



SOCIETY **2015** & TECHNOLOGY *Dr. Juraj Plenковиć*

Book of Abstracts



Opatija, 2015.



Hrvatsko
komunikološko društvo



ALMA MATER
EUROPAEA
ECM



International Federation of
Communication Associations

DIT 2015 – Dr. Juraj Plenković
Opatija, 28.-30.06.2015.

Uredili/ Edited by

Prof.dr.sc. Mario Plenković & Prof.dr.sc. Ludvik Toplak & Prof.dr.sc. Vlado Galičić

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**DRUŠTVO I TEHNOLOGIJA 2015. –
Dr. Juraj Plenković**

**SOCIETY AND TECHNOLOGY 2015 –
Dr. Juraj Plenković**

XXII. MEĐUNARODNI ZNANSTVENI SKUP

XXII. INTERNATIONAL SCIENTIFIC CONFERENCE

Opatija, Hrvatska
28.-30.06.2015.

Organizatori/ Organized by:

Alma Mater Europaea – European Center Maribor (AMEU – ECM)
Hrvatsko komunikološko društvo-HKD/ Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of Communication
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Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, Hrvatska /
University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija, Croatia
Sveučilište Sjever, Varaždin, Croatia /University North, Varaždin, Hrvatska
Fakultet za turizam, Brežice, Slovenija / Faculty of Tourism, Brežice, Slovenija

Opatija, 2015.

PROGRAM / PROGRAMME



XXII. MEĐUNARODNI ZNANSTVENI SKUP
 XXII. INTERNATIONAL SCIENTIFIC CONFERENCE
 Godišnja konferencija International Federation of Communication Associations
 Annual Conference of the International Federation of Communication Associations

28. – 30.6.2015.

HRVATSKA / CROATIA
 Opatija (hotel Admiral)

Svečano otvaranje skupa u nedjelju 28. 06. 2015. u 11.00 sati u hotelu «Admiral», Opatija

Opening ceremony of the conference on Sunday 28th of June 2015 at 11.00 a.m. at the hotel «Admiral», Opatija

Organizatori/ Organized by:

Alma Mater Europaea – European Center Maribor (AMEU – ECM)
Hrvatsko komunikološko društvo-HKD/ Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of Communication Associations- IFCA
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Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija / University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija

Sveučilište Sjever/University North
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www.dit-konferencija.org

Subota/ Saturday 27.06.

20:00 – 21:30: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS

11:00 – 13:00: IFCA - CCA SAMO ZA ČLANOVE / MEMBERS ONLY

17:00 - 18:00: ORGANIZACIJSKI ODBOR/ ORGANIZING COMMITTEE – SAMO ZA ČLANOVE / MEMBERS ONLY

18:00 - 20:00: INFORMATOLOGIJA & MEDIA, CULTURE AND PUBLIC RELATIONS (UREDNIČKI ODBOR/ EDITORIAL BOARD) - SAMO ZA ČLANOVE / MEMBERS ONLY

20:30 – 21:30: IFCA – ACADEMIC NETWORK -CCA - INFORMATOLOGIJA / MEDIA, CULTURE AND PUBLIC RELATIONS - SAMO ZA ČLANOVE / MEMBERS ONLY

NEDJELJA / SUNDAY 28.06.



08,00 – 11,00: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS

11,00 -13,00 CONGRESS HALL / KONGRESNA DVORANA

Svečano otvaranje skupa u nedjelju 28. 6. 2015. u 11,00 sati u hotelu «Admiral», Opatija
 Opening ceremony of the conference on Sunday 28th of June 2015 at 11,00 a.m. at the hotel «Admiral»,
 Opatija

Društvo i tehnologija 2015 – Dr. Juraj Plenković
Society and Technology 2015 - Dr. Juraj Plenković

Voditelji /Chairmen:

Prof.dr.sc. Ksenija Čulo (Organization committee), Prof.dr.sc. Ludvik Toplak (President of AME – EASA), Prof.dr.sc. Ivo Šlaus (FCA, FWA, President of WAAS), Prof.dr.sc. Vidoje Vujić (President of County Chamber Rijeka), Prof.dr.sc. Mario Plenković (President of IFCA), prof.dr.sc. Vlado Galičić (Faculty of Tourism and Hospitality Management), Prof.dr.sc. Wojciech Walat (Organization committee), Prof.dr.Slavo Kukić (Organization committee), Prof.dr.sc. Marin Miljković (Rector of University North)

POZVANA PREDAVANJA / KEYNOTE SPEAKERS :

Marcel van de Voorde (European Commission): VISION OF A QUALITATIVE UNIVERSITY EDUCATION IN EUROPE WITH EMPHASIS ON THE DANUBE REGION AND THE BALKANS /VIZIJA KVALITETNOG SVEUČILIŠNOG OBRAZOVANJA U EUROPI S NAGLASKOM NA PODUNAVSKU REGIJU I BALKAN

Prof.dr.sc.h.c. Stefan Luby (in the name of the Danube Academies Conference): PARTICIPATION OF DANUBE REGION COUNTRIES IN FP 7 AND IN THE SECURITY RESEARCH / SUDJELOVANJE ZEMALJA PODUNAVSKE REGIJE U FP7 I ISTRAŽIVANJIMA SIGURNOSTI

Prof. dr. Jozsef Györkös (director of the Slovene Agency for Research and Development, Slovenia): NATIONAL FUNDING OF SCIENCE: AN PREREQUISITE FOR INTERNATIONAL SUCCESS / DRŽAVNO FINANCIRANJE ZNANOSTI: PREDUVJET MEĐUNARODNOG USPJEHA

Prof. dr. sc. Erich Hoedl (in the name of the European Academy of Sciences and Arts): EUROPE 2020 STRATEGY: NEW APPROACHES AND AMBITIOUS TARGETS / STRATEGIJA EUROPA 2020 : NOVI PRISTUPI I AMBICIOZNI CILJEVI

Prof. dr.sc. Vlado Galičić (Faculty of Tourism and Hospitality Management Opatija, University of Rijeka): TOURISM IN CROATIA: TRUTHS AND MISCONCEPTIONS / TURIZAM U REPUBLICI HRVATSKOJ – ISTINE I ZABLUDE

Tematske Prezentacije/Thematic Presentations (za vrijeme održavanja skupa / during the conference):

Studijski programi AME – ECM Maribor / *Study Programs of AME – ECM Maribor*

Studijski programi Sveučilišta Sjever / *Study Programs of University North*

Tematske sekcije / Thematic Units:

09,00 -19,00: Novi doktorski študijski programi: »**STRATEŠKI KOMUNIKACIJSKI MENADŽMENT**« / New doctoral programs: "**STRATEGIC COMMUNICATION MANAGEMENT**" (Prof.dr.sc.Mario Plenković, Prof.dr.sc.Ludvik Toplak, Prof.dr.sc.Vidoje Vujić, Prof.dr.sc.Ksenija Čulo, Prof.dr.sc.Brane Markić, Prof.dr.sc.Ljubica Bakić – Tomić, Doc.dr.sc. Božidar Veljković, Prof.dr.sc. Zdravko Sordan) – Dvorana Seminar I

09,00 -19,00: Znanstvena i urednička politika u znanstvenim časopisima / Scientific and editorial policy in scientific journals: **INFORMATOLOGIJA & MEDIA, CULTURE AND PUBLIC RELATIONS** (Prof.dr.sc. Slobodan Elezović, Prof.dr.sc.Mario Plenković, Prof.dr.sc.Vladimir Rosić, Prof.dr.Ludvik Toplak, Dr.sc. Slobodan Hadžić, Dr.sc. Daria Mustić, Prof.dr.sc.Vlado Galičić, Prof.dr.sc. Vitomir Grbavac, Doc.dr.sc.Vlasta Kučič, Prof.dr.sc.Zdravko Sordan, Prof.dr.sc.Ksenija Čulo, prof.dr.sc. Goran Popović, Doc. dr.sc.Alan Labus, Prof.dr.sc.Ljubica Bakić-Tomić) - Dvorana Seminar II

13,00 – 15,00

SVEČANI PRIJEM ZA SUDIONIKE SKUPA / FORMAL RECEPTION FOR THE CONFERENCE PARTICIPANTS

NEDJELJA / SUNDAY 28.06.



CONGRESS HALL / KONGRESNA DVORANA

SOCIETY, TECHNOLOGY AND INTER-GENERATIONAL DIALOGUE

DRUŠTVO, TEHNOLOGIJA I MEĐUGENERACIJSKI DIJALOG

Voditelji / Chairmen:

Prof.dr.sc.Mara Ovsenik & Prof. dr.sc.Vladimir Rosić & prof.dr.sc.Ludvik Toplak

9,00 – 10,45

Matea Perković (Croatia/Hrvatska): THE INFLUENCE OF PATIENT'S PERSONALITY TRAITS ON ATTITUDE TOWARD MANAGING THEIR OWN HEALTH AND RECOVERY / UTJECAJ PACIJENTOVE OSOBINE LIČNOSTI NA STAV PREMA UPRAVLJANJU VLASTITO ZDRAVLJE I OPORAVAK

Tea Pačarič, Stjepan Jelica(Croatia/Hrvatska): NEUROPLASTICITY AS A BASIS FOR NEUROREHABILITATION / NEUROPLASTIČNOST KAO OSNOVA NEUROREHABILITACIJI

Dubravka Klasiček (Croatia/Hrvatska): WILLS IN THE DIGITAL ERA / OPORUKA U DIGITANOM DOBU

Metka Škofič, Sebastijan Tišler(Slovenia/Slovenija): FEAR IN THE OLD AGE OF DISEASES AND MEDICAL TREATMENT / STRAH U STAROSTI OD BOLESTI I LIJEČENJA

Rok Ovsenik, Ana Spitzer(Slovenia/Slovenija): DILEMMAS OF ETHICAL RELATIONSHIP OF EMPLOYEES IN TOURISM TO THE ELDERLY / DILEME ETIČNOG ODNOSA ZAPOSLENIH U TURIZMU DO STARIJIH OSOBA

Marija Ovsenik, Špela Batis(Slovenia/Slovenija): LIFE QUALITY OF ELDERLIES / KVALITETA ŽIVOTA STARIJIH OSOBA

Rok Ovsenik, Saša Albreht, Špela Batis (Slovenia/Slovenija): TOURISM FOR ELDERLIES - CHALLENGE FOR SLOVENIA / TURIZAM ZA STARIJE – IZAZOV I SLOVENIJI

Mateja Brezner-Stegne (Slovenia/Slovenija): IS A HOTEL FOR THE ELDERLY NEED FOR SLOVENIAN TOURISM? / DA LI JE HOTEL ZA STARIJE OSOBE POTREBNA SLOVENSKOG TURIZMA?

Allen Bartoš (Croatia/Hrvatska): HEALTH AND PHYSICAL ACTIVITY CIVILIZATION NEED OF THE MODERN MAN / ZDRAVLJE I TJELESNA AKTIVNOST CIVILIZACIJSKA POTREBA MODERNOG ČOVJEKA

Barbara Grintal (Slovenia/Slovenija): OLDER PEOPLE AND ONLINE SOCIAL NETWORKS / STARIJI I DRUŠTVENE MREŽE

DISKUSIJA / DISCUSSION

11,00 – 13,00

SVEČANO OTVARANJE SKUPA FORMAL OPENING CEREMONY

15,00 – 19,00

Peter Seljak (Slovenia/Slovenija): HOUSING CONDITIONS AS A FACTOR IN THE ELDERLY QUALITY OF LIFE / UVJETI STANOVANJA KAO FAKTOR KVALITETE ŽIVOTA STARIJIH

Nikolaj Lipič (Slovenia/Slovenija): TEAMWORK AS POSTULATE OF EXCELLENCE OF GERONTOLOGICAL SOCIAL SERVICES / TIMSKI RAD KAO POSTULAT IZVRSNOSTI SOCIJALNO GERONTOLOŠKIH USLUGA

Tatjana Brigita Mohorko, Nikolaj Lipič (Slovenia/Slovenija): STOP VIOLENCE AGAINST ELDERLY With the proper COUNSELLING APPROACH / ZAUSTAVIMO NASILJE NAD STARIJIM OSOBAMA S ADEKVATNIM PRISTUPIMA SAVJETOVALIŠTA

Damir Buković, Dino Buković, Mirsad Sadiković Rado Žic, Boris Starčević, Jasmina Čatić, Damir Buković jr. (Croatia/Hrvatska): APPLICATION OF OZONE TECHNOLOGY IN VITAL MEDICAL FIELD / TEHNOLOGIJA APLIKACIJE OZONA U VITALNIM MEDICINSKIM PODRUČJIMA

Tatjana Ozmeč, Nikolaj Lipič (Slovenia/Slovenija): MODERN APPROACHES TO INFORMING AS AN OPPORTUNITY FOR A BETTER INTERGENERATIONAL CONNECTION / SUVREMENI PRISTUPI INFORMIRANOSTI KAO PRILIKA ZA BOLJE MEĐUGENERACIJSKO POVEZIVANJE

Apolonija Rajh, Nikolaj Lipič (Slovenia/Slovenija): INGENUITY AND CREATIVITY-AN OPPORTUNITY FOR CROSS-GENERATIONAL COOPERATION / STVARALAŠTVO I KREATIVNOST - PRILIKA ZA SPOJ GENERACIJA

Maja Žalar, Marija Ovsenik, Nikolaj Lipič (Slovenia/Slovenija): ARE WE REALLY WITHOUT NEW IDEAS IN ORGANIZING INTERGENERATIONAL CAMARADERIE AMONG TENANTS IN OLD PEOPLE'S HOMES AND STUDENTS ? / JESMO LI ZAISTA BEZ NOVIH IDEJA PRI ORGANIZIRANJU MEĐUGENERACIJSKIH DRUŽENJA MEĐU STANARIMA U DOMOVIMA ZA STARIJE OSOBE I UČENIKA?

Dijana Jeleč Kaker (Slovenia/Slovenija): DEALING WITH STRESSFUL LIFE EVENTS IN THE ELDERLY / SUOČAVANJE SA STRESNIM ŽIVOTNIM DOGAĐAJIMA KOD STARIJIH OSOBA

Špela Režun, Rok Ovsenik (Slovenia/Slovenija): E-QALIN FOR QUALITY AGEING IN HOME FOR THE ELDERY / E-QALIN ZA KVALITETNO STARENJE U DOMU UMIROVLJENIKA

Klavdija Globokar (Slovenia/Slovenija): ANTHROPOLOGICAL INTERPRETATION OF THE PHENOMENON OF DEATH / ANTROPOLOŠKA INTERPRETACIJA FENOMENA SMRTI

Jože Zalar (Slovenia/Slovenija): Generational HERITAGE ON RURAL SLOVENIAN TOURISM / GENERACIJSKO NASLIJEĐE NA SEOSKOM TURIZMU SLOVENIJE

Mirjana Telebuh, Želimir Bertič, Mateja Znika, Damir Poljak (Croatia/Hrvatska): FREQUENCY OF USE OF THE INTERNET BY THE ELDERLY / UČESTALOST KORIŠTENJA INTERNETA OSOBA STARIJE ŽIVOTNE DOBI

Zmago Turk, Breda Jesenšek, Dušanka Mičetić –Turk (Slovenia/Slovenija): CERVICAL SYNDROME AND ELDERY PEOPLE / CERVIKALNI SINDROM I STARIJI

Zmago Turk, Eva Turk (Slovenia/Slovenija): BIOLOGICAL INFLUENCE OF RESTRUCTURED WATER ON ATHEROMATOUS CHANGES OF CAROTID VESSELS

Mateja Berčan (Slovenia/Slovenija): THE USE OF TECHNICAL ACCESSORIES TO OVERCOME ARCHITECTONIC BARRIERS IN ELDERLY PEOPLE'S HOME ENVIRONMENT / UPOTREBA TEHNIČKIH POMAGALA ZA SAVLADAVANJE ARHITEKTONSKIH BARIJERA U OKOLINI STARIJIH

Sebastjan Kristovič (Slovenia/Slovenija): LIFE AS AN ASSIGNMENT - LOGOTHERAPEUTIC POSTULATE / ŽIVOT KAO ZADATAK – LOGOTERAPEUTSKI POSTULAT

Mladen Herc, Romina Mecilošek (Slovenia/Slovenija): TESTING OF BALANCE IN THE ELDERLY / TESTIRANJE RAVNOTEŽE KOD STARIJIH OSOBA

Joca Zorc (Slovenia/Slovenija): THE PRICE OF SUCCESS: INJURIES AND HEALTH PROBLEMS AMONG YOUNG ELITE MUSICIANS AND GYMNASTS / CIJENA USPJEHA: OZLJEDE I DRUGI ZDRAVSTVENI PROBLEMI MLADIH ELITNIH GLAZBENIKA I GIMNASTIČARA

DISKUSIJA / DISCUSSION

HALL LEUT / DVORANA LEUT

9,00 – 19,00

EUROPEAN BUSINESS STUDIES SECTION /EUROPSKI POSLOVNI STUDIJI

Voditelji / Chairmen:
Prof.dr.sc. Cirila Toplak & prof.dr.sc.Jure Toplak

9,00 – 11,00 WORKING SESSION
11,00 – 13,00 OPENING CEREMONY
13,00 – 15,00 LUNCH BREAK
15,00 – 19,00 WORKING SESSION

HALL NAVA / DVORANA NAVA

E-EDUCATION AND SCHOOL OF THE FUTURE

E-OBRAZOVANJE I ŠKOLA BUDUĆNOSTI

Voditelji / Chairmen:
Prof.dr.sc.Vladimir Rosić, Dr.sc. Slobodan Hadžić

15,00 – 19,00

Wojciech Walat (Poland / Poljska): AXIOLOGICAL CATEGORIES FOR DESIGNING THE SYSTEM OF TECHNICAL EDUCATION / AKSIOLOŠKE KATEGORIJE ZA PROJEKTIRANJE SUSTAVA TEHNIČKOG OBRAZOVANJA

Ksenija Čulo (Croatia/Hrvatska): THE CHALLENGES OF ENGINEERING ECONOMICS EDUCATION / IZAZOVI U OBRAZOVANJU EKONOMIJE KOD INŽENJERA

Waldemar Lib (Poland / Poljska): COMMUNICATION SKILLS OF PRIMARY SCHOOL PUPILS IN THE SCOPE OF GENERAL TECHNICAL AND INFORMATION TECHNOLOGY CONCEPTS/ KOMUNIKACIJSKE VJEŠTINE UČENIKA OSNOVNIH ŠKOLA U OKVIRU OPĆIH KONCEPATA INFORMACIJSKIH TEHNOLOGIJA

Mirosław Z. Babiarczyk, Kinga Krystyna Masłoń (Poland / Poljska): THE INFLUENCE OF INTERNATIONALIZATION IN EDUCATION ON NATIONS' ECONOMY / UTJECAJ INTERNACIONALIZACIJE U OBRAZOVANJU NA NACIONALNO GOSPODARSTVO

Uhrinová Miriam, Zentko Jozef, Kožuchová Mária (Slovakia/Slovačka): FOLK DANCE AS A TOOL OF MUTUAL COMMUNICATION WITH REGARD TO PRIMARY EDUCATION / NARODNI PLES KAO SREDSTVO KOMUNIKACIJE S OBZIROM NA OSNOVNO ŠKOLSKO OBRAZOVANJE

Slavoljub Hilčenko (Serbia/Srbija): SCHOOL CUSTOMIZED FOR »Z« GENERATION / ŠKOLA PO MJERI GENERACIJE "Z"

Blahútová Dana, Macko Jozef, Stollárová Nadežda (Slovakia/Slovačka):: HEALTH PROTECTION FROM THE PERSPECTIVE OF ENVIRONMENTAL EDUCATION WITH REGARD TO LOWER SECONDARY EDUCATION IN SLOVAKIA / ZDRAVSTVENA ZAŠTITA IZ PERSPEKTIVE OBRAZOVANJA ZA OKOLIŠ S OBZIROM NA NIŽE SREDNJE OBRAZOVANJE U SLOVAČKOJ

Zuzana Hubinková, Romana Lorencová (Czech Republic/Češka): THE PROBLEM OF ADEQUATE SOCIAL INTEGRATION OF CHILDREN WHO ARE PLACED IN FOSTER CARE ORGANIZATION OVER A LONG PERIOD / PROBLEM ADEKVATNE SOCIJALNE INTEGRACIJE DJECE SMJEŠTENE U DOMOVE TIJEKOM DULJEG PERIODA

Marija Jović (Croatia/Hrvatska): THE EDUCATIONAL ROLE OF LIBRARIES INFORMATION LITERACY, COMPETENCE AND STANDARDS / OBRAZOVNA ULOGA KNJIŽNICE: INFORMACIJSKA PISMENOST, KOMPETENCIJE I STANDARDI

Dragica Pešaković (Slovenia/Slovenija): TECHNICAL CREATIVITY AT PRIMARY SCHOOL PUPILS / TEHNIČKA KREATIVNOST KOD UČENIKA OSNOVNIH ŠKOLA

Andrej Šafhalter (Slovenia/Slovenija): SMARTPHONE AS A LEARNING TOOL IN ELEMENTARY SCHOOL / PAMETNI TELEFON KAO NASTAVNO POMAGALO U OSNOVNOJ ŠKOLI

Tihana Kokanović, Marijana Dvorski, Ivana Miloloža (Croatia/Hrvatska): CONFLICT MANAGEMENT STRATEGIES IN A TEAM OF PRE-SCHOOL TEACHERS / STRATEGIJE RJEŠAVANJA KONFLIKATA U TIMU ODGOJITELJA

Simon Ülen (Slovenia/Slovenija): USING PHYSLET-BASED MATERIAL TO IMPROVE LEARNING IN SECONDARY SCHOOL PHYSICS / KORIŠTENJE PHYSLET MATERIJALA ZA POBOLJŠANJE UČENJA FIZIKE U SREDNJOJ ŠKOLI

DISKUSIJA / DISCUSSION

HALL LIBURNA / DVORANA LIBURNA

ROUND TABLE ON EUROPEAN UNIVERSITY EDUCATION

OKRUGLI STOL O EUROPSKOM SVEUČILIŠNOM OBRAZOVANJU

Voditelji/Chairmen:

Prof.dr.sc.Ludvik Toplak (EASA –AME,), prof.dr.sc.Mario Plenkovic (EASA & IFCA), prof.dr.sc. Ivo Šlaus (EASA- WAAS)

Sudionici / Participants:

Marcel Van De Voorde (European Commission)- Holland, prof. dr. Stefan Luby (Danube Academies - EASA)- Slovakia, prof. dr. Jozsef Györkös (Director of the Slovene Research Agency) –Slovenia, prof. dr. Erich Hoedl (former Vice President of the European Academy of Sciences and Arts, Austria - EASA)- Austria , prof. dr. Ludvik Toplak (EASA – AME)- Slovenia. Prof.dr.sc. Ivo Šlaus (EASA – The World Academy of Art and Science)- Croatia

PONEDJELJAK / MONDAY 29.06.



HALL LEUT / DVORANA LEUT

SOCIETY, SCIENCE AND TECHNOLOGY

DRUŠTVO, ZNANOST I TEHNOLOGIJA

Voditelji / Chairmen:

Prof.dr.sc. Goran Popović, Prof.dr.sc. Brane Markić, Prof.dr.sc. Mile Pavlić

09,00-13,00

Slavo Kukić, Siniša Rudelj (Bosnia and Herzegovina / Bosna i Hercegovina): MULTIGRAM AS AN INSTRUMENT OF COLLECTING EMPIRICAL DATA FOR SCIENTIFIC REASONING WITH SCALING TECHNIQUE / MULTIGRAM KAO INSTRUMENT PRIKUPLJANJA EMPIRIJSKIH PODATAKA ZA ZNANSTVENO ZAKLJUČIVANJE TEHNIKOM SKALIRANJA

Željko Pavić, Antun Šundalić (Croatia/Hrvatska): INTERNET SOCIAL NETWORKS, SOCIAL CAPITAL, AND POLITICAL PARTICIPATION / INTERNETSKJE DRUŠTVENE MREŽE, SOCIJALNI KAPITAL I POLITIČKA PARTICIPACIJA

Zdenka Damjanić (Croatia/Hrvatska): WHO AND WHEN RECYCLE-COMMUNAL WASTE MANAGEMENT ON THE ISLAND KRK / TKO I KADA RECIKLIRA – UPRAVLJANJE KOMUNALNIM OTPADOM NA OTOKU KRKU

Jana Žiljak Vujić, Diana Nazor, Lidija Tepeš Golubić (Croatia/Hrvatska): EXPANDED COMMUNICATION OF PAINTINGS CONSIDERATION AND CONCEPTUALIZATION OF THE WORKS OF ART IN THE INFRA-RED AREA, OF MODERN AND CONTEMPORARY ARTISTS RESEARCH RESULTS OF THE ART-WORK OF OLD MASTERS, MODERN AND CONTEMPORARY ARTISTS, ARE BEING ANALYZED THROUGH THE INFRA-RED PROCEDURE / PROŠIRENA KOMUNIKACIJA UMJETNIČKIH SLIKA – RAZMATRANJE I KONCIPIRANJE UMJETNIČKIH DJELA

U INFRACRVENOM PODRUČJU, MODERNIH I SUVREMENIH UMJETNIKA

Eduard Pavlović, Marija Vučić Peitl, Ljubomir Radovačević, Alojz Pavlović (Croatia/Hrvatska): IVAN ŠAH (1824, VACLAVICE – 1904, ZAGREB) : ONE EXCELLENT NATURAL SCIENCE EDUCATOR / FORERUNNER OF LATER CYBERNETISTS!?! / IVAN ŠAH (1824, VACLAVICE – 1904, ZAGREB) : VRSNI PRIRODOZNANSTVENI EDUKATOR / PRETEČA KASNIJIH KIBERNETIČARA !?

Ana Ištaković (Hrvatska/Croatia): EUROPE – THE WORLD'S AMUSEMENT PARK / EUROPA - SVJETSKO ZABAVIŠTE

Ivana Kunda, Darja Lončar Dušanović (Croatia/Hrvatska): CERTAIN ASPECTS OF THE CJEU'S GOOGLE SPAIN JUDGMENT RELATIVE TO LAWFULNESS OF DATA PROCESSING AND LIABILITY OF INTERNET SEARCH ENGINE OPERATORS /ODREĐENI ASPEKTI PRESUDE GOOGLEU U ŠPANJOLSKOJ U ODNOSU NA ZAKONITOST OBRADE PODATAKA INTERNETSKIH PRETRAŽIVAČA OPERATERA

Jana Žiljak Vujić, Stela Prisljan-Fujs, Ana Hoić (Croatia/Hrvatska): EXTENDED COMMUNICATION ON POSTAGE STAMPS – THE 1000TH POSTAGE STAMP OF THE REPUBLIC OF CROATIA / PROŠIRENA KOMUNIKACIJA NA POŠTANSKIM MARKAMA – 1000. POŠTANSKA MARKA RH

Nina Gumzej (Croatia/Hrvatska): EU RIGHT TO BE FORGOTTEN AND GLOBAL INTERNET: ENFORCEMENT OF SEARCH ENGINE LINK REMOVAL REQUESTS / EU PRAVO NA ZABORAV I GLOBALNI INTERNET: IZVRŠAVANJE ZAHTJEVA ZA UKLANJANJE POVEZNICA NA PRETRAŽIVAČIMA

Milan Filipović (Croatia/Hrvatska): SOCIAL BENEFITS OF MICROGRIDS / DRUŠTVENA KORIST MIKROMREŽA

Petar Kurečić (Croatia/Hrvatska): IDENTITY AND DISCOURSE IN CRITICAL GEOPOLITICS: A FRAMEWORK FOR ANALYSIS / IDENTITET I DISKURS U KRITIČNOJ GEOPOLITICI: OKVIR ZA ANALIZU

Irena Šumi, Damir Josipović (Slovenija/Slovenia): THE MISLEADING MIRRORS OF POST-SOCIALISM: WHO IS THE MOST VULNERABLE OF ALL? / ZABLUDJE POST-SOCIJALIZMA: TKO JE NAJBRANJIVIJ

Zlatko Lacković (Hrvatska/Croatia): PROCESS AND DECISION-MAKING IN TECHNICAL SYSTEMS / PROCESNO ODLUČIVANJE U TEHNIČKIM SUSTAVIMA

Matjaž Kovač, Tomo Audič (Slovenija/Slovenia): IMPACT OF HARMONISATION OF TAXATION ON SYMPLIFYING THE OPERATIONS OF INTERNATIONAL COMPANIES AND TECHNOLOGICAL DEVELOPMENT / UTJECAJ USKLAĐIVANJA OPOREZIVANJA NA POJEDNOSTAVLJIVANJE POSLOVANJA MEĐUNARODNIH PODUZEĆA I TEHNOLOŠKI RAZVOJ

Joško Sindik (Hrvatska/Croatia): FACTORS OF CYCLING TRAFFIC IN ZAGREB AND ITS SURROUNDING / ČIMBENICI BIKIKLISTIČKOG PROMETA U ZAGREBU I OKOLICI

Matjaž Kovač, Damijan Remec (Slovenija/Slovenia): LOGISTICS AND LOGISTICS LAW AS ONE OF THE FOUNDATIONS OF SCIENCE AND TECHNOLOGICAL PROGRESS / LOGISTIKA I LOGISTIČNO PRAVO KAO TEMELJ ZNANOSTI I TEHNOLOŠKOG NAPRETKA

Tea Taras, Aleš Kranjec, Vesna Sotlar (Slovenija/Slovenia): THE IMPACT OF EUROPEAN COHESION POLICY ON THE DEVELOPMENT OF ICT INFRASTRUCTURE IN REPUBLIC OF CROATIA/ UTJECAJ EUROPSKE KOHEZIJSKE POLITIKE NA RAZVOJ ICT INFRASTRUKTURE U REPUBLICI HRVATSKOJ

DISKUSIJA / DISCUSSION

HALL NAVA / DVORANA NAVA

COMMUNICATION MANAGEMENT

KOMUNIKACIJSKI MENADŽMENT

Voditelji /Chairmen:

Prof.dr.sc. Ljubica Bakić–Tomić, Dr.sc. Slobodan Hadžić, prof.dr.sc.Goran Popović, prof.dr.sc. Zdravko Sordan

09,00 – 13,00

Tereza Cimrmanová, Zuzana Hubinkova (Czech Republic / Češka): COMMUNICATION STRATEGIES IN NON-STATE NON-PROFIT ORGANIZATIONS IN THE CZECH REPUBLIC / KOMUNIKACIJSKE STRATEGIJE U NEDRŽAVNIM I NEPROFITNIM ORGANIZACIJAMA U ČEŠKOJ

Helena Grecmanová, Miroslav Dopita, Vlasta Cabanová (Czech Republic / Češka): COMMUNICATION IN THE ACADEMIC ENVIRONMENT AND ITS INFLUENCE ON ORGANIZATIONAL CLIMATE OF UNIVERSITIES / KOMUNIKACIJA U AKADEMSKOM OKRUŽENJU I NJEZIN UTJECAJ NA ORGANIZACIJSKU KLIMU SVEUČILIŠTA

Jacinta Grbavac, Vitomir Grbavac (Croatia/Hrvatska): IMPACT OF MULTIMEDIA THROUGH TECHNOLOGY OF VIRTUAL REALITY IN THE COMMUNICATION PROCESS / UTJECAJ MULTIMEDIJA POSREDSTVOM TEHNOLOGIJA VIRTUALNE REALNOSTI NA KOMUNIKACIJE

Šinka Tkalac (Croatia/Hrvatska): INFLUENCE OF THE MEDIA ON THE EXODUS FROM CROATIA AND JUSTIFICATION OF DEPARTURE FROM THE HOMELAND / UTJECAJ MEDIJA NA EGZODUS HRVATA IZ RH I OPRAVDANOST ODLASKA IZ DOMOVINE

Liljana Pavlović, Luka Pavlović (Croatia/Hrvatska): THE USE OF IDIOMS AND PARAPHRASE AS AN ELEMENT OF LINGUISTIC STRATEGY IN THE CONCEPT OF ADVERTISEMENTS IN CROATIAN BANKS / UPORABA FRAZEMA I PARAFRAZE KAO ELEMENTA JEZIČNE STRATEGIJE U REKLAMNIM OGLASIMA HRVATSKIH BANAKA

Denis Kalamar (Slovenija/Slovenija) : CONVERGENCE: NEW MEDIA, NEW AUDIENCE, NEW PARADIGM / KONVERGENCIJA: NOVI MEDIJI, NOVE PUBLIKE, NOVE PARADIGME

Petra Bagarić (Croatia/Hrvatska): CORPORATE COMMUNICATION ON THE EXAMPLE OF SELECTED CROATIAN COMPANIES / KORPORATIVNO KOMUNICIRANJE NA PRIMJERU ODABRANIH HRVATSKIH KOMPANIJA

Jelena Blaži, Anita Jeličić (Croatia/Hrvatska): COMMUNICATING CULTURAL EVENTS -THE ROLE OF MEDIA RELATIONS IN PROMOTING VARAZDIN BAROQUE EVENINGS / KOMUNICIRANJE KULTURNIH DOGAĐAJA -ULOGA ODNOSA S MEDIJIMA U PROMOCIJI VARAŽDINSKIH BAROKNIH VEČERI

Nataša Rogulja, Damir Boras, Ljubica Bakić-Tomić (Croatia/Hrvatska): 3D CULTURAL HERITAGE DIGITALISATION AS A FORM OF DISTANCE LEARNING / 3D DIGITALIZACIJA KULTURNE BAŠTINE U FUNKCIJI UČENJA NA DALJINU

Nataša Rogulja, Jadranka Lasić-Lazić (Croatia/Hrvatska): ADAPTIVE HYPERMEDIA E-LEARNING SYSTEMS BASED ON SEMANTIC WEB TECHNOLOGIES / PRILAGODLJIVI HIPERMEDIJSKI SUSTAV ZA E-UČENJE TEMELJEN NA SEMANTIČKIM WEB TEHNOLOGIJAMA

Ana Globočnik Žunac, Ljubica Bakić-Tomić, Marijana Dvorski (Croatia/Hrvatska): THE IMPACT OF PREJUDICE AGAINST ROMA ON COMMUNICATION IN PRESCHOOL INSTITUTIONS / UTJECAJ PREDRASUDA O ROMIMA NA KOMUNIKACIJU U PREDŠKOLSKIM USTANOVAMA

Majda Tafra-Vlahović, Nansi Ivanišević (Croatia/Hrvatska):
STAKEHOLDER COMMUNICATION IN CULTURE, EDUCATION
AND TOURISM IN CROATIA /DIONIČKO KOMUNICIRANJE U
KULTURI, OBRAZOVANJU I TURIZMU U HRVATSKOJ

DISKUSIJA / DISCUSSION

15,00 – 19,00

Jernej Završnik, Peter Kokol, Helena Blažun Vošner, Vesna Rečnik Šiško
(Slovenia/Slovenija) : COMMUNICATION AS THE FOUNDATION
OF PROPER MANAGEMENT / KOMUNIKACIJA KAO OSNOVA
USPJEŠNOG UPRAVLJANJA U ZDRAVSTVU

Klaudija Koščak, Jasmina Dvorski, Giovanna Kirinić
(Croatia/Hrvatska): CREATIVITY IN BUSINESS COMMUNICATION
/ KREATIVNOST U POSLOVNOJ KOMUNIKACIJI

Ivana Miloloža, Nika Žganec, Nikola Jozić (Croatia/Hrvatska):
CUSTOMER PERCEPTION OF PR ACTIVITIES COMMUNITY
MANAGER ON SOCIAL NETWORKS / PERCEPCIJA KUPACA PR
AKTIVNOSTI „COMMUNITY MANAGERA“ NA DRUŠTVENIM
MREŽAMA

Majda Tafra-Vlahović, Merica Pletikosić (Croatia/Hrvatska):
COMMUNICATION OF ENVIRONMENTAL PROTECTION AND
SPATIAL PLANNING / KOMUNIKACIJA ZAŠTITE OKOLIŠA I
PROSTORNO PLANIRANJE

Matija Varga, Vladimir Šimović (Croatia/Hrvatska): RELATIONAL
DATABASE MANAGEMENT SYSTEM: PROTECTION
CRYPTOGRAPHIC METHODS/ RELACIJSKI SUSTAV ZA
UPRAVLJANJE BAZOM PODATAKA : ZAŠTITA
KRIPTOGRAFSKIM METODAMA

Krunoslav Antoliš, Petar Mišević, Ana Miličević (Croatia/Hrvatska):
VULNERABILITIES OF NEW TECHNOLOGIES
AND THE PROTECTION OF CNI / RANJIVOSTI NOVIH
TEHNOLOGIJA I ZAŠTITA KRITIČNE NACIONALNE
INFRASTRUKTURE

Mihael Tomšić, Ljubica Bakić-Tomić (Croatia/Hrvatska): THE
PERCEPTION OF THE PUBLIC ABOUT THE ROMA MINORITY IN
THE FIELD MEĐIMURJE COUNTY/ PERCEPCIJA JAVNOSTI O
ROMSKOJ NACIONALNOJ MANJINI S PODRUČJA MEĐIMURSKE
ŽUPANIJE

Anja Vincek, Giovanna Kirinić (Croatia/Hrvatska): HUMOR IN
COMMUNICATION / HUMOR U KOMUNIKACIJI

Franjo Maletić, Artur Šilić, Slobodan Hadžić (Croatia/Hrvatska):
UNDERSTANDABILITY AND MEASURING READABILITY IN
THE CONTEXT OF MEDIA LITERACY / RAZUMLJIVOST I
MJERENJE ČITLJIVOSTI U KONTEKSTU MEDIJSKE PISMENOSTI

Stanislav Horný, Alois Surynek, Zdeněk Vondra, Eva Jarošová (Czech
Republic/Češka): METHODOLOGY TO MULTIMEDIA
PRESENTATION OF CULTURAL HERITAGE / METODOLOGIJA
ZA MULTIMEDIJALNE PREZENTACIJE KULTURNE BAŠTINE

DISKUSIJA / DISCUSSION

HALL LIBURNA / DVORANA LIBURNA

TECHNOLOGY AND NEW COMMUNICATION TRENDS IN TOURISM

TEHNOLOGIJA I NOVI KOMUNIKACIJSKI TRENDovi U TURIZMU

Voditelji /Chairmen:

Prof.dr.sc.Vlado Galičić, Doc.dr.sc.Božidar Veljković

09,00-11,00

Jovan Đurašković, Milivoje Radović, Žarko Božović,(Crna
Gora/Montenegro): CIRCULARITY OF ECONOMIC THEORIES /
CIRKULARNOST EKONOMSKIH TEORIJA

Christian Stipanović, Elena Rudan (Croatia/Hrvatska): SUPPLY CHAIN
INTELLIGENCE IN THE DEVELOPMENT OF HOTEL AND
TOURISM COMPANIES / INTELIGENCIJA OPSKRBNOG LANCA U
FUNKCIJI RAZVOJA HOTELSKO-TURISTIČKOG PODUZEĆA

Ana Vizjak, Maja Vizjak (Croatia/Hrvatska): EDUCATION AS A
PRECONDITION OF FURTHER SUCCESSFUL TOURISM
DEVELOPMENT / OBRAZOVANJE KAO PREDUVJET DALJNJEG
USPJEŠNOG RAZVOJA TURIZMA

Božidar Veljković, Lea-Marija Colarič-Jakše (Slovenia/Slovenija): THE
ESSENCE OF TOURISM IN A MODERN LAYPERSON
REFLECTION / ESENCIJA TURIZMA U SUVREMENOM LAIČKOM
PROMIŠLJANJU

Mladenka Popadić, Ines Milohnić (Croatia/Hrvatska):
ORGANISATIONAL AMBIDEXTERITY - PERFORMANCE
RELATIONSHIP: A SYSTEMATIC REVIEW

Ljubica Pilepić, Marina Perišić Prodan, Maja Šimunić
(Croatia/Hrvatska): MARKETING ACTIVITIES ON THE HOTEL
WEBSITES IN PRIMORJE-GORSKI KOTAR COUNTY /
MARKETINŠKE AKTIVNOSTI NA HOTELSKIM MREŽNIM
STRANICAMA PRIMORSKO-GORANSKE ŽUPANIJE

Sanja Bijakšić, Brano Markić, Arneta Bevanda (Bosnia and
Herzegovina/Bosna i Hercegovina): EXPERT PRICING SYSTEM AS
PART OF MARKETING MIX / EKSPERTNI SUSTAV ZA
ODREĐIVANJE CIJENE KAO ELEMENTA MARKETINŠKOG
SPLETA

Kristijan Mihajlinović (Croatia/Hrvatska): CUSTOMER
RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY/
CRM „UPRAVLJANJE ODNOSOM S KLIJENTIMA U
HOTELIJERSTVU“

Marko Šantić, Arneta Bevana, Sanja Bijakšić (Bosnia and Herzegovina/Bosna i Hercegovina): INFLUENCE OF MEDIA ON CREATION OF A TOURIST DESTINATION IMAGE / UTJECAJ MEDIJA NA KREIRANJE IMIDŽA TURISTIČKE DESTINACIJE

Dobrica Jovičić (Serbia/Srbija): CRUCIAL ISSUES AND CHALLENGES IN THE IMPLEMENTATION OF SUSTAINABLE TOURISM / KLJUČNA PITANJA I IZAZOVI U IMPLEMENTACIJI ODRŽIVOG TURIZMA

Mario Plenković (Slovenia/Slovenija): SUBLIMATED MULTIMEDIA COMMUNICATION IN TOURISM / SUBLIMIRANA MULTIMEDIJALNA KOMUNIKACIJA U TURIZMU

DISKUSIJA / DISCUSSION

11,30-13,00

EUROPEAN EDUCATION FOR CENTRAL AND SOUTH EASTERN EUROPE / INTERCULTURAL COMMUNICATION

EUROPSKO OBRAZOVANJE ZA SREDIŠNJU I JUGOISTOČNU EUROPU / INTERKULTURALNA KOMUNIKACIJA

Voditelji /Chairmen:

Prof.dr.sc. Martina Lubyova, Doc.dr.sc.Vlasta Kučiš, Doc.dr.Slavoljub Hilčenko

Štefan Luby, Martina Lubyová (Slovakia/Slovačka): PARTICIPATION OF DANUBE REGION COUNTRIES IN FP 7 AND IN THE SECURITY RESEARCH / SUDJELOVANJE ZEMALJA DUNAVSKE REGIJE U FP 7 I ISTRAŽIVANJIMA SIGURNOSTI

Anamarija Kirinić, Mario Plenković (Croatia/Hrvatska): INTERCULTURAL COMMUNICATION - ATTITUDES AND OPINIONS OF CROATS IN SLOVENIA : A CHANGE OF PERCEPTION ? / INTERKULTURALNA KOMUNIKACIJA – STAVOVI I MIŠLJENJA O HRVATIMA U SLOVENIJI: PROMJENA PERCEPCIJE?

Marijana Šećibović (Bosnia and Herzegovina/Bosna i Hercegovina) : APORIAS OF INTERCULTURAL COMMUNICATION / APORIJE INTERKULTURALNE KOMUNIKACIJE

Anamarija Kirinić, Ilonka Zrnić, Ana Globočnik Žunac (Croatia/Hrvatska): INTERCULTURAL COMMUNICATION: INTERCULTURAL COMPETENCE VARAŽDIN GYMNASIUM STUDENTS / INTERKULTURALNA KOMUNIKACIJA: INTERKULTURALNE KOMPETENCIJE GIMANAZIJALACA

Vlasta Kučiš (Slovenia/Slovenija): TRANSLATION STUDIES AND TRANS-NETWORK IN SOUTH-EAST EUROPE / PREVODITELJSKI STUDIJI I TRANS-MREŽE U JUGOISTOČNOJ EUROPI

Renata Peroš (Croatia/Hrvatska): COMMUNICATION ASPECTS OF VISITS TO MUSEUMS IN THE CASE OF THE DUKE'S PALACE IN ZADAR / KOMUNIKACIJSKI ASPEKTI POSJEĆENOSTI MUZEJA NA PRIMJERU KNEŽEVE PALAČE U ZADRU

15,00 – 19,00

RELIGION, CULTURE AND MEDIA

RELIGIJA, KULTURA I MEDIJI

Voditelji / Chairmen:

Prof.dr.sc.Zdravko Sordan, Prof.dr.sc. Albert Kulla, Doc.dr.sc.Alan Labus

Zdravko Šorđan (Croatia/Hrvatska): RENEWAL OF MORALITY AS CORRECTIVE COMPONENT OF SOCIETY / OBNOVA MORALNOSTI KAO KOREKTIVNA KOMPONENTA DRUŠTVA

Alan Labus (Croatia/Hrvatska): THE ROLE OF THE CROATIAN REPORTING SERVICE AND THE CROATIAN INFORMATION BUREAU "CROATIA" IN THE FORMATION OF 1941 USTASHA PROPAGANDA APPARATUS / ULOGA HRVATSKE IZVJEŠTAJNE SLUŽBE I HRVATSKOG DOJAVNOG UREDA »CROATIA« NA STVARANJE USTAŠKOG PROMIDŽBENOG APARATA 1941

Imrich Gazda (Slovakia/Slovačka): "THEOLOGY OF NEW MEDIA": TEACHING OF THE CATHOLIC CHURCH ABOUT NEW MEDIA / "TEOLOGIJA NOVIH MEDIJA" : UČENJE KATOLIČKE CRKVE O NOVIM MEDIJIMA

Albert Kulla (Slovakia/Slovačka): "DIGITAL RELIGION": LIVING FAITH IN DIGITAL ERA / "DIGITALNA RELIGIJA" : ŽIVA VJERA U DIGITALNO DOBA

Peter Kravcák (Slovakia/Slovačka): JOURNALISTS TROUBLES ARE NOT ALSO MEDIA TROUBLES / NOVINARSKI PROBLEMI NISU I MEDIJSKI PROBLEMI

Marijan Spehnyak, Mario Plenković(Croatia/Hrvatska): ONTOLOGICAL INTEGRITY OF INDIVIDUALS AND THE IMPACT

OF INTRAPERSONAL COMMUNICATION ON STRESS LEVEL IN PROFESSIONAL ATHLETES / ONTOLOŠKA CJELOVITOST ČOVJEKA I UTJECAJ INTRAPERSONALNE KOMUNIKACIJE NA STRES KOD PROFESIONALNIH SPORTAŠA

Drago Martinović, Vedada Baraković (Bosnia and Herzegovina / Bosna i Hercegovina): YOUNG GENERATIONS AND REMEMBRANCE:

THE DISCOURSE OF NEW MEDIA / MLADI I SJEĆANJE:
DISKURS NOVIH MEDIJA

Jelena Ivelić, Mirela Bačić (Croatia/Hrvatska): RELIGIJA, KULTURA I
MEDIJI / RELIGION, CULTURE AND MEDIA

Krešimir Lacković (Croatia/Hrvatska): THE CORRELATION
RELATIONSHIP BETWEEN ATHLETES, MEDIA AND AUDIENCE /
KORELACIJA ODNOSA IZMEĐU SPORTAŠA, MEDIJA I PUBLIKE

Iris Luarasi (Albania/Albanija): THE CHANGING ROLE OF THE
MEDIA IN THE NEW TECHNOLOGICAL ENVIRONMENT, THE
ALBANIAN CASE / PROMJENJENA ULOGA MEDIJA U NOVOM
TEHNOLOŠKOM OKRUŽENJU, ALBANSKI SLUČAJ

DISKUSIJA / DISCUSSION

19,30 -20,00

ZAKLJUČAK ZNANSTVENOG SKUPA / CONCLUSION OF THE SCIENTIFIC CONFERENCE

Voditelji / Chairman: Prof.dr.sc. Vlado Galičić & Prof.dr.sc. Mario Plenković & prof.dr.sc.Ludvik Toplak

UTORAK/ TUESDAY 30.06.2015.



15,00 – 16,00: ORGANIZACIJSKI ODBOR/ ORGANIZING COMMITTEE – CROATIAN COMMUNICATION ASSOCIATION & INFORMATOLOGIA (HKD – CCA – DIT 2015) - (Samo za članove / Members only)

17,00 – 18,00: INFORMATOLOGIA & DIT 2015 (Urednički odbor/Editorial Bord/Members only)

18,00: SKUPŠTINA HKD/CCA (Samo za članove/Members only)

Predsjednici Organizacijskog i Programskog odbora/ Presidents of the Organizing and Program Committee:

Prof.dr.sc. Ludvik Toplak

Prof.dr.sc. Vlado Galičić

Prof.dr.sc. Mario Plenković

Programski odbor/ Program committee:

Thomas A.Bauer (Austrija/Austria), Damir Buković, Ksenija Čulo, Giorgio Dominese (Italija/Italy), Slobodan Elezović, Waldemar Furmanek (Poljska/Poland), Vlado Galičić, Vitomir Grbavac, Joszef Györkös (Slovenija / Slovenia), Erich Hoedl (Austrija/Austria), Milan Jurina, Vlasta Kučić (Slovenija/ Slovenia), Keval J. Kumar (India), Klaus Krippendorf (Philadelphia, USA), Slavo Kukić (Bosna i Hercegovina / Bosnia and Herzegovina), Štefan Luby (Slovačka/Slovakia), Vladimir Lvov (Rusija/Russia), Jozef Macko (Slovačka / Slovakia), Rossen Milev (Bugarska /Bulgaria), Marin Milković, Vinko Morović, Ruslan Motorny (Ukrajina/Ukraine), Mara Ovsenik (Slovenija/ Slovenia), Mile Pavlič, Jože Perić, Andrea Pittasi (Italija/Italy), Mario Plenković, Karib Phringer (Švicarska/Switzerland), Novak Popović (Srbija / Serbia), Vladimir Rosić, Patrick Rossler (Njemačka/Germany), Dora Smolčić Jurdana, Zdravko Sordjan (Srbija/Serbia), Ivo Šlaus, Jure Toplak (Slovenija/ Slovenia), Ludvik Toplak (Slovenija/ Slovenia), Zmago Turk (Slovenija/ Slovenia), Felix Unger (Austrija/Austria), Božidar Veljković (Slovenija / Slovenia), Emil Vlajki (Bosna i Hercegovina / Bosnia and Herzegovina), Vidoje Vujić, Wojcieh Walat (Poljska/Poland), Gerhard Wazel (Njemačka/ Germany), Minka Zlateva (Bugarska/Bulgaria), Lew Zybatow (Austrija/Austria), Jan Zimny (Poljska/Poland), Vilko Žiljak.

Organizacijski odbor / Organizing committee:

Ljubica Bakić Tomić, Ksenija Čulo, Giorgio Dominese (Italija/Italy), Slobodan Elezović, Vlado Galičić, Slobodan Hadžić, Ana Ištaković, Alen Labus, (Slovenija / Slovenia), Vlasta Kučić (Slovenija/ Slovenia), Štefan Luby (Slovačka/Slovakia), Brane Markić (Bosna i Hercegovina / Bosnia and Herzegovina), Hiroshi Matsumoto (Japan), Vinko Morović, Daria Mustić, Mile Pavlič, Mario Plenković, Goran Popović, Mirko Pšunder (Slovenija / Slovenia), Zdravko Sordjan (Srbija /Serbia), Božidar Veljković (Slovenija/Slovenia), Ludvik Toplak (Slovenija/Slovenia), Božidar Veljković (Slovenija / Slovenia), Vidoje Vujić, Wojcieh Walat (Poljska/Poland).

**U POVODU ODRŽAVANJA 22. ZNANSTVENOG SKUPA
„DRUŠTVO I TEHNOLOGIJA 2015 – Dr. Juraj Plenković“
Opatija, 28. - 30. 06.2015.**

Osamnaestoga dana srpnja ove 2015. navršava se osam desetljeća od rođenja Jurja Plenkovića, jednoga od najistaknutijih hrvatskih znanstvenika, promotora multidisciplinarnih vrijednosti u izboru i afirmaciji metodičkih modela apliciranih u rasponima znanstveno-istraživačkoga rada koji je postupno približavao i prožimao društvene i humanističke znanosti u nas.

Takvim kreativnim pristupom područjima i poljima znanosti, Juraj Plenković je kvalitativno pridonosio stasanju generacija hrvatskih intelektualaca koji su gradili osobiti svjetonazor u korist nastajanja pletera društveno-humanističkih znanstvenih disciplina, sustavno, interdisciplinarno, postupno, oslanjanih na metodološko-metodička iskustva iz raznovrsne teorijske i iskustvene ponude prirodnih i tehničkih znanosti.

Svojim temeljnim obrazovanjem, širenjem stjecanih i postignutih znanja, Profesor Juraj Plenković je, inventivnim pristupom, kreirao veliko područje za znanstveno žilište koje je kontinuirano rastućim radijusom utjecaja, stvaralo koncentrične krugove iz kojih su nastajali veliki znanstveno - istraživački projekti i koji su se, davnih desetljeća, prelijevali iz matičnoga područja hrvatske znanstvene misli i njegovane intelektualne klime, u šire područje neposredno susjednih zemalja ovoga dijela Europe, kao i u područje sjeverno europskih slavenskih naroda, osobito Poljske.

Sveučilišta u Poljskoj, a posebno u Krakovu, na kojima je Profesor dr.sc.Juraj Plenković stekao dva doktorata znanosti, svojim sustavom znanstvenih institucija, podržalo je kandidaturu i čast da se Juraj Plenković promovira u najviše znanstveno zvanje akademika.

Profesor Juraj Plenković je rano iskazao svoju ljubav prema rodnoj grudi i u prvim svojim godinama tvoračkoga rada, sustavno istražio povijest hrvatskoga školstva, objavivši kapitalno vrijedan rad iz toga povijesno-pedagoškoga područja.

Osobita dara za pedagoško-didaktičke i andragoške zasade, Profesor dr.sc.Juraj Plenković je, i kao sveučilišni profesor, u stručne teme svojega nastavnoga plana i programa unosio metodičko-izvedbene finese kojima je animirao i razvijao pažnju i zainteresiranost generacija studenata za svoj predmet kao i studijski fakultetski program u cjelini, egzaktno pridonoseći ugledu fakulteta na kojemu je temeljnom aktivnošću djelovao.

Česti gost mnogih fakulteta, sa znanjima primarno slavenskih jezika, gospodin Profesor Juraj Plenković je stjecao europski ugled i Nagrada za životno djelo Ivan Filipović, kao najviše priznanje Republike Hrvatske za prinos znanstvenoj i pedagoškoj razini ostvarenoj u područjima visokoškolskog obrazovanja suvremene Republike Hrvatske, znači veliki simbol osobitu opusu i postignućima inventivnoga kreatora u znanstvenom, pedagoškom, metodično-istraživačkom djelovanju i razinama raznovrsnih aplikacija ostvarenih spoznaja u lepezi teorijskih ponuda, a jednako tako ponuđenih u uspješnoj pragmatično-životnoj dimenziji svakodnevice.

Spregom teorije i prakse, u ime sustavno razvijanoga odnosa u stvaranju inovativnih modela širenja i ojačavanja takve sprege, utemeljen je prije dvadeset i dvije godine, inicijativom i organizacijskim pristupom Profesora dr.sc.Jurja Plenkovića, Međunarodni znanstveni skup Društvo i tehnologija, koji u čast svoga utemeljitelja i mnogobrojnih slijednika te osobite sheme pletera teorijskih i pragmatičnih životnih postignuća, nosi s ponosom i čašću ime svojega tvorca: Međunarodni znanstveni skup Društvo i tehnologija - Dr. Juraj Plenković, koji ove godine, uz 80. obljetnicu rođenja akademika Prof.dr.sc.Jurja Plenkovića, ima i osobitu 'specifičnu težinu' u svakom od područja koja su u rasponu ponuda ovogodišnjega Skupa zastupljena.

Sve to znači i osobiti pozdrav svima sudionicima Skupa, kao i očekivanim gostima iz europskih zemalja i svijeta, ove 2015. uz nade u uspjeh i utjecaj u promicanju novih znanstvenih spoznaja do kojih se i ove godine bude došlo.

Prof.dr.sc.Slobodan Elezović,
član Programskog i Organizacijskog odbora znanstvenog skupa
„DRUŠTVO I TEHNOLOGIJA 2015 – Dr. Juraj Plenković“
Zagreb, 15.06.2015.

**SOCIETY, TECHNOLOGY AND INTER-
GENERATIONAL DIALOGUE**

**DRUŠTVO, TEHNOLOGIJA I MEĐUGENERACIJSKI
DIJALOG**

THE INFLUENCE OF PATIENT'S PERSONALITY TRAITS ON ATTITUDE TOWARD MANAGING THEIR OWN HEALTH AND RECOVERY

Matea Perković

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Abstract

It is a fact that every physical injury leaves a negative mark on an individual's psyche. There is a need to recognize patients that have difficulties in accepting their health issues, and are less willing to cooperate with physical therapist. Those patients tend to decrease their own chance of recovery.

The purpose of this research was to examine whether there is a connection between patient's willingness to participate in the process of recovery and specific personality characteristics. The research has been carried out on an example of 40 people in January and February 2015 in General Hospital Vukovar.

We used International Personality Item Pool (IPIP 50 scale) and The Patient Activation Measure (PAM 13).

The results show that there is a statistically significant correlation between patient's personality traits and statements in PAM 13 questionnaire.

These results imply for a need of holistic approach within physical therapy.

Key words

Patient Activation Measure, personality traits, IPIP 50, physical therapy, holistic approach

NEUROPLASTICITY AS A BASIS FOR NEUROREHABILITATION

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Abstract

The human brain is plastic, which means that he is able to change its molecular, microarchitectural and functional organization. is able to reorganize their neural circuits in response to experience, sensory stimulation or injury. The primary goal of the process of motor learning and application of learned motor skills are specific person's ability to successfully perceives and analyzes the set of motor tasks. Beside Bobath concept, there are many interdisciplinary approaches and methods routing neuroplasticity, such as play, dance, dramatization using puppets, art therapy and music therapy, therapeutic riding, where each model has a different discourse on physical, psychological, educational and social habitus of individuals in neurodevelopmental process.

Key words

neuroplasticity, neurorehabilitation, dance, music therapy

WILLS IN THE DIGITAL ERA

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Abstract

Oral will is the only type of will that can be made orally, in front of two simultaneously present witnesses with general legal capacity. The way oral wills are made has not changed much since ancient Rome. However, today's technology has made it possible to create oral wills by recording testators last words on camera or by communicating them via video-call, thus eliminating the need for simultaneously present witnesses. Technology is also making an impact on testation in another way – by changing contents of the will. The digital world has taken hold of our lives, so most of us manage our financial accounts online, have social media accounts, store photos and other documents online. What will happen with all of this after we die? We can expect that, soon, we will be seeing more and more wills containing instructions concerning our digital identity and what will happen to it after our death.

Key words

oral will, witnesses, extraordinary circumstances, recording, videocall, digital identity

IS THE HOTEL FOR THE ELDERLY THE NEED OF SLOVENIAN TOURISM?

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Abstract

This article highlights the answer to the question »Is the hotel for the elderly the need of Slovenian tourism?« Nowadays, it is clear that the familiarization with the needs and understanding of the behaviour of a consumer – an elderly customer – contributes to higher business success, therefore to better and less risky business decisions at all levels of the organisation. The proportion of elderly population is growing; elderly people are a heterogeneous group of people who differ one from another according to their health and functional status, personal characteristics as well as their socio-economic situation. Although a group of elderly people can be quite heterogeneous, it is, however, important to take into consideration some of their characteristics, which have to be adapted to their needs. According to the raising of the retirement age, hotels for the elderly have to offer services to people aged 50 and above, which means that such hotels should not sell vacation arrangements to people younger than 50 years, ensuring the peace required for the elderly. Using a quantitative study and a structured questionnaire, we evaluated whether the elderly wanted a hotel which would offer services for people aged 50 and above only; what kind of service they would want and under what conditions they would choose such a hotel. This is a relevant contribution, since it scientifically highlights the understanding of elderly passengers, taking into account their needs and expectations in using tourist services.

Key words

hotel for the elderly, elderly, offer, services, needs

HEALTH AND PHYSICAL ACTIVITY CIVILIZATIONAL NEED OF MODERN MAN

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Abstract

This paper focuses on physical activity and health as a civilization need of a modern man. Unfortunately, there are far too many negative perspectives which do not help motivate people to do physical activity. Some people think that physical activity must be connected with achieving vital results on competition. Other thinks that doing physical activity is hard and takes far too much effort and also money and time. All of that is incorrect. There are so many physical activities, so many different activities and some of them are really not hard to do and also they are very fun. Unfortunately, people also do not understand how many benefits sport does have, for physical and mental health, but also for motivation, socialization and so on. This paper will prove all of the benefits but also potential problems from doing physical activities and hopefully motivate someone.

Key words

physical activity, health, sport

OLDER PEOPLE AND ONLINE SOCIAL NETWORKS

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Abstract

Online social networks are one of the options for older people where they can meet others and communicate with them. Online social networks enable older people to communicate with people with whom they have something in common. Analysis of the data obtained in the research in the year 2014 in Slovenia shows that older people, even they are using the Internet, their communication with others in online social networks is not large. Older people can become more social inclusive if they use online social networks more often. They can communicate or chat to maintain social relationships with others. Older people join online social networks if they get enough support form important others.

Key words

older people, online social networks, communication, social inclusion

HOUSING CONDITIONS AS A FACTOR IN THE ELDERLY QUALITY OF LIFE

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Abstract

Housing is an important factor in ensuring welfare and quality of life of the elderly. For the elderly, the housing conditions and suitability are essential. We obtain the data on housing conditions of the elderly in Slovenia for year 2010 and 2013 from the database of the European research SHARE (Survey

of Health, Ageing and Retirement in Europe). SHARE is an international and interdisciplinary research, a panel database of micro data on health, socio-economic status, and family and social networks of people older than 50 year of age from 15 European countries. We descriptively analyze and quantitatively process the data on housing arrangements of the Slovenian elderly. Mostly, Slovenian elderly are property owners without mortgages. More than half of them live in their current housing arrangement longer time, which they obtained with own means. Predominantly, elderly housing has no elevators. Majority of the elderly have few bedrooms and several stairs leading to the entrance. The majority of the elderly have no special housing arrangements or modification. In the age of rapid social and economic change, it is necessary to provide adequate solutions to the housing problem of the elderly and appropriately divide responsibility among society, family, and individuals.

Key words

elderly, quality of life, housing, housing conditions, SHARE

TEAMWORK AS A POSTULATE OF EXCELLENCE OF SOCIAL GERONTOLOGY SERVICES

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Abstract

Theoretical framework: Team work is present in all pores of social life. In the field of care for the elderly, team work is a postulate of excellence of social gerontology services. Introduction of successful approaches of team work represents value for an organization – for elderly homes, too, where professionals from different professions cooperate in a team. Their common goal is contentment of the elderly.

Methodology: In this research, we use the case study method. We obtained the data with semi-structured interview questions. In the study, we included six managers of different departments of an elderly home.

Results: Based on this case study, we identify the basic cornerstones of a successful team for social gerontology services in elderly homes.

Discussion: Though team work is already an established practice in elderly homes, it has not yet come to life in full. Occasionally, mutual mistrust and improper communication occurs among the team members, who are professionals from different professions. Therefore, reaching excellence of social gerontology services with successful team work approaches demands more research and professional attention.

Key words

team work, team, excellence, social gerontology services, elderly

LET US STOP THE VIOLENCE AGAINST THE ELDERLY BY USING THE APPROPRIATE COUNSELLING APPROACHES

Tatjana Brigita Mohorko, Nikolaj Lipič
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Abstract

Theoretical background: In the eyes of the modern society the image of an old man is often highly distorted, marked by numerous prejudices and stereotypes and devalued due to various forms of discriminatory treatment and violence against the elderly. It is time for a change: to stop the violence against the elderly with the appropriate counselling approaches which are presented in this paper.

Methodology: We used a quantitative approach in the study. Questionnaires were employed to collect data. The study included 65 people aged 65 and over. The research was conducted in the municipality of Ptuj, in Slovenia.

Results: The respondents believe that professionally appropriate counselling on violence against the elderly reduces various forms of violence against them and according to them this counselling should be based on strict ethical standards. By counselling the elderly on the violence against them, we raise their awareness on this issue.

Discussion: The society should have a zero tolerance to all forms of violence against the elderly. Stopping the violence against the elderly with the appropriate counselling approaches therefore presents a challenge for many professions – even to the social gerontology.

Keywords

elderly, violence, counselling, ethics, social gerontology

TECHNOLOGY OF OZONE APPLICATIONS IN VITAL MEDICAL FIELDS

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Abstract

A large number of disease is primarily due to the lack of oxygen in the tissue due to the accumulation of toxins in the body. Painless and natural treatment with ozone helps with after-operating recovery and cure numerous injuries and illnesses, even tumors, and for now the most commonly used in dentistry. Ozone has a positive effect on wound healing, stimulation of the immune system, oxygenation and blood flow to tissues and to reduce swelling and pain.

Key words

Ozone, medicine, gynecology, dentistry, oxygenation, injuries, pain

MODERN APPROACHES TO INFORMING AS AN OPPORTUNITY FOR A BETTER INTERGENERATIONAL CONNECTION

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Abstract

Theoretical premise: Access to appropriate information among the older generation is still bad in Slovene society. Today the older generation can often be found in an informational isolation that is the result of either a changed way of life and weak intergenerational connection or new ways of informing and modern ICT.

Methodology: The research on appropriate informing and intergenerational connection is based on a quantitative research approach. The data was acquired on a sample of 117 respondents in the municipality of Ormož.

Results: Access to information deteriorates with age. It is established that elder people have difficulties accessing information on intergenerational connection. Over 80% of respondents believe that the frequency of inclusion into various forms of intergenerational connection contributes to a better quality of life and better self-assessment of well-being.

Discussion: Establishment of gerontological information centres on local or regional level where users would enjoy appropriate informing with professional support of social gerontologists is proposed as a solution for improvement of informing and intergenerational connection. Special attention will be given to older people and the strengthening of their proactive social role and intergenerational connection.

Key words

intergenerational connection, informing, old, social gerontology, informational society

INGENUITY AND CREATIVITY - AN OPPORTUNITY FOR CROSS-GENERATIONAL COOPERATION

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Abstract

Theoretical background: The generational segregation has significantly cut into Slovenian society. Creativity as a human capital is an opportunity to build a society, free of generational gaps, a more humane and sustainable economy, as a resource that prospers all dimensions of our lives, while creativity as a mental process with the right mix of originality is a seed for creating something new and innovative.

Therefore there are more opportunities in the cross-section of human creativity and ingenuity, to create innovative social solutions, also in the field of social gerontology with the establishment of intergenerational centers of creativity in the environment.

Methodology: The study is based on a quantitative research approach. The information between the citizens of Ptuj was collected with a survey and discussed with methods of descriptive and analytical statistics.

Results: We came to the conclusion, that the respondents express interest in engaging in intergenerational centers of creativity, because they recognize creativity as an important factor for cooperation between generations.

Discussion: As social gerontologists, we are facing new challenges in promoting the development of creativity potentials, which will represent an opportunity for a meeting point for generations in the planning of intergenerational projects and events in the future.

Keywords

generation, ingenuity, creativity, centers, social gerontology

**ARE WE INDEED WITHOUT NEW IDEAS AT THE ORGANIZING
INTERGENERATIONAL BEEING TOGETHER AMONG THE RESIDENTS IN
THE HOMES FOR ELDERLY PEOPLE AND THE PUPILS?**

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Abstract

Theoretical framework: At the quality of life of the residents in the homes for elderly people many factors have important influence, among them the intergenerational beeing together between the elder and young generation. It is the question of social net – the absence of contacts and relations of the residents with their family members and relatives are due to contemporary way of life substituted by the contacts and relations with the pupils, that are taking part in the projects and events of the intergenerational beeing together. The purpose of the research is to study the importance of personal contacts among the pupils and the residents to the quality of their lives.

Method: The research is based on qualitative paradigmatic research. As unit of measure we used the questionnaire for the directors of homes for elderly people in Slovenia. The data will be worked by the methods of descriptive and analytic statistics.

Results: The residents emphasized the intergenerational beeing together as very important for their quality of life.

Discussion: The accessions of intergenerational beeing together of pupils and residents call to new, innovative solutions and forms. It is necessary to make step from previous, very often organizing centre (plays, performances ...) to the evaluation of results of the intergenerational beeing together on the individual level.

Key words

intergenerational beeing together, residents in the homes for elderly people, pupils, social net, relations.

E-QALIN FOR QUALITY AGEING IN HOME FOR THE ELDERLY

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Abstract

Public institutions are established with the aim of realising people's needs. They also include retirement homes, whose fundamental mission is to replace elderly people's homes. With the implementation of quality systems in all social protection institutions by 2020, Slovenian government would like to improve their activity orientation towards the needs of the users. The purpose of this article is to check if the E-Qalin quality system actually affects the retirement homes employees' focus on the user's needs. The goal is to answer the question whether there are any differences between homes in their orientation towards the need of the users according to the introduction of E-Qalin quality system. We used quantitative research method and included 14 Slovenian retirement homes, of which 7 use the E-Qalin quality system and the rest do not. The Denison standardised questionnaire was used to make a survey among 364 employees of the included retirement homes. We found that the homes using E-Qalin quality system have a significantly improved organizational culture and are more flexible and more focused on the user's needs in comparison to the homes which do not use E-Qalin. The homes with the established E-Qalin system also have a better development tendency, the inclusion, harmony and adaptability of the employees that positively affect their orientation towards the user's needs. Therefore, we conclude that the introduction of the E-Qalin quality system in retirement homes attains its objective. E-Qalin improves the quality of aging in a retirement home.

Key words

E-qalin quality management system, needs of the elderly, retirement home, Denison organizational culture model

FREQUENCY OF USE OF THE INTERNET BY THE ELDERLY

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Abstract

Introduction: Old age and aging has been a subject of interest of art, literature and science throughout history. Philosophers have connected old age with wisdom and authority, doctors with illness and physiological changes occurring over the years, while gerontology, with its theories, aims to present it with all its advantages including the influence of biological, psychological, social and economic factors on old age and the process of aging. Aim: Frequency of using the Internet and Internet based social networking sites by the elderly. Methods: A part of the survey concerning the tendency to use different media was used in the research. Results: The research shows that the elderly contribute a lot to the development of stereotypes about them by their own attitudes and behaviour. In everyday life they almost never use all the available types of media, particularly not the more recent ones, such as the Internet and Internet based social networks. However, getting information through the local media and television plays an important role in creating their attitudes. Conclusion: Infrequent use of new media, for example the Internet and Internet based social networks, may result from a declining economic situation or still present lower levels of education of the elderly. It is expected that their education status will change in the future and create an interest in modern media.

Key words

aging, Internet, Internet based social networks

CERVICAL SYNDROME AND ELDERLY PEOPLE

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Abstract

Cervical syndrome (neck pain) is in terms of incidence the second most common back pain syndrome. It manifests as a headache, nape pain or pain and tingling sensation in upper extremities. The most common causes are degenerative changes in cervical spine and, in recent times, traffic accidents and sports injuries. In the affected area there are quite a few important circulatory blood vessels, nerves of the autonomic nerve system and ligaments. Any kind of structural change in this area can cause a functional disorder. Mobility of cervical spine is bound to special biomechanical behavior of vertebrae, especially in facet joints. As it happens, the structural changes in facet joints are the most common cause of restricted mobility, pain and neurological disorders in cervical spine area. The formation of osteophytes, as a result of bone damage and irritation, changes the biomechanical structure and causes functional disorders. Small traumas, like strains, sprains and slight dislocations of facet joints lead to faster development of degenerative changes, subsequently causing pain and mobility restrictions in the neck area. Whiplash injuries, most commonly caused by traffic accidents, are a frequent reason for neck pain and represent one of major difficulties of rehabilitation programs. There are three distinguishable forms of cervical syndrome:

- Cervico-cephalic syndrome, where irritations occur in the cranial area of the cervical spine
- Cervical syndrome, where irritations occur in the central area of the cervical spine
- Cervico-brachial syndrome, where irritations occur in the caudal area of the cervical spine.

Irritation of the vasomotor sympathetic nerve roots can lead to vertigo, dysphagia and occipital headache. Treatment of cervical syndrome consists of medicamental and physical therapy. Both are applied in cases of acute cervical syndrome, while in chronic cases the emphasis is placed on kinesiotherapy, regular exercises and change of life style. Cervical syndrome is, after lumbago, one of most frequent pain syndromes affecting the modern society. It can manifest as a rheumatic problem, occipital headache, neck pain, restricted head mobility and pain in shoulders and shoulder blades, radiating into the arm or both arms. It may be accompanied by a tingling sensation and numbness in the hands, due to a mild or severe neurological deficit. Contrary to lower back pain problems, which are well researched due to a higher incidence rate, neck pain and specifically cervical syndrome pathogenesis is an area of research we need to learn more about. Therefore we will restrict ourselves to questions regarding anatomy, biomechanics and pathology we consider to be important for better understanding of conservative treatment of cervical syndrome.

Key words

cervical syndrome, pain, physical therapy

BIOLOGICAL INFLUENCE OF RESTRUCTURED WATER ON ATHEROMATOUS CHANGES OF CAROTID VESSELS

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Abstract

Introduction. The incidence of cerebrovascular diseases is 200 per 100,000 people, and early mortality is about 20%. Restructured water is chemically pure tap water which has been filtered through the Hydronic device. Drinking restructured water can theoretically influence the volume of atheromatous plaque. The mechanism of action is still not contentedly scientifically explained.

Aim. To prove positive influence on decreasing the size and the quality of atheromatous plaques in people with non hemodynamically significant stenosis.

Methods. There were 20 participants with hemodynamically non-significant stenosis (stenosis up to 70%) of carotid vessels included in the prospective, and placebo controlled study. Detection of plaques was carried out with the 3D US device »Voluson 530D – Kretz«. The participants from the first group (test group, N1 = 10) were drinking restructured water derived from Hydronic device for 18 months. The participants from the second (placebo group, N2 = 10) were drinking water from the inactive devices. US detection of atheromatous plaques was done prior to the study, and 18 months after drinking restructured water.

Results. The mean age of all participants was 68.0 ± 7.71 years, the difference between test and control group was statistically significant (71.4 ± 9.05 years : 64.6 ± 4.25 years, $P = 0.007$). The correlation between the age and thickness of carotis interna artery (ACI) was not statistically significant. The differences between first and second measurements of the biggest thickness of ACI intima in the groups and between the groups was not statistically significant, except the difference on the right artery trunk between test and control group at the second measurement point ($P = 0.038$). At the end of the research the difference in Doppler spectral frequency analysis measurement of the left artery trunk (in the test group) was statistically significant ($P = 0.016$ i $P = 0.008$), while on the right side was of boundary value ($P = 0.046$ and $P = 0.071$).

Conclusion. Groups were not baseline equalized. Restructured water drinking did not change the size and quality of atheromatous plaques although there was statistically significant improvement in Doppler spectral frequency analysis measurement of the left artery trunk. Further studying of higher scientific and methodological quality on favourable possible effects of informed water has to be planned.

Key words

water, ultraweak magnetic field, dipol, ultrasound detection, atheromatous plaques.

THE USE OF TECHNICAL ACCESSORIES TO OVERCOME ARCHITECTONIC BARRIERS IN ELDERLY PEOPLE'S HOME ENVIRONMENT

Mateja Berčan

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Abstract

The number of elderly is growing every year, and the proportion of population aged over 80 is increasing significantly. The elder people wish to remain in their own homes, in the environment they know, where their social networks are already established, but they are, in their old age, bothered by

architectonic barriers in the narrow and broader living environment. Though for autonomous, safe, and comfortable living in their own apartments, they also need technical accessories. We studied the need for use of technical accessories in the home environment. Quantitative research methodology was used. We obtained the data with semi-structured questionnaires. The research sample consisted of 80 elders, aged between 65 and 80 years, from which 55 were women and 25 men. For the data analysis, we used the statistical method of standard percentage. The obtained results show the majority of elders wish to remain in their home environments. Due to aging changes, the elders need help in the form of technical accessories, mostly accessories for communication and mobility. With this study we obtained necessary guidelines for quality living of elders in their home environments.

Key words

quality aging, physical barriers, home environment, accessories

LIFE AS AN ASSIGNMENT - LOGOTHERAPEUTIC POSTULATE

Sebastjan Kristovič

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Abstract

Life as an assignment - logotherapeutic postulate In contrast with the contemporary spirit, which directs a person towards their own needs, satisfactions, and desires. Logotherapy views the person and its life as an assignment. Man is not an individual "for himself" (according to Freud, the main internal motivational force is "the will of pleasure" and "the will of power" according to Adler), but a being of sense or a being for someone or something. According to Frankl, the purpose is defined as tasks, which life sets us in a precise moment and in a precise situation. These are tasks requiring a responsible reaction and a specific realisation of values. Each of them is unique. Each individual is responsible for a task, and only he can respond to it in a responsible manner. In this sense, life can be seen as a chain, whose links are the tasks themselves. Each individual is unique, with a unique goal in life, which consists of individual, equally unique tasks. The centre of logotherapy is future - tasks and meanings. The founder of logotherapy is Viktor E. Frankl, who was a doctor of medicine and doctor of philosophy, and a professor of neurology and psychiatry at the University of Vienna. The third psychotherapeutic school in Vienna - logotherapy - is based on a holistic approach to an individual, which means that it analyses a person on a physical, mental, and spiritual level. Spiritual dimension is, among others, a place of realisation of responsibility and freedom or space of realisation of actual possibilities and tasks. Existential crisis, existential vacuum, and noogenic neuroses are issues and mental problems, which originate from the spiritual dimension. This means failing to perceive and failing in life as an assignment. The empirical part of the paper, which is based on a LOGO-test, performed on two hundred respondents, confirms the logotherapeutic assumption that as much as 20 percent of general population is existentially threatened. Or 25 percent in this study. The paper highlights the most problematic areas and causes for such mental distress.

Key words

logotherapy, life as an assignment, holistic approach, Frankl, existential crisis

TESTING THE BALANCE OF THE ELDERLY

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Abstract

The balance is the psychomotor ability, which is absolutely necessary for a successful execution of daily activities. It is defined as the ability to maintain equilibrium position at rest and movements, influenced by gravity forces or the ability to maintain the center of gravity of the body on the surface of the support. Motoric skills are developed up to the tenth year of age. To maintain a proper balance one needs adjusted action of the vestibular apparatus, visual appliances, proprioceptive system and musculoskeletal system. On the contrary, at an older age, changes occur in all body systems, such as musculoskeletal, circulatory, nervous, sensory, and so on. All these changes affect human motor skills, therefore also influencing the balance. In fact there is a reduced ability of processing sensory information and consequently disorders of motoric responses. Smaller disorders in the motoric response can be corrected to a certain extent, but if the intensity of the disorders increases, we are talking about control imbalance, which may result in a fall. Balance testing is important for the elderly population, because uncontrolled falls at an older age result in long-term health treatment and recovery. With appropriate exercise we can maintain muscle strength and endurance, joint mobility, develop proprioception and achieve a positive effect on the psychic component of human being.

Key words

balance, age, testing, fall

THE PRICE OF SUCCESS: INJURIES AND HEALTH PROBLEMS AMONG YOUNG ELITE MUSICIANS AND GYMNASTS

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Abstract

Safeguarding children is one of the most important initiatives in EU policy. Safeguarding and promoting the welfare of children is defined as preventing impairment of children's health or development, protecting children from maltreatment and ensuring that children are growing up in circumstances consistent with the provision of safe and effective care. Despite of that, there are many cases in the elite sport and music, where the integrity and health of child has been threatened. In great risk are especially children in activities, where the age plays an important role for success and where preadolescent children taking the lead in the competitions. Such of type activities are women's artistic gymnastics and instrumental music of piano and violin players. The purpose of our phenomenological study was to get insight into the injuries and health problems as a consequence of insensitive training at a young age from the view of the retired elite gymnasts and musicians. The results, based on 22 interviews, showed great impact of lifestyle in childhood on physical and mental health during and after the sport/music career. Eating disorders, anxiety, compulsive behaviour and spine injuries were the most common health problems appeared during the engagement in the elite sport/music in childhood, in many cases caused the end of sport/music career and have consequences on health in adulthood.

The study showed great importance for development of safeguarding programmes for young talented children in sport clubs and musician schools in order to develop their talent with integrity, safety and wellbeing of physical and mental health.

Key words

philosophy of sport, health and life style, instrumental music, artistic gymnastics, ethics

E-EDUCATION AND SCHOOL OF THE FUTURE

E-OBRAZOVANJE I ŠKOLA BUDUĆNOSTI

AXIOLOGICAL CATEGORIES FOR DESIGNING THE SYSTEM OF TECHNICAL EDUCATION

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Abstract

The article presents a systemic approach to axiological categories in the model creating a coherent and co-existing hierarchy. The proposed solutions constitute a clear indication for seeking criteria of human life quality beyond the categories which are exclusively economic defining only the state of possessing ("having"), pushing the personal – subjective and autonomous development of a human being to the second place – i.e. "being". The mentioned categories of notions – constituting the basis for developing humanity – are internal dimensions of human ethics. The determinants of human life quality may encompass the axiological categories appearing in psychology, philosophy, sociology as well as in pedagogy, i.a. subjectivity, responsibility, self-realisation, tolerance, moral imagination, creativity.

Key words

technology education, axiological categories: subjectivity, responsibility, self-realisation, tolerance, moral imagination, creativity

THE CHALLENGES OF ENGINEERING ECONOMICS EDUCATION

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Abstract

In its early years, engineering education did a good job of transmitting knowledge to engineering students and it facilitated the development of skills and promoted values in ways appropriate for the time. The engineering practice could be classified along disciplinary lines. The circumstances facing engineers today are considerably different from those of the past, and the circumstances of the future will be even more different. The key to better technological development lies in cooperation among the previously separate disciplines to attack problems that have no recognizable disciplinary boundaries. Engineers seek solutions to problems, and the economic viability of each potential solution is normally considered along with the technical aspects. Therefore, engineers must be able to apply basic engineering economics in performing analysis, synthesizing, and coming to a conclusion as they work on projects. However, the present way of teaching engineering economics should be abolished. Significant changes in engineering education will be required if we are to prepare future engineers for new challenges.

Key words

Education, Engineering, Teaching, Engineering economics

COMMUNICATION SKILLS OF PRIMARY SCHOOL PUPILS IN THE SCOPE OF GENERAL TECHNICAL AND INFORMATION TECHNOLOGY CONCEPTS

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Abstract

Problem of communication skills is extremely important in the context of current social and cultural transformations. The very definition of communicative competence is difficult and ambiguous. Most often, however, it is identified with the skills to adapt verbal and non-verbal language to the ability of the recipient. The article focuses on communication competence of elementary school students skills related to the use of verbal discourse using general, technical and information technology concepts. There have shown and described the results of research conducted by the author in this field.

Key words

Communication skills, primary school, information technology

THE INFLUENCE OF INTERNATIONALIZATION IN EDUCATION ON NATIONS' ECONOMY

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Abstract

We live in the times of globalization where *time* and *space* has changed their origin meaning. Students, PhD Candidates, Academics are now one of the biggest and influenced migration group in the world. Internationalization of education has never been so important to the future of science. It is very important not only from the educational point of view, but whole national economy targets. International students develop openness, different way of thinking, modern solutions to old problems. We can discuss international students in the multiple categories: the main one for every country are incoming and outgoing. All mentioned above strictly connects with politics and international affairs programs. This article shows how the process of internatinlization can be used in the future as a secret weapon and how can it influence other fields of national's development.

Key words

Education, globalization, economy

FOLK DANCE AS A TOOL OF MUTUAL COMMUNICATION WITH REGARD TO PRIMARY EDUCATION

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Abstract

Dancing is one of the tools of mutual verbal and non-verbal communication between people, in which there is confrontation with the social environment. Nowadays, in high-tech era, when there is often absence of mutual personal meeting is beneficial participation in recreational and social events. No knowledge of folk dance can be one of the reasons for not participating in such events. The fundamentals of folk dance are needed to be taught in family from the birth, but it is important to motivate the educational reality in school. Education for traditional values of folk culture focusing on folk dance was part of the educational process in primary education in the past and remains as a part of it in the present. The article presents partial results of the research, which focused on the implementation of elements of folk culture in the educational process in primary education in Slovakia and Hungary. The results of research showed that in the primary schools in Slovakia there are more folk dance included to the educational process as in the primary schools in Hungary.

Keywords

Folk dance, communication, educational process, primary education

SCHOOL CUSTOMIZED FOR THE GENERATION "Z"

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Abstract

Preschool and Primary school system in Serbia is in deep crisis. It is very much based on rote learning where the pupils reproduce what has been read or heard. A huge number of seemingly "excellent" students misinform us about the quality of education in the country, while on the other the same pupils engaged in PISA competitions occupy the last places in Europe and the world. According to the *Economist Intelligence Unit* in 2014, Serbia is not among the top 40 highest-performing school systems in the world. It needs systemic changes according to time, new educational technologies and capabilities of new generation. The aim is to highlight the changes that need to be harmonized with the abilities and needs of perceptive generation "Z", and the emphasis has got to be put on earlier stimulation of synapses, directly responsible for the intellectual abilities of children. All the allegations we have exemplified on the two mathematical problems, conventionally prepared in e-form appropriate for this generation. In both examples, a sample was chosen from the pupils of the third grade (primary school) and vocational college students in their final academic year, we got both identical and different results. However, in both groups, we observed a large percentage of unwillingness to respond to functional-logical requirements in the tasks.

Key words

Generation "Z", information technology, e-learning, manipulation animation, functional and logical thinking, education reform

HEALTH PROTECTION FROM THE PERSPECTIVE OF ENVIRONMENTAL EDUCATION WITH REGARD TO LOWER SECONDARY EDUCATION IN SLOVAKIA

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Abstract

Protection of human health in all its forms and manifestations is indispensably linked to environmental protection. Every effort that is directed and focused mainly on the area of environmental protection with application in the educational process in primary schools, takes an important place in today's society. Therefore, it is important to be concerned with this issue from the perspective of environmental education where the health and the environment is irreplaceable. This process is complex. It is necessary to approach it systematically at all levels of education to students through the communication within the schools, the media, and the family received a positive attitude to health and the environment. The article presents partial results of research aimed at determination of the environmental literacy of the 8th and 9th grade in lower secondary education in Slovakia. By analyzing the results, we came to conclusion that students after graduation the science in 8th and 9th grade of primary schools have knowledge that is in a comparable level between the monitored regions.

Key words

Health protection, environmental protection, environmental education, secondary education

THE PROBLEM OF ADEQUATE SOCIAL INTEGRATION OF CHILDREN WHO ARE PLACED IN FOSTER CARE ORGANIZATION OVER A LONG PERIOD

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Abstract

The low level of awareness of impacts of children's long-term stay in Klokánek to their personality led to administrate this kind of research. Klokánek is a facility of first aid to those children who need an immediate help. Children leaving this facility have a lot of problems in integration into a major society – both in family and at school. On account of a socially delicate subject, we have decided for the qualitative survey. Information needed for evaluation has been obtained from the interviews. We have used qualitative analysis of the interviews and observations. The results have shown that long-term stay in the facility for children needing immediate assistance negatively affects the child in his future socio-psychological development. After leaving this facility of foster care, children have problems, particularly with appropriate integration into ordinary life. In our survey, we have proceeded from many sources: specialist's experiences, Fund of Endangered Children workers, children themselves and adoptive parents. In the end, there are concluded suggestions and recommendations for professional praxis drawn up on the basis of the survey results.

Key words

Long-term stay, fund of endangered children – Klokánek, child, foster care, information and public

THE EDUCATIONAL ROLE OF LIBRARIES INFORMATION LITERACY, COMPETENCE AND STANDARDS

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Abstract

This paper is the educational role of libraries, especially university libraries in this connection information literacy, competence and standards in information science. Microcomputers and their current applications allow students to use in laboratories, lecture halls and libraries; software that have been developed to various types of computers (micros, picos or hand-held computers) allowing easy integration with larger systems. In this context libraries - as institutions become one of a number of available nodes in the information network. The new organization of teaching, which requires that teachers and students to be computer literate requires libraries to provide methods and techniques for handling, through expert systems, their diverse searches and the like. (Video disc, for example.) With terms informatics and information science there is also a term that denotes information science theory and practice of emission, transmission, accumulation, selection and absorption of information, the so-called. E-T-even-with a complex.

In this, therefore, the work will be a communication and communication processes in university libraries that take place using new types of media, jointly referred to as information science and in the sea definition, we can say that we have added another.

Key words

education, university libraries, computer science, information science, information literacy

TECHNICAL CREATIVITY AT PRIMARY SCHOOL PUPILS

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Abstract

Subjects such as design and technology are in Slovenian primary schools based on students' creativity and discovery and consequently by preparing students to participate in the technical field. As we know, the creative ability is a spontaneity of expression and other creative skills, which can be motivated or hindered by the teachers. Through testing we can get to the image of the actual state of the creative abilities of students. For this we have developed a special instrumentation and methodology, which can achieve that the test conditions are for all participants equal. The purpose of this study was to examine the state-level of technical creative skills of students with the help of a modeled test of creativity. In the verbal part we valued the originality, flexibility and fluency. In non-verbal part we valued originality, flexibility and elaboration. Each element of technical creativity was evaluated through a detailed criterion and benchmark points. The results, which will be presented in the article confirms that students who express a higher level of creativity are more effective at learning. The survey shows that the creativity of students depends on a number of factors, including sex - girls are more creative than boys, and from age - older people are more creative. Students expressed a low level of overall creativity. We can speak about creativity expressed specifically in this test, which can serve for comparison purposes only, not to describe the overall situation. There can be many reasons, but this can already be the subject of another research and another following study.

Key words

creativity, engineering creativity, basic education, engineering and technology

SMARTPHONE AS A LEARNING TOOL IN ELEMENTARY SCHOOL

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Abstract

Years ago, a mobile phone was used merely for voice communication and text messaging. Today, those two represent only a fraction of all the opportunities that it offers. A vast majority of students are equipped with smartphones; therefore schools as educational institutions should present students with the use of smartphones as learning tools and include them in the educational process. This paper presents some applications and potential uses of smart phones in the classroom and looks at some potential future possibilities. Using mobile phones in the classroom offers advantages in individualization and differentiation of instruction, greater motivation of pupils, gamification, as a tool for virtual reality, and for making sure all students are actively participating.

Key words

smartphone, education, learning tool

CONFLICT MANAGEMENT STRATEGIES IN A TEAM OF PRE-SCHOOL TEACHERS

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Abstract

Daily implementation of training - educational work in the preschool education system takes new forms including various teamwork processes among preschool educators. Working in a team contributes significantly to the strengthening and motivating the participants to achieve the goals and objectives, reinforces individuals in a group performance and supports the expansion of knowledge and experience, but also includes various conflict situations. A conflict represents a situation in which there are at least two or more opposing views of situations, events, feelings or the way of dealing with problems. One of the most frequent reasons why conflicts occur within a team is disagreement on goals, priorities and ways of performing the tasks. Most of the conflicts do not occur because of the disagreements in a character, but because of the insufficient and inadequate communication between the team members. The ability to successfully resolve conflicts is of great importance for strengthening and improving relationships within the team which leads to raising the quality of work and the achievement of goals of both the team of educators and the entire pre-school institution. The aim of this paper is to determine which of the skills and strategies of the conflict resolution are mostly applied in the team of preschool educators – evasion, yielding, imposition, compromise or collaboration, and to determine whether there are any differences in the resolving the conflict within the team of educators in terms of age and years of service. For this purpose, we

developed a questionnaire including 25 statements on which the participants had to express their opinions in Likert scale of five different levels ranging from "strongly disagree" (1) to "strongly agree" (5).

Key words

teamwork, preschool educators, conflicts, conflict resolutions

USING PHYSLET-BASED MATERIAL TO IMPROVE LEARNING IN SECONDARY SCHOOL PHYSICS

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Abstract

In the past decade, numerous qualitative computer simulations were developed in the field of physics. One of the world's largest collection of interactive computer-based curricular material for teaching physics are Physlets. In this research we evaluate the successfulness of Physlet-based material for teaching physics in secondary schools. The empirical research involved the formation of two groups of students. The experimental group was exposed to teaching physics with the use of Physlet-based material and the control group was exposed to more traditional expository instruction, without using Physlets. After the course, five taxonomic levels of knowledge were examined: Knowledge, Analysis, Comparison, Inference, and Evaluation. The data shows that the results of the students from the experimental group were better than the results of the students from the control group on every taxonomic level of knowledge.

Key words

computer simulations, Physlets, Physlet-based learning material, secondary school physics; taxonomic levels of knowledge

RELIGION, CULTURE AND MEDIA

RELIGIJA, KULTURA I MEDIJI

MORALITY RENEWAL AS CORRECTIVE COMPONENT OF SOCIETY

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Abstract

It is not always easy or simple to define man's multi-layered nature. It is connected with true changes in the human spirit, since a real and genuine turn is, indeed, internal by nature, and implies a spiritual transformation, a mental reconstruction, where the morality becomes a corrective component of an individual and society as a whole, with a view to present the spiritual side, not the sensual side. To a certain extent, it neglects the external side of the natural greatness, and is directed toward the spiritual sense. Spirituality is not an action working only from the outside, it is a force that reveals the divine in the man, because it is not only about that the necessity to modify some structures of society, but to modify individual views of the world and outlook upon life. In order to be in position to recommend a new behavioural pattern, it is necessary to bring order into our own lives. Not everything that is feasible scientifically is, at the same time, justifiable morally – an almost unbridgeable gap has opened up between technological advancement and humaneness. The intention of morality lies in the tendency to emphasize those spiritual values; in the best possible scenario, it expresses a higher interest and sensitivity for flickers of the human soul, and thus boils down to the desire to present spirituality, and not sensuality. In the hierarchy of human needs, biological needs cannot rank higher than those spiritual ones that belong to the generic human essence, since they add to its development. If we rely only on the sensual side, we will hear dissonant sobbing, as an attempt to compensate for lost moral values. Without morality, the world is superficial, and the man is not capable of spiritual ascent; without morality, everything is devoid of sense - everything is absurd. Higher goals of life are not and cannot be only economic and social, but spiritual as well. The greatness of a nation and individuals is not measured only against material criteria and a developed mind, yet a withered soul, but also against moral values.

Key words

morality, ethics, freedom, Christianity, brotherhood, spiritual strength

THE ROLE OF THE CROATIAN REPORTING SERVICE AND THE CROATIAN INFORMATION BUREAU "CROATIA" IN THE FORMATION OF 1941 USTASHA PROPAGANDA APPARATUS

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Abstract

The paper analyses the formation of the Ustasha propaganda apparatus in 1941, based on documents from the Croatian State Archives and daily press of the Independent State of Croatia. Special emphasis is given to the organisation and tasks of the Croatian Reporting Service (HIS) and the Croatian Information Bureau (HDU) *Croatia*, two government agencies which played a significant role in the organisation of work in the editorial offices of the Independent State of Croatia (the NDH). A detailed account is given of HIS and HDU *Croatia* services, as well as of the way in which the information was filtered in the newsletters of government agencies, censored and published in the NDH press with the prior authorisation by the Director General. The paper addresses the importance of *Hrvatski narod*, the main political daily in the NDH, the organisation and operation of whose editorial office served the

Ustasha authorities as a template for other newspaper agencies. A significant part of the paper looks into the organisation of foreign bureaus and the foreign policy section of *Hrvatski narod*, which emphasises the dependent position of the NDH in relation to the Axis.

Key words

Propaganda, politics, newspapers, the Independent State of Croatia, World War Two

„THEOLOGY OF NEW MEDIA“: TEACHING OF THE CATHOLIC CHURCH ABOUT NEW MEDIA

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Abstract

Together with the spread of new media, there has appeared a new sphere of pastoral care besides traditional areas. It was named pastoral care in the digital world by popes John Paul II., Benedict XVI. and Francis. Author tries to describe this new area of evangelization and pastoral care in the submitted paper and at the same time to outline basic principles which are necessary to consider when spreading the gospel within it. These principles can be summed up into three points which also form particular parts of the study: by bearing witness, by the form of dialogue, to lead to a community.

Key words

Catholic Church, digital world, new media, pastoral care

“DIGITAL RELIGION“: LIVING FAITH IN DIGITAL ERA

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Abstract

New media have been a solid part of communication and receiving of information for several years and they are also widely used in the religious environment today. Not only for institutional or personal information, but also in practical living of the faith. Usage of mobile appliances, applications or social networks affect a religious identity of people and their discourse on still wider scale. Modified forms of faith living are termed by some experts as cyber religion or digital religion. In European context the research of the issue means an unknown area, in the USA there exist complete research centres covering the issue, e.g., Center for the Applied Research in the Apostolate at Georgetown University or Center for Media, Religion and Culture at University of Colorado Boulder. It is just this scientific community by which a couple of interesting research papers and publications have been published. They deal with the relation of religion and new media. We use them in our paper to define the term “digital religion“, to describe the way to the digital religion and to outline future perspectives.

Key words

digital religion, faith, christianity, evangelization, interreligious dialogue

JOURNALISTS TROUBLES ARE NOT ALSO MEDIA TROUBLES

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Abstract

Journalists in Slovakia and Czech Republic are actually at crossroads. These crossroads follow each other in close succession without traffic lights. There is no police officer in the middle and traffic signs are unreadable. Only rule, which stay is right-hand rule. Their right-hand rule is rule of own opinion, pride, ability to ask yourself questions and professionally live according to this rule. Theoretical study deals with professional problems of journalists in former Czechoslovakia after media started to be buying by businessmen, politics and huge financial groups with policy and economic influence. How journalists should write about those people and institutions? And what about media and journalists who are not a part of this Oligarch groups yet? Should they be active and look for the right side – be a manual for people in their way of view? Or should they take a neutral stand on this state of affairs without any recommend, despite the propaganda from Media in the hand of Oligarchs is growing up?

Key words

journalists, media, ownership, rule, democracy

ONTOLOGICAL INTEGRITY OF INDIVIDUALS AND THE IMPACT OF INTRAPERSONAL COMMUNICATION ON STRESS LEVEL IN PROFESSIONAL ATHLETES

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Abstract

In this paper a man has been analyzed in his ontological unity based on the scientific literature. A man is a unity of his whole body, mental and spiritual structures that are mutually intertwined, and it is imperative that all of these structures are in harmony with each other. For normal functioning a synergy is required at all levels of human activity. A man can be completely accomplished and developed through sports and his communicative, social and anthropological category. The ability of positive intrapersonal communication opens up an access to the self and to the center of one's being through prayer, reflection, religion, religiosity and positive attitude. In the empirical part of the paper factors that affect the stress in professional athletes have been observed. An orientation study has been conducted in order to show how athletes through everyday life situations experience the issue of stress. Studies have shown the presence of pragmatic mentality and a small amount of stress which indicates the impact of quality intrapersonal communication in special situations.

Key words

ontological integrity, intrapersonal communication, sports, stress, religiosity

YOUNG GENERATIONS AND REMEMBRANCE: THE DISCOURSE OF NEW MEDIA

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Abstract

The aim of this paper is to analyse the way in which the new media in Bosnia and Herzegovina mediate ideologies and politics of memories up until the young generation that has grown up with modern digital technology. By using the survey, this work will identify the most popular web-portals amongst young people, and it will select the content from the portals related to the traumatic past from the war period in Bosnia and Herzegovina. By analysing the key words, metaphors and the context which use the narrative related to the past, this work will try to recognize the ideological matrix and patterns which are used to create a (new) media discourse, and, indirectly, the discourse of young people as well. The hypothesis of the paper is that the discourse by its nature corresponds to the nature of the new media, i.e. it is fluid, impermanent and out of context, and, as such, is not suitable to become an important channel of creating the collective memory regardless of the ideological framing of new media content.

Key words

young generations, new media, discourse, ideology, memory

RELIGION, CULTURE AND MEDIA

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Abstract

The paper is about religion, culture and the media. The main goal is to explain the historical course of development of public communication in Croatia. Croatia is among the highest levels of religious believers Christian-Catholic orientation in the world, with the percentage of declared religious people. Given the high number of religious buildings and churches, we will explain the degree of significance of religion and its importance in the past and the role it played in the field of public communication, but also to show that the religion is still the holder of the media - public opinion and informing the citizens in the Republic of Croatia. With these two factors, we will try to accommodate question of culture in a scientific framework, and he will give an answer to the question of which type of culture belongs geographically and demographically picture the Croatian.

Keywords

Religion, culture and media, public communication, Croatia

THE CORRELATION RELATIONSHIP BETWEEN ATHLETES, MEDIA AND AUDIENCE

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Abstract

This paper discussed the relationship between athletes, sports clubs, media and the audience, and the way they develop and what role in this process by a person responsible for public relations. Because the topic relates to communication processes in sport is certainly important to define the participants of the communication process, with emphasis on the communication process with the new media compared to traditional media. When creating relationships with athletes and the media audience need to define communication cycles and relationships, target audience, and the methods and tools addressing as well as public relations in sports. In this regard, special attention is paid to social networks as the most important tool.

Key words

athlete, sport organization, audience, target audience, media, public relations, social networks

THE CHANGING ROLE OF THE MEDIA IN THE NEW TECHNOLOGICAL ENVIRONMENT, THE ALBANIAN CASE

Iris Luarasi

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Abstract

Media, journalists, information sources or public relations are always changing. Lack of independence in daily reporting, the expansion of the phenomenon of self-censorship and loss of objective journalistic mission, their positioning and orientation of media policies mostly to market, are just some of the changes that accompany the media environment in Albania. Traditional media still remains the dominant force in the market, but certainly new technology is changing slowly domination and this is obvious especially during periods like the current one (electoral campaign). Traditional media environment dominated by the media and political elite remains significant for Albanian politics, although politics every day more are happening online. The Internet is creating a more open and fluid and old media (if it can be called such) and especially television, radio and newspapers still have the concentration of attention of the audience by referring to them as a mainstream, but basically nature the mainstream is changing day by day. The paper tends to give an overview to the landscape of media in Albania, trying to percept the changes from traditional media to the new media.

Key words

media, traditional media, new media, technology, internet

SOCIETY, SCIENCE AND TECHNOLOGY

DRUŠTVO, ZNANOST I TEHNOLOGIJA

MULTIGRAM AS AN INSTRUMENT OF COLLECTING EMPIRICAL DATA FOR SCIENTIFIC REASONING WITH SCALING TECHNIQUE

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Abstract

In the paper authors are developing the multigram concept - the new complex instrument for collecting empirical data for scientific generalization. The essence of it is in advantages that it has in regard to existing type of scale. Advantages are: reduced size and scope of the test instrument, reduced resistance of subjects participation and reduced amount of time for processing average respondent. Multigram concept results in increased objectivity and increased heuristic of the instruments for empirical data collecting.

Keywords

multigram, scales, Likert scale

INTERNET SOCIAL NETWORKS, SOCIAL CAPITAL, AND POLITICAL PARTICIPATION

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Abstract

Social capital refers to positive consequences of social connections on goal attainment, while civic associations, i.e. civic participation represents one of its sources. Social capital strengthens generalized trust and political participation. Bearing in mind that social connections increasingly move from physical to virtual world, the main goal of this paper was to compare the impact of membership in civic organizations and membership in online social networks on political participation and political attitudes. In order to test the research hypotheses, a field survey research on a sample of youth population between 18 and 35 years old (N=335) was conducted. The research brought mixed results, with neither online or offline social capital showing strong impact on political participation and political attitudes, even though in most cases online social capital was the stronger predictor. Thus, the authors conclude that internet ties have stronger impact on political phenomena when compared to classical civic associations.

Key words

social capital, Internet, political participation, political attitudes, survey research

WHO AND WHEN RECYCLE- COMMUNAL WASTE MANAGEMENT ON THE ISLAND KRK

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Abstract

In modern society, trash and rubbish become an ecological problem whose resolution is extremely important as for society as whole and for all the communities that are part of a space. Everything is more distinctively the waste management program as well as waste treatment techniques that ignore the social aspects doomed to failure. The views concerning the problems of acceptance by the local public, public participation in the planning and implementation of consumer behavior, as well as changing the system values are important as well as technical and economic aspects in the study of decision-making waste management. Previous studies conducted on recycling and waste management differ different psychological, sociological and economic factors that influence behavior towards recycling. Personal strategies in research recycling behavior is trying to identify individual characteristics that are associated with recyclable behavior. Such characteristics include environmental policies, personal attitudes and demographic variables. In contrast situational strategy seeks to identify manipulative aspects of a specific environment which facilitate recyclable behavior. The concept of recycling is defined as the process by which the materials previously used, collected, processed and re-used. This work focuses exclusively on the process of collecting and separating different types of waste generated in households island of Krk where the special system of integrated waste separation, trying to lead to a considerable increase in the reconstruction of waste for recycling in order to minimize pollution of earth, air, water and the environment. Research on personal approach to behavior in recycling spent on the island of Krk on a sample of 1295 respondents in urban areas (municipalities) Baska, Dobrinj, Krk, Malinska, Omišalj, Punat i Vrbnik. Different types of variables we classified into four grades: environmental attitudes, knowledge, education, socio-demographic and personal variables. According to the research results, we can say that the vast majority of respondents are well informed and aware of the need to separate domestic waste, two thirds of respondents as sources of environmental information states utility company Ponikve and public media. The willingness of the environmental impact with regard to gender shows no major differences but also that there are differences considering the ecological behavior when it comes to personal participation and that there are also differences in the frequent separation of certain types of waste, of which the most common is the separation of plastic for which it is received fees . Statistically significant differences in the separation of waste exist between age groups and the property, residents of poor financial state separate less while largely separated waste inhabitants involved in tourism. It is estimated around 50% of the subjects that may improve the practice of improving their own household waste. In this work we present the frequency separation of the waste stream due to the age structure, gender, attitudes on pollution on the island regard to self-assessment of household financial state. Data processing methods: for all variables was performed descriptive analysis, correlation between variables was verified using hi-square test, all the conclusions from statistical tests were adopted at the 5% risk.

Key words

waste management, public participation, recycling, environmental awareness, environmental behavior

**EXPANDED COMMUNICATION OF PAINTINGS
CONSIDERATION AND CONCEPTUALIZATION OF THE WORKS OF ART IN
THE INFRA-RED AREA, OF MODERN AND CONTEMPORARY ARTISTS
RESEARCH RESULTS OF THE ART-WORK OF OLD MASTERS, MODERN
AND CONTEMPORARY ARTISTS, ARE BEING ANALYZED THROUGH THE
INFRA-RED PROCEDURE**

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Abstract

New communication findings that look at the works of art through two spectrums. Each painting has its infrared state. A detailed reading of the work of art is being conducted in a visual and near infrared spectrum. The use of an IR camera is important for the studying and analysis of the layers of the painting. During the analysis, the painting is being observed with a camera for a near IR area and, in that way, the layers under the visual response of sunlight are being discovered because we are recording the painting through the sun NIR component (near infrared). The results in the article point to the importance of the infrared method by which the layers that have been painted over have been noticed and thanks to which the authenticity of the work of art has been confirmed, together with the full and partial parts that have been painted over.

Key words

near infrared spectrum (NIR), visible spectrum, painted over layers, forgery protection, infrared art

**IVAN ŠAH (1824, VACLAVICE – 1904, ZAGREB): ONE EXCELLENT NATURAL
SCIENCE EDUCATOR / FORERUNNER OF LATER CYBERNETISTS!?**

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Zagreb, Croatia²*

Abstract

Ivan Šah was born on 1824 in the Czech Vclavice, graduated at The Philosophy Faculty in Prague. After study he worked as a grammar professor (1849 – 1853). On 1853 he was set up for a secondary school teacher at the K.u.K Militar-Granz-Obergymnasium in Senia / Senj – Croatia. He was the lecturer in physics, mathematics and natural sciences. Already in the supplement of his first annual report he described about the magnetism and its implication on a human psychic life as hypnosis and about the human and animal telephaty. Four year later he enclosed his discussion about relationship between mathematics to the natural sciences and philosophy within his annual report for the 1857/1858 school year. On 1859 he came in Zagreb at the Exemplary city school as the practice base for the Teacher school. In that school he edited more pedagogical discussions specially from natural sciences such as a article about the natural sciences in elementary schools within his the annual report for the 1867/1868 school year. On 1875 he became the director of his school. On 1882 the Matrix Croatica (Matica hrvatska) edited his book about the new technical inventions as the first book in its series about technical news. Mijo Kišpatic one known professor of mineralogy and petrography at the Zagreb University wrote the introduction of that book entitled *The modern age inventions in sciences,*

crafts and arts. In the book Ivan Šah wrote about the technical progress goodness and about the nature as the most powerful force to the human life. He gave the account of the magnetism and the electricity. Ivan Šah also described the hydroelectric power plants, the lightning rod, the electric light, the telegraph, the telephone as well as the airplane, the steam engine, the steamship and the locomotive etc. For mention is that book was edited by the Matrix Croatica before the book of Bogoslav Šulek, Mijo Kišpatić and the very active natural science amateur Ljudevit Rossi. Now, after more than 130 years this Šah book has been very impressive because it was written in the time of one very technical undeveloped country without own terminology. It was one extraordinary professional and scientific effort straight to the triumph of the first cyberneticists 60 years later if we conceive that one of the aims of the cybernetics is how to express nature signs by the technique and thereby at this again point out the importance of relationship: environment-fact-information-knowledge.

Key words

Ivan Šah, natural science education, new technical invention, XIX century, cybernetics

EUROPE – THE WORLD'S AMUSEMENT PARK

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Abstract

For decades, Europe has been a technological and cultural guidepost to many generations in their life and work. It may not be the leader in globally significant inventions, but it has certainly created products which have had a major impact on our civilization. In the past quarter century we have witnessed its gradual decline and loss of precedence, especially within the wider global context. The European continent has reached its paradoxical stage marked by a crisis in human and imbalance in natural resources. This is a time when the amusement industry flourishes and the citizens of Europe increasingly turn to different games of chance and betting. Big cities have become the hubs of activity and places of unnecessary luxury and excessive consumption, fashion shows, concerts, sports competitions, game shows and giveaways. From a global point of view, Europe is today facing greater political and economical challenges than in the Cold War, which poses a great challenge to future generations.

Key words

Europe, resources, global, political, economical

CERTAIN ASPECTS OF THE CJEU'S *GOOGLE SPAIN* JUDGMENT RELATIVE TO LAWFULNESS OF DATA PROCESSING AND LIABILITY OF INTERNET SEARCH ENGINE OPERATORS

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Abstract

The judgment of the Court of Justice of the European Union in the case C-131/12 Google v AEPD and Gonzalez of May 2014 is important for several reasons. Not only because it prompts the right to be

forgotten and liability of internet search engine operators for content published by third parties, but also because it subjects Internet search engine operators to data protection legislation. These operators are characterised as data controllers, their activities as data processing activities, within the meaning of the Data Protection Directive 95/46/EC, while a number of issues related to applicability of Article 7(f) thereof remain unsettled. Besides departing from the Advocate General's opinion in this case, these aspects of the judgment provoked controversy in scientific and professional circles. In this paper, authors examine reasons offered by the CJEU, in particular related to the abovementioned features of the ruling. Besides, the authors focus on some other issues which seem to be insufficiently addressed, such as the liability of internet search engine operators and the implications on the notion and liability of internet service providers within the meaning of the E-Commerce Directive 2000/31/EC. The proposition is put forward that, subsequent this judgment, the legal ground under Article 7(f) of the Data Protection Directive 95/46/EC for processing of personal data, although perhaps the most relevant to the data processing activities of the search engine operators, seem to be insufficiently clear, if not impossible to apply. Inconsistencies may be found also in attempting to establish their liability, which is equally tied to the awareness of and control over the data.

Key words

data controller, data processing, the legitimate interest, the balancing test, the right to be forgotten, liability of internet search engine operator, liability of internet service provider.

**EXTENDED COMMUNICATION ON POSTAGE STAMPS – THE 1000TH
POSTAGE STAMP OF THE REPUBLIC OF CROATIA (RH)
INFRARED PROTECTION AND JOINING TWO IMAGES ON A POSTAGE
STAMP**

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Abstract

Postage stamps have existed for 170 years now, but still, they are not outdated. Quite understandably, powerful influence of new media which captured the attention of scientific and other public has created a new image of the world, yet it does not mean that originally two-dimensional media of postage stamps representing visual aspect of objects, trends, conditions and situations within a society and communication interactions cannot be presented in an innovative fashion. One of the possibilities is innovative applying of infrared print which allows the creation of an "image within image" that has been used in three issues of postage stamps of the Republic of Croatia. The third, most recent one, was printed for the jubilee 1000th stamp issued in the Republic of Croatia on 27 April, 2015.

Postage stamp, beside many other roles it implies, is one of the means and channels of communication through which a country confirms its identity building a good image. Applying innovative printing technique in issuing the Croatian postage stamps distinguishes the Republic of Croatia from the other countries in the world as unique. Postage stamp gives the author a hard task to express oneself in a small space. It includes a great responsibility as it represents the country where the stamp was issued. This paper presents the stamp which beside its contribution to communication using two images, includes protection using infrared colours by creating FS39 mathematical model which allows joining two images, for both visible and infrared area. To hide a picture and extend the range of vision of the so far visible spectrum, regression relations are also a model for twin colours which are created for the targeted set of postage stamps according to the infrared-graphic procedure. Twin colours are tested by spectrum-analysis and scanning with wavelength blocking within visible and near infrared spectrum.

Key words

communication messages of a postage stamp, postage stamp protection, infrared-communication, postage stamp, infrared print, image, The Republic of Croatia, innovation

RIGHT TO BE FORGOTTEN AND GLOBAL INTERNET: ENFORCEMENT OF SEARCH ENGINE LINK REMOVAL REQUESTS

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Abstract

Following introductory historical overview of development of the „EU right to be forgotten“, author analyzes EU's Court of Justice judgment on individuals' right to request removal of links with their information from search engines' results. Also analyzed are relevant guidelines of EU bodies and regulatory activities in selected EU States. Author explores the current practice of providers in relation to requests for removal of links, such as, *inter alia*, localized de-linking (EU States' national domains). Thereafter the author establishes and analyzes many open issues surrounding enforcement of the right to be forgotten on global Internet, including determination of applicable law and extraterritorial application of EU law. Results of research form the basis for a concluding identification and examination of possible solutions to analyzed open issues in the paper on enforcement of the right to be forgotten on the Internet, while also considering current legislative proposals at EU law level.

Key words

right to be forgotten, Internet search engine, links, freedom of expression, privacy and personal data protection

SOCIAL BENEFITS OF MICROGRIDS

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Abstract

The information and communication technologies sectors are in a process of technological convergence with power system protection and control technologies. Determinant factors in this process are liberalization of the electrical power markets, penetration of distributed energy sources and technological change. Scope of this paper is identification of Microgrid benefits as multi-objective and multi-party coordination task in active distribution network frame. Social benefits of the Microgrids concept exist, but it is not always easy to recognize them and value them appropriately. The low awareness might result in lower public acceptance, not using the full potential of the concept and limitation to further development and improvement of the concept. Co-optimization is the simultaneous identification of two or more classes of investment decisions within one optimization strategy for power system and it is likely to be highly useful in an unbundled environment in which power transmission infrastructure planning is separated from generation investment to achieving a socio-economic optimum in operation of Microgrid concept.

Key words

Microgrids, Active Distribution Networks, Technological Convergence, Co-Optimization of Planning in Power System, Public Acceptance

IDENTITY AND DISCOURSE IN CRITICAL GEOPOLITICS: A FRAMEWORK FOR ANALYSIS

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Abstract

The paper discusses the methodology of critical geopolitics in the part related to critical discourse analysis and the use of this methodology to explore the relationship of identity and discourse in critical geopolitics. Through the presentation of the basic postulates of critical discourse analysis as the main method of analysis in critical geopolitics, the relationship of discourse and identity was studied through a critical discourse analysis, which focuses on the political and social context in which identities arise and develop. The critical discourse analysis has no unified approach or method. It is a broad set of methods, adjusted to each critical approach. Identity as a dynamic phenomenon is inseparable from the social and historical context. It is the result of a continuous interaction between a community and the space occupied by that community. The scientific knowledge about the depth and nature of the relationship and the relationship between the territorial identity and discourse in contemporary critical geopolitical considerations are also discussed in this paper.

Key words

critical geopolitics, critical discourse analysis, identity, geopolitical discourses, poststructuralism

THE MISLEADING MIRRORS OF POST-SOCIALISM: WHO IS THE MOST VULNERABLE OF ALL?

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Abstract

In its study of the vulnerable groups in a population, social science usually relies on pre-determined categories: women, youth, elderly, the disabled, etc. In the wake of a quarter century of radical social, economic, legal and political change, toppled with a global financial crisis and experimental alleviation techniques of austerity, the most vulnerable social groups in post-socialism societies are all but readily recognisable. Perhaps the single most neglected category of modern social science analysis is the social class. In the political and media discourse, the talk about "middle class" is both a politically correct term for the masses of increasingly economically deprived and politically silenced, and an oxymoron whose logical opposables, the top class and the bottom class(es), are seldom if ever explicated. Its historic existence and continuity are nevertheless taken for granted in "western" societies: a discourse that increasingly (mis)informs also the social scientific analysis. In post-socialism however, class structures rather than economic, legal or political ones are the ones that experienced the most turbulent history in the course of the past quarter century in Europe, and by extension, the seven decades since WWII. Neglected is also the fact that this history pertains to living generations, as

opposed to a legacy of previous, extinct, historic generations. The paper will present some of the most salient discrepancies between traditional social scientific wisdom and emergent structures of permanent crisis in European post-socialism, based on an examination of class turbulences among the living generations, by detailing the case of Slovenia.

Key words

precariat, salariat, vulnerable groups, recession, resilience

PROCESS AND DECISION-MAKING IN TECHNICAL SYSTEMS

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Abstract

This article deals with short-term decision-making in the technical system. Decisions are made in accordance with the planned performance of the production process. In addition, attention is directed to the decision-making and monitoring the execution of the process operations. The main goal is to achieve maximum efficiency of technical processes in the technical system.

Key words

System, Process, Decision, Efficiency

IMPACT OF HARMONISATION OF TAXATION ON SYMPLIFYING THE OPERATIONS OF INTERNATIONAL COMPANIES AND TECHNOLOGICAL DEVELOPMENT

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Abstract

The recent financial and economic crisis of the European Union had exposed the necessity to complete monetary union with an economic union. One of the elements of a stronger economic integration is the harmonization of the tax systems (e.g. direct taxation) of the 28 Member States. The European Commission proposed a common mechanism for the calculation of the corporate tax base, the consolidation of the tax bases incurred in the different Member States and the subsequent allocation of the consolidated tax base between the Member States (formulary apportionment). The concept of a common consolidated corporate tax base of corporation (CCCTB) has established itself as the working title of the publications of the European Commission. The basic idea is to identify the introduction of the CCCTB tax profits and losses of international companies that have subsidiaries in different Member States, based on standardized rules. This would include the possibility of recovery of profits and losses in order to achieve a common result of an international business company.

Key words

harmonization of the tax base, common tax base, consolidation, formulary apportionment, hidden reserves, capital gains

COMMUNICATION FACTORS OF CYCLING TRAFFIC IN ZAGREB AND ITS SURROUNDING

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Abstract

The aim of this study was to determine differences in the underlying factors of the bicycle traffic in Zagreb, according to the place of residence. The study included over 3,000 participants frequently included in urban bicycle traffic, using the conveniently assembled questionnaire. The results showed that among all of the factors that have an influence on cycle traffic, the existence of road cycling conditions particularly affects on the frequency of cycling. Among the barriers that have an influence on the frequency of bicycle traffic, the relief of each part of the city and the distance to the destination stand out as the most important. The best road conditions lay down in the center of Zagreb, where the cycle is used more often and for different purposes, while in rural areas, the cycle is more often used for the purpose of sport and recreation. An important factor for less frequent and less secure cycle criving in the northern part of the city can be hilly terrain (relief), while the distance from the city center, have an influence on selecting the type of means of transport. To improve the conditions of bicycle traffic, the most interested are those who live in the center and eastern part of the city. Results provide guidance for local authorities, but also for the cyclists, to improve the conditions for safer and more often bicycle circulation in the City of Zagreb and its surroundings.

Key words

part of the city, social action, city administration, use of bicycles, traffic system, relief, security, Zagreb

LOGISTICS AND LOGISTICS LAW AS ONE OF THE FOUNDATIONS OF SCIENCE AND TECHNOLOGICAL PROGRESS

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Abstract

Due to the increasing interconnectedness of trade and economic flows in international trade, linking traders with each other in a competitive fight the editing of logistics systems of central importance. The concept of logistics can be described as an activity of managing physical flows of material goods. The term logistics is closely related to the globalization of production, which requires a complex logistical support on the side of the producers themselves, since they are not capable of providing logistical and allow them to cause excessive costs. The specific of managing legal relationships, which can occur in logistic base, can inflected on logistic contract in that way, that it can be complex contract of economy law, which scoope definitions of traffic, trade, forwarding and deposit contracts. As a basis of regulations of legal relationships in logistic enterprising, can we takeover some of definitio! ns of mandatam and enterprising contracts. Legal basis of logistic contract can depend on definition of origins of contract relationship. As a subject of logistic contract can we expose a subscriber of logistic base and logistic agent. The definition of logistic agent connect complex schedule of services in case of realization of logistic enterprise and it can harmonized actions between different executant.

Key words

logistic, logistic contract, forwarding contract, logistic enterpriser, forwarding agent, subscriber of logistic base

THE IMPACT OF EUROPEAN COHESION POLICY ON THE DEVELOPMENT OF ICT INFRASTRUCTURE IN REPUBLIC OF CROATIA

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Abstract

The Republic of Croatia has entered the European Union and thereby accepted, inter alia, the efforts of the European Union for the cohesion of the whole European area. Many opportunities have opened up to Republic of Croatia for the development of areas, particularly in disadvantaged areas which there are many. One way of encouraging development is the construction of broadband infrastructure, as the flywheel of economic development. However, there are areas where telecom operators do not see the financial interest of their own investments in the infrastructure of this kind, so the Republic of Croatia in order to contribute to European cohesion policy in terms of achieving the objectives of the Digital Agenda for Europe, must itself take certain steps towards the development of broadband infrastructure in underdeveloped areas, as contribution to the balanced development of the whole Republic of Croatia. Due to the contribution of infrastructure development and European cohesion policy and the development of the European Union as a whole, the activities of this kind are co-financed by the European Union and its financial instruments.

Key words

European cohesion policy, economic development, Digital Agenda for Europe, internet, broadband infrastructure

COMMUNICATION MANAGEMENT

KOMUNIKACIJSKI MENADŽMENT

COMMUNICATION STRATEGIES IN NON-STATE NON-PROFIT ORGANIZATIONS IN THE CZECH REPUBLIC

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Abstract

The functioning of NGO's in the Czech Republic has been influenced by radical changes in the laws in recent years. The revolution in the non-profit sector was caused by the law on social services (108/2006 Coll.) and particularly the civil code (89/2012 Coll.), which regulates particular forms of non-state non-profit organizations in a new way, and also defines the concept of public benefit. Organizations in the non-profit sector are struggling with a variety of problems. These include the lack of funds, high rate of staff turnover and uncertainty. Still many remain in the non-profit sector, in particular those who have drawn comparison with the work in the public or profit area. The reason may be the modern communication and motivational manager strategies, encouraging creative, credible and free work environment. The objective of this text is to provide a survey study from the non-profit sector in the Czech Republic and to answer these questions: What are the communication and motivational strategies that can make employee satisfaction in the NGO increase? What non-financial tools are used? What communication errors can managers make? What communication procedures are effective in order to increase the attractiveness of the work and credibility of a non-profit organization?

Key words

communication, non-profit sector, motivational strategies, communication errors

COMMUNICATION IN THE ACADEMIC ENVIRONMENT AND ITS INFLUENCE ON ORGANIZATIONAL CLIMATE OF UNIVERSITIES

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Abstract

The text focuses on perception of communication in the academic environment by academics. In particular, on communication among academics, department and faculties managers, or university managers. It gives a brief characteristic of the environment of Czech universities, especially the social and cultural areas in relation to organizational climate of university as an organization. Theoretical starting points are illustrated by outcomes of a survey carried out at teacher training faculties. It is followed by an interpretation of the significance of communication attributed by academics to communication in the organization of university, i.e. at their departments, among academics and department or faculty managers.

Key words

perception, communication, academic environment, Czech universities

IMPACT MULTIMEDIA THROUGH VIRTUAL REALITY TECHNOLOGY ON COMMUNICATIONS

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Abstract

This paper describes the impact of multimedia mediated virtual reality technology to communication. Technology of virtual reality are a set of technologies that enables conversations between people who are physically dislocated. The goal of this technology is to enable conversation between people who are located in different geographic areas of the world and are related to business, family or friendly relations. In fact the term "technology of virtual reality" in this paper meant as a set of technologies for videoconferencing technology, videophones and telerobotics, which perform communication via a virtual incarnation or holograms. Technology of virtual reality provide an inexpensive and fast way to communicate regardless of geographical distance.

With the point of communication view only teleconference made great progress in terms of maintaining the quality and continuous communication that is easy to set up, but is almost completely eliminated access "face to face", which can be considered one of the "deficiencies" in their application.

Key words

multimedia, virtual reality technology, videoconferencing technology, videophones technology, telerobotics technology

INFLUENCE OF THE MEDIA ON THE EXODUS FROM CROATIA AND JUSTIFICATION OF DEPARTURE FROM THE HOMELAND

Šinka Tkalac

Abstract

Mass departure of young people from Croatia is worrying, and it relates to social, economic and political situation in the Republic of Croatia. The question is whether Croats leave as they have no possibility of existence, so therefore they choose "to cut corners", because decision to leave is easier to make than the decision to stay in Croatia - and try to do something for yourself. Excessive emphasis on the media concerning the brain drain from Croatia was supposed to be criticism of the government, and not a call for mass emigration from Croatia. This paper deals with the influence of the media on departure of the Croats from Croatia, and examines whether there is indeed justification for the mass departures of domicile population.

Key words

departure, existence, media, justification

THE USE OF IDIOMS AND PARAPHRASE AS AN ELEMENT OF LINGUISTIC STRATEGY IN THE CONCEPT OF ADVERTISEMENTS IN CROATIAN BANKS

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Abstract

This paper analyzes the use of idioms and idiom modifications, together with the paraphrase as an element of linguistic strategy in the concept of advertisements in Croatian banks as a way to eliminate the boundaries in postmodern discourse of advertising. The advertising rhetoric liberalizes the use of language, abolishes elitism, leaves traditional forms of communications and breaks linguistic or spelling rules. The use idioms and their modifications are being investigated and interpreted together with the paraphrase in incorporating a language code in an advertisement for the formation of new semantic meanings of the message. Advertising discourse radicalizes the route of advertising message to the recipient using a semantic framework in which the text is approached in a broader sense, not limiting it only to the language, but also to the visual element. The intention of the analysis of advertising discourse is to perceive semantic changes that are the result of banks' advertising rhetoric and are being interpreted by the postmodernist tendencies. Semantics of the advertisement is realized by implying different linguistic and stylistic procedures, and interpolation of the language code in the advertising discourse shows how advertising discourse sets up the ground for countless language possibilities and creations of new semantic meanings in order to attract the attention of the recipient by advertisement and to make him react.

Key words

idioms, paraphrase, banking, advertising rhetoric, advertising message, advertising discourse, linguistic strategies

CONVERGENCE: NEW MEDIA, NEW AUDIENCE, NEW PARADIGM

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Abstract

The development of information-communication technology represents the formation of a new technological-economic paradigm which brings a series of deep structural cuts to all parts of social life. The paper shows an altered logic of media action as the consequence of technologic development and the popularization of internet. Reflexion of the arisen changes is the convergence which is in the simplest definition categorized as technological and of media. The altered logic of procedure equally regards the audience, which is confronted with the radical transformation of its role as the passive audience and its lifestyle. In the past the role of audience was simply that of consuming the entertaining content and information on publicly important political issues while today it increasingly often includes their creation, which has been enabled by digital media applications. The primary focus of the paper is therefore placed on the relation between consumption of symbolic content of old (traditional) and digital media with particular emphasis placed on content related to the dilemma described above, namely, the operation in the field lying between the economic and social mission of the media. On the one hand, old media, especially printed media, are confronting a declining

readership and the migration of advertisers to other, more modern, media formats, and (un)limited opportunities and combinations of content presentation enabled by the development of information and communication technology on the other. Hence, the paper is also focused on (potential) users (consumers) as active producers of content (prosumers), which represents an upgrade compared to research studies made in this field to date. An individual from the audience crowd which is long since no longer a subject of the public but an object of the consumer is becoming the producer of content and at the same time a user, despite his active role in the interactive environment, the transformation makes him passive, individualized and undiscerning. The media concentration alters the figure of the media landscape and also represents the convergence in production of the content, for it is based upon the general interests of the audience and cost efficiency. As a result, the Journalistic editorial boards found themselves in a dilemma and were confronted with a new challenge regarding the production of the media content. The convergence phenomenon in journalism spells redaction integration in the reorganisation process of the media organisation. Strict boundaries between the production of traditional and modern media are disappearing, thus the spacial, organisational and technological changes of redactions are happening with creation of the large unified redactions. The presented media content production method sets new building blocks for the sophisticated media space, discussed within the so called *cross media*. The term is used in the context of various intertwined media as platforms, which were primarily divided units: newspapers, radio, television, internet etc. or products. Traditional media platforms in relation to one another still surely exist, but they intertwine with new internet platforms. With the introduction of 2.0 Internet, network decentralisation, media platform convergence and services the audience transformation is occurring, which is integrated into modern digital infrastructures, with numerous interactive possibilities. Convergence is thus creating a new user experience, which dictates the new consumerism circumstances of the multimedia content, interaction and personalised use of internet environment. Individual (user) from the group of audience is thus simultaneously transforming into a content producer and consumer on behalf of ever so growing use of the internet, interaction and development applicative capacities of usability, which is marked with the *prosumer* neologism (media producer and consumer simultaneously). Internet users, based from the fresh users experience point of view in the context of consumerism logic, are divided into users, viewers and readers. These new experiences are altered habits and samples of the crowd habits, which works in a transformed competitive environment and is integrated into the new circumstances. The process of the transformation thus alters the original role of the audience. Convergence is thus also a concept of the social and cultural nature, which triggers the global village formation question and risk of culture homogenisation into an informational society. The empiric research of the paper is drafted from the in-depth interview with two of the biggest Slovenian media organisations: media company Delo and RTV Slovenia – MMC. The in-depth interviews show us the state of convergence in Slovenian media environment while reflecting the newly developed media production approaches and newsfeed merging of traditional and new media. They concurrently answer the question of the audience transformation, trough altered user experience logic with the new media phenomenon. Convergence in the case of Delo consists of organisational, professional and spatial reorganisation with the work centralisation, which means physical formation of the collective publishing and internet redaction in one environment, with the goal of mutual cooperation of journalists and unified work logic. Convergence in RTV Slovenija covers radio, television and multimedia units (MMC) following the cooperation principle between separate journalists divided by units. The in-depth interviews – media company Delo and RTV Slovenija – attest the need for the altered media content production and reorganisation of the referred organisation. The altered media environment has extremely changed the production process while reinventing the perception of users. Intensive accompaniment of various platforms, which for a sophisticated media user represents the media, arouses the question of an active citizen.

Key words

convergence, media, audience, transformation, technological and society changes

CORPORATE COMMUNICATIONS ON THE EXAMPLE OF SELECTED CROATIAN COMPANIES

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Abstract

The good internal public relations are an important instrument in the creation of corporate identity and image, and as such is the starting point for establishing a successful external relations. Also, apart from the impact on the creation of corporate identity and image, communication function in large companies has become important in defining the objectives of the company, the planning of their implementation, the organization of human and other resources, employee development, encouragement and motivation, and creating a climate in which employees want to contribute. "In such circumstances, developing corporate communication as the overall management of communications between the company and all key stakeholders". (Milas, 2011: 12). The primary objective of this paper refers to the study and analysis of organizational change and the role of public relations in the corporate communications and corporate communications function within the company. Also, work will include study of the impact of internal communication to increase the trust of employees by superiors and a better performance of the company. For the current study selected a sample of 100 Croatian companies from different production activities which was sent a questionnaire via the Internet.

Key words

corporate communications, internal and external communication, internal communication, research, company

COMMUNICATING CULTURAL EVENTS -THE ROLE OF MEDIA RELATIONS IN PROMOTING VARAZDIN BAROQUE EVENINGS

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Abstract

Varaždin Baroque Evenings for more than four decades are held in Varaždin, a city of rich cultural tradition. The festival a long time ago outgrown the Croatian border, and ranked among the enduringly popular cultural festivals in this part of Europe. Is focused on the study of Croatian and European baroque music, and his strategy as the public relations concerns focused on communication as the educational level, socio-political-business to the general public that the media informed about the preparation, maintenance, and the Festival . This paper deals with media relations with a view to better promote the Festival in the general public. This research fits us questions about the interest of the media coverage of the Festival, then discovers numbers media releases about the Festival and discovers what tone of media intoning listed media coverage of the Festival.

Key words

Public Relations, Varazdin Baroque Evenings, Cultural Events, Festivals, Techniques of public relations

3D CULTURAL HERITAGE DIGITALISATION AS A FORM OF DISTANCE LEARNING

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Abstract

Cultural heritage as archives of collective experiences, encompasses works of human minds and their imagination and spans over space and time. The recorded experiences carry a story from the past and inspire all new generations to discover their own identities, with the aim having of better and brighter future. People are the guardians of the Earth and its heritage which reflects the development of human consciousness and teaches us about the universal connection with nature and with ourselves. In the past two decades many projects have been initiated on a global level in the field of monumental cultural heritage, especially architecture, with the aim of creating 3D computer reconstructions of the original monuments, sharing the collective experiences via virtual museums and digital databases and researching and preserving the existing heritage by employing 2D and 3D digitalisation. By connecting institutions devoted to preserving and researching heritage in a network a global digital database has been created which enables the users to browse the monumental heritage in the form of online exhibitions and virtual tours. In this paper we have outlined the various projects which aim at preserving the global cultural heritage and certain virtual museums websites, online exhibitions and virtual tours which represent a unique form of multimedia information presentation and a potential source of online learning or distance learning.

Key words

3D digitalisation, cultural heritage, distance learning, virtual exhibitions and tours.

ADAPTIVE HYPERMEDIA E-LEARNING SYSTEMS BASED ON SEMANTIC WEB TECHNOLOGIES

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Abstract

E-learning technologies and strategies, like online learning, distance learning, virtual classrooms etc., have evolved from linear pattern approach to non-linear interactive environments using adaptive hypermedia systems by building a model of the goals, interests, preferences and knowledge in order to adapt the content, presentation and navigation to each individual user (Brusilovsky, P., 2001). In recent years an extensive research has been done in the field of Semantic web technologies or Web 3.0 and its integration with adaptive e-learning systems. This paper presents a literature overview of Semantic web technologies contribution to the future development of e-learning systems.

Key words

E-learning, Adaptive Hypermedia System, Semantic Web, Ontologies

THE IMPACT OF PREJUDICE AGAINST ROMAS ON PRESCHOOL COMMUNICATION

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Abstract

Prejudices directly affect communication and the success of the communication process depends of the ability of an individual to block those acquired during the life. Public debate on attitudes toward national minorities is active within Croatian society and in particular towards the minority of the Romas because of their cultural differences, lifestyle, economic status etc. Predrasude nisu izravno jasno izražene, ali se indirektno mogu naslutiti. Očito su pokušali zavarati svoj stav davanjem očekivanih odgovora iako je anketa bila anonimna i dragovoljna, no međutim, u nekim kontrolnim pitanjima pojavila se kontradiktornost što upućuje na neiskrenost, a to upravo znači davanje suprotnih odgovora od onoga što stvarno misle po određenom pitanju. As educators by the given example influence on children and development of their prejudices that will influence their behavior in the future, the aim of this study was to investigate if the preschool teachers have certain prejudice against this social group, the Roma minority, and if so, to find out what are the prejudices, and the extent to which these prejudices can affect their respective interpersonal communication. The study was conducted on 120 preschool teachers in pre-school institutions of Zagreb and Zagreb County. Prejudices are not clearly expressed directly, but indirectly hinted. The survey was anonymous and voluntary, however, the respondents were trying to present expected replies. In some control issues contradiction suggesting dishonesty emerged.

Key words

prejudices, biases in communication, pre-school education, educators, the Roma minority

STAKEHOLDER COMMUNICATION IN CULTURE, EDUCATION AND TOURISM IN CROATIA

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Abstract

The qualitative empirical research of an adequate valorisation of cultural heritage in Croatia realised within the state administration aimed to investigate the hypothesis whether the communication among various stakeholders within cultural, education and tourist sectors is inadequate and sporadic and does not, therefore, contribute to potential and necessary partnership in the area of valorisation of heritage. Research variables were: stakeholder coordination among ministries, vertical communication within the system; horizontal communication at the regional and local level; coordination between included stakeholders with eventual recognition of the role of de-concentrated administration; functioning of the budget as the main instrument in realization of public policy goals; possibility of systemic improvements and capacity building in administration functioning; ways of building competences about the importance and the role of heritage from the point of view of experts within state administration in charge of its valorisation. According to the results of the research, first of all, because of absence of communication among all concerned stakeholders and unnecessary awareness of the role of various public and administrative bodies, the agreement of cooperation and finally, the

partnership at all levels, which would be a must, are not happening. In addition, mutual assessment of the adequate levels of cooperation for the best realization in the management of cultural and natural heritage is also not happening, which confirms the hypothesis of the research. The authors also propose measures for improvement with an accent on communication improvement and adequate education.

Key words

stakeholders, heritage, communication, culture, education

COMMUNICATION AS THE FