

MEDIA IMPACT AND THE POLICIES FOR ENCOURAGING THE EMPLOYMENT OF CERTAIN SOCIAL GROUPS

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Abstract

The issue of unemployment, both in our country, region and beyond, it is an acute and almost dominant problem at this time. The structural unemployment is one of the biggest problems in the area of unemployment and presents the most difficult type to solve. During the inconsistency of demand and supply, there are always certain groups of unemployed, for whom employment or reemployment is a difficult challenge, the solution of which sometimes becomes impossible without profound systemic solutions.

These groups are encountered with the names of: ‘vulnerable groups’, ‘marginalized groups’, ‘vulnerable social groups’, ‘excluded social groups’, even though the differences are small between the various denominations, all the denominations from the aspect of employment opportunities point to one thing: they are groups that seriously or in no way have access or success in the labor market. These groups are exposed to certain social problems, rejections, stress, weakness and because of this situation, society has a social responsibility towards them and special measures and methods must be applied in all spheres of social life.

However, these groups or individuals are persons who have no access to resources, institutions, and social developments. This leads to the impossibility of satisfying the needs of educational type, employment, cultural, participation, political, information, legal protection, etc. This leads to poverty where they are discriminated, but bearing in mind they are often in informative darkness, and they are unable or even do not know where to orientate because of their condition. For the mitigation of unemployment, significant influence at this time, no doubt plays the role of digital media information, respectively the media.

Keywords: unemployment, social groups, media, risks, the impact

1. Introduction

The role of the media is enormous in the world, it has a great influence on politics, where they are also a source of power, and the media also have the role of controlling the government and the opposition, making transparent all their activities. The media is also the subject of many theories, conversations and ideas, through which they emerge and spread to a wider audience. Today, the media is also a major corporation of people's employment, a source of fame and the promotion of

democratic values. Media also has an impact on encouraging employment of certain social groups. Media also has an impact on encouraging the employment of certain social groups.

Over the last few years, we as individuals are witnessing technological development that has changed our lives, followed by online media and social networks, which also drastically changed the way we connect, communicate and find information.

The far-reaching impact that social networks have had on our lives has created new habits and has introduced new ways to incorporate information and communication technology as a tool in our activities. Thanks to their activism, people can use social networks as a quick and effective tool, to accomplish individual needs for communication, business and socialization.

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The development of social networks has also been very useful and has helped individuals get in touch with recruiters, gathering information about the companies they want to work for and generally build a network of contacts before they have the opportunity to gain work experience.

Seeing the importance of their presence on the Internet for their business, companies have been faster and have managed to benefit from the use of social networks at the same time these networks have created jobs that didn't exist before. More and more companies have connected their strategy to the presence and the use of social networks to find new talents and recruitment of individuals. We are witnessing an increase in the use of social networks in general throughout the region, employers have begun to use the audience that they have built-in social networks not only to advertise services and profile, but also job vacancies.

1.1 Purpose of the paper

The purpose of this paper is to highlight, how it affects the use of media and social networks, which have now become a daily need and for most of us all and what are the policies that promote the employment of certain social groups.

1.2 Methodology

The methodology used in this paper is descriptive and comparative methodology, where we will see policies that encourage the employment of certain social groups, as well as the impact of media on the employment of certain social groups.

1.3 hypotheses and Research Questions

This study aims to investigate and highlights how the media affect individuals' employment, as well the policies which affect the encouragement of certain social groups during employment. The hypothesis raised in this study is - how much social media favors the influential role in announcing vacancies and announcements for hiring certain groups.

2. Media impact, publishing of competitions and free working places

Media impact has a very important role in the present day. They have a very positive impact on the approach of certain social groups in social media, and this is due to the excessive use of different social networks.

Now almost all ages have access to the internet and various social networks, including Facebook, Twitter, LinkedIn and many others in which we can find job advertisement, different competitions in both the public and private sectors, free work places for certain social groups.

However, job applications can be done online or even by submitting the required documents to the particular sector that has announced the job vacancy and the need to employ individuals from certain social groups.

Through the use of social media it is very easily achieved to access to a certain job, since now everyone has access to the Internet and can be informed about the job vacancies and for the duration of the job.

Thereby, the media positively influences the lives of citizens and certain social groups who need a job either in the private sector or public sector.

