for coffee at 17:30.

Upitnik za članove Udruženja Fulbrajtovih stipendista Srbije i Crne Gore

Ovaj upitnik sačinjen je sa namerom da omogući oblikovanje Udruženja tako da njegov rad i aktivnosti u što većoj meri odgovaraju potrebama i željama članova.

Očekujemo da iskreno odgovorite na postavljena pitanja. Ako smatrate da zato treba da ostanete anonimni, nemojte potpisati svoje ime.

Ako ste zainteresovani da na specifičan način doprinesete radu Udruženja, zapišite svoje podatke kako bi Udruženje moglo sa vama da stupi u kontakt.

1. Označite da li ste član Udruženja, i kojoj grupi članstva pripadate:

Član

Fulbright Humphry Ron Brown Harvard JFDP

Nisam član

Zelite li da se uclanite u Udruzenje

Da Ne

2. Mesto stanovanja

Beograd Drugi gradovi

3. Koje oblike aktivnosti Udruženja biste podržali?

Neformalna okupljanja;

** Obilazak značajnih spomenika kulture (manastira, arheoloskih lokaliteta, itd.)

Organizovanje predavanja i susreta sa naučnicima iz zemlje i SAD

Razmenu iskustava sa drugim udruženjima Fulbrajtovih stipendista u regionu

Specifične programe koji bi ojačali unutarnje kapacitete članova Udruženja

Nemam vremena za aktivnosti Udruženja

5. Smatrate li da treba organizovati godišnju konferenciju Udruženja?

Da Ne

6. Kojim temama bi, po vašem mišljenju, trebalo da se bavi ta konferencija?

8. Obeležite sve oblike aktivnosti za koje smatrate da odgovaraju Udruženju:

Kratki kursevi o specifičnim temama Seminari Predavanja

Radionice Listening Circles Konferencije

** Neformalna druzenja

9. Koju vrstu tehnologije redovno koristite?

- E-mail On-line forume On-line upitnike
 On-line grupe Blog

10. Da li biste želeli da vam Udruženje omogući obuku iz neke od ovih tehnologija, i koje?

11. Koju od ovih tehnologija biste želeli da bolje (ili više) koristite?

- E-mail On-line forume On-line upitnike
 On-line grupe Blog

13. Mislite li da UFS treba aktivno da učestvuje u razvoju civilnog društva u Srbiji?

- Da Ne

14. Koje aktivnosti bi, po vašem mišljenju, trebalo da podrži Udruženje?

- Organizovanje susreta sa naučnicima iz SAD koji borave u SCG
 Organizovanje susreta sa naučnicima iz SCG koji su se vratili iz SAD
 Saradnja sa American Corner
 Saradnja sa OSI Media Library

15. Zaokružite oblasti koje vas interesuju

- Umetnost Nauka Tehnologija Društvo
 Demokratski dijalog/ listening circle Reforma obrazovanmja
 Drugo _____

16. Zaokružite oblasti u kojima biste želeli da aktivno doprinesete svojim radom u Udruženju?

- Umetnost Nauka Tehnologija Društvo
 Demokratski dijalog/ listening circle Reforma obrazovanmja
 Drugo _____

17. Ako mislite da neke vaše sugestije, predlozi ili inicijative mogu poboljšati organizovanje i delovanje Udruženja, navedite ih.