3. Policies for encouraging the employment of certain social groups

Structural unemployment is one of the biggest problems in the field of unemployment and it presents the most difficult type to resolve. During the inconsistency of demand and supply, there are always certain groups of unemployed for whom employment or re-employment presents a difficult challenge, the solution of which sometimes becomes impossible without profound systemic solutions.

These groups are encountered with the names of: ‘vulnerable groups’, ‘marginalized groups’, ‘vulnerable social groups’, ‘excluded social groups’, even though the differences are small between the various denominations, all the denominations from the aspect of employment opportunities point to one thing: they are groups that seriously or in no way have access or success in the labor market. These groups are exposed to certain social problems, rejections, stress, and weakness, and because of this situation, society has a social responsibility towards them and special measures and methods must be applied in all spheres of social life.

Initially, we will define what is called a social problem. The basic division of social problems is related to three major groups, as follows:

1. Social problems related to social development
2. Social problems related to deviations
3. Social problems related to natural disasters.

In order to be able to account any of the above-mentioned situations as a social problem in local communities, it is necessary to fulfill the certain conditions. The social problem is a condition which is:

- Accepted and marked as existing by the majority of the population
- Incompatible with social values
- Displayed often and massively, respectively affecting a large number of people
- Public and not an individual problem
- Disturbing and threatening, respectively has negative consequences to people
- Social character, respectively have their roots in social factors
- Updated to the extent to seek social response and action to overcome it¹

These groups or individuals are people who do not have access to resources, institutions, and social developments. This leads to the inability of satisfying the needs of educational type, employment, cultural, participation, political, information, legal protection, etc.

The endangered groups are target groups of every social community that develops and grows the democratic values. Their identification often depends on the historical, cultural, demographic and geographical characteristics of a designated community, the groups identified in terms of our research subject are:

- Long-term unemployed (over 5 years)
- People on the threshold of poverty
- Young unemployed for up to 29 years or people without work experience
- Persons with a very low level of education or low qualifications
- People aged 50 to 59 (this limit can be flexible if it is related to another factor - for example: low qualification, a person over 40 years of age when he loses physical strength, can hardly count on easy job finding)
- Children without parents
- People with physical or mental disabilities
- Victims of domestic violence
- Homeless
- Single Parents
- People exposed to inequality and discrimination of any kind: gender, age, ethnic, religious, class, educational, sexual, material discrimination
- Immigrants and refugees from military or war areas
- People internally displaced
- People living in regions where development stumbles or misses
- Social groups who are deprived in social, educational and cultural terms in relation to other groups (most commonly in Macedonia, such a group is identified the Romani community)
- People who are in the social rehabilitation after serving the sentence, or healing from addiction diseases
- Illiterate technological people who have lack of knowledge or partial knowledge of information technology, that brings into question their ability to be competitive in the labor market

¹ http://www.mtsp.gov.mk/WBStorage/Files/priracnik_socijalni_usligi.pdf

- Professional soldiers whose engagement is over (in the official documents of Republic of Macedonia, are mentioned as a group that is involved in the employment measures.

3.1 The factors that influence the endangered groups

Americans have developed a special instrument called PESTEL analysis (PESTEL - is an acronym composed out of factors affecting the endangered groups: political, economic, social, technological, ecological and legal). Here it is what could be in our interest in terms of this analysis:

1. Political factors:

- Employment based on party affiliation
- Failure to support the adoption of laws for the endangered groups (persons with physical / mental disabilities) on initiative of NGO.
- Insufficient or declarative representation of endangered groups on political party platforms / low level of political awareness

2. Economic factors:

- Lack of financial means to meet basic living needs
- Reduction of budgetary resources due to savings
- Misuse of the members of endangered groups (people with physical / mental disabilities, single parents) by the business sector with the aim of achieving legitimate benefits and facilitations
- Lack of confidence in the quality of work of people with disabilities
- Lack of investment and the need of larger investments that will ensure the employment of endangered groups of people
- Creation of special economic programs for people of vulnerable groups
- Stimulation of entrepreneurship and self-employment opportunities for endangered groups of citizens
- Implementation of European standards for employment, inclusion and protection of endangered groups of people

3. Social factors:

- Lack of NGOs which do the
- Lack of training, qualifying and retraining centers, for unemployed persons and socially endangered persons
- Inadequate treatment of persons with disabilities as a social burden of state
- Privileges and different incomes based on disability
- Dysfunctional labor unions and lack of appropriate forms of trade union organizations
- Institutions with insufficient team for social protection;
- Insufficient promotion of public-private partnership and the formation of social funds.

4. Technological factors:

- Insufficient use of new technologies that can contribute in reducing the number of unemployed people
- The largest use of internet networks in order to improve the situation of endangered groups of people
- Inability to choose a particular profession due to the disability (discrimination during access to the labor market, based on disability).

5. Ecological factors: are related to healthy living environment.

6. Legal factors:

- Change and harmonization of legal regulations with priority to employment endangered groups of people, in accordance with European and international standards.
- Consequent implementation of the existing legal norms, internationally ratified conventions and agreements
- Need for approval of regulations and other bylaws
- Non-ratified convention on the rights of persons with disabilities
- No information on certain laws and the existing legal regulation
- No information on certain rules and acts
- Approval of essential legal measures for discrimination
- Amendments to the law on labor relations and labor legislation.²

To solve the problems associated to the unemployment of such groups is not enough the identification and their public recognition. There is a need for active policies for their employment, intervention in the legal regulatory and tax policy, credit policy and a series of educational and advisory measures.

Organization for economic Co-Operation and Development (OECD - Organization for Economic Co-operation and Development) in 1993, it was the first one that came up with the classification of what is called active policy on the labor market. The classification distinguishes five sets of measures:

1. **Public employment institutions** with information, advisory and coordination roles
2. **Educational measures:** education, retraining, professional excellence. They can be divided into measures for the unemployed, measures for those who are threatened by unemployment and measures for the employees
3. **Measures for young people:** which may be educational and precautionary measures
4. **Employment subsidies:** that can be directed towards the private sector, towards self-employment and public jobs
5. **Measures for groups with a difficult employment factor** directed towards people with specific problems.³

Kluv (Kluve, 206: 38) offers a classification slightly different from the four groups of measures, including:

- **Measures for education and refinement**, which strengthen human capital
- **Incentives and subsidies aimed at the private sector**
- **Direct employment programs and opening of new jobs position directed to the public sector**
- **The role of institutions in terms of employment** to increase efficiency in job search, counseling and assistance during job search monitoring and sanctions for non-fulfillment of obligations by the unemployed.

² http://bim.lbg.ac.at/sites/files/bim/Radovis_mak.pdf

³ http://www.oecd.org/employment/activelabourmarketpoliciesandactivation_strategies.htm

It is clear that this measure can yield results through full inclusion of all relevant factors which may affect the labor market flow, by practicing positive discrimination in the interest of these groups of citizens.

3.2 Policies to promote the employment of certain social groups the case with the Republic of Macedonia

The National Employment Strategy of RM-2015, which is in line with the European strategy "Europe 2020", it was adopted in 2011 and it presents a document which foresees the undertaking of many measures and warns the resolution of the employment of social groups that are socially excluded. All the challenges that the state has to face are listed so, that it can intervene then in such a sensitive part of a social reality in the Republic of Macedonia, to be systematized, organized and yielded results. In fact based on this strategy, the main challenge in R. of Macedonia in the field of poverty and social exclusion are:

- Inadequate direction of socially-endangered groups
- The difficult access of endangered groups in the labor market (ethnic communities, women, disabled persons, older people)
- Insufficient involvement of local government in projects for social inclusion
- Insufficient development of personal services that cover some endangered groups
- Incomplete harmonization between central and local government in social protection
- Inadequate presence of public works at the local level, for people can hardly get involved in the labor market
- Undefined level of the minimum wage
- Underdeveloped social ventures (Ministry of Labor and Social Policy (2011) National Employment Strategy - 2015, Skopje: MLSP, 2011: 42).⁴

Based on the National Employment Strategy of RM - 2015 the following indicators are set - their status in 2010 and the aim to be achieved in 2015, as follows:

Indicators	Macedonia 2010	National goal 2015
Percentage of employment (20-64 years)	48,1%	55%
Percentage of youth employment (15-29 years)	26,5%	29%
Percentage of youth employment (15-24 years)	15,4%	17%
Percentage of women's employment	34%	42%
The proportion of older persons employment	34,2%	41%
Persons who have left education	16,2%	14%

⁴ http://www.mtsp.gov.mk/WBStorage/Files/programa_socijalna.pdf

People with higher education (30-34 years)	14,2%	19%
The population living below the poverty level	30,9%	29%

Table 3: Indicators - Situation and Purpose in the Republic of Macedonia

(Taken from the National Employment Strategy of RM - 2015)

Based on this strategy, since 2011 until today have been taken these steps:

1. **Promote self-employment through training** of unemployed people interested in acquainting entrepreneurship, preparation of sustainable business plans, assistance in business registration and financial support for starting a business and / or financial support for existing businesses formalization of unemployed persons who have experience in conducting business. The procedure for adopting the law on social entrepreneurship is underway.⁵
2. **Employment subsidy of 150 children without parents** in the period from 2011 - 2015 year, with monthly financial support in the amount of 15,000 denars for a 6-month period, with the obligation the employer to keep the employees for at least 12 months.
3. **Employment subsidy of 400 single parents** in the period 2011-2015 year, with monthly support of 15,000 denars for a 6-month period, with the obligation the employer to keep the employees for at least 12 months.
4. **Employment subsidy for 600 persons aged 55-62 years**, in the period 2011-2015 year, with monthly support in the amount of 15,000 denars for a 6-month period, with the obligation the employer to keep the employees for at least 12 months.
5. **Employment subsidy for professional soldiers who have completed their service in the ARM** in the period 2011-2015 year, with monthly support in the amount of 15,000 denars for a 6-month period, with the obligation the employer to keep the employees for at least 12 months.
6. **Employment subsidy of 120 victims of family violence** in the period 2011-2015 year, with monthly support in the amount of 15,000 denars for a 6-month period, with the obligation the employer to keep the employees for at least 12 months.
7. **Employment subsidy of 800 people with disabilities** in the period 2011-2015 year, with monthly support in the value of the average of 20 wages or the average of 40 wages for blind people and people with physical disabilities who need a wheelchair. After employment must pay 9 consecutive salary and then submit a request for partition without refund from Employment Agency of the Republic of Macedonia (EARM) which is decided by the steering council of the EARM.
8. **Financial support through microcredit** of small and medium enterprises.
9. **Employment subsidy for young people up to 29 years.**
10. **Professional training to fulfill the demand on the labor market.**

Amendments to the law on minimum wage approved in 2014, which foresees three phases of salary increase, in a dynamic three-year process, respectively the increase will be realized from March 2014 and will end in March 2016, with which the minimum wage will rise and will be 10,080

⁵https://ener.gov.mk/default.aspx?item=pub_regulation&subitem=view_reg_detail&itemid=cnPY1a8CJEtMQ5uvaMslgdg

denars. From March 2014, the minimum wage will increase from 8,050 denars to 8,800 denars, from March 2015 the minimum wage will be 9,590 denars and from March 2016 it will be 10,080 denars, whereby employers are obliged to increase the minimum wage.⁶

It is necessary to mention that, in addition to annual programs to combat poverty and social exclusion in the Republic of Macedonia are prepared also local employment action plans which to a greater extent represent the measures of the national action plan without major innovations; the adoption of national employment plans for Roman communities employment depending on the specifics of certain municipalities.

Conclusion

From all that we have described and presented in the above pages we conclude that the media have a very important role nowadays. They have a very positive impact on the approach that certain social groups have to social media. This is due to the excessive use of different social networks.

Now, almost all ages have access to the internet and various social networks in which we can find advertisements for work, different competitions in both the public and private sectors, job vacancies for certain social groups.

Through the use of social media it is very easy to access a certain job, because now everyone has access to the internet and can be informed about vacancies and for the duration of the job. The media thus positively affect the lives of citizens and certain social groups who need a job either in the private or public sector.

Structural unemployment as a major problem in the area of unemployment represents the most difficult type to resolve. During the inconsistency of demand and supply, always occurs to form certain groups of unemployed people for whom employment or re-employment presents a challenge the solution of which sometimes becomes impossible.

The 'vulnerable groups', 'marginalized groups', 'socially vulnerable groups', 'excluded social groups' all these groups have little differences between, all denominations from the aspect of employment opportunities indicate this: they are groups that seriously or in no way have access or success in the labor market. These groups are exposed to certain social problems, risks, stress, weaknesses and because of this situation, the society has a great responsibility towards them where specific measures and methods must be applied in all spheres of social life.

Web pages:

http://www.mtsp.gov.mk/WBStorage/Files/priracnik_socijalni_usligi.pdf

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https://ener.gov.mk/default.aspx?item=pub_regulation&subitem=view_reg_detail&itemid=cnPY1a8CJEtMQ5uvaMslgdg

<http://vlada.mk/node/959>

⁶ <http://vlada.mk/node/959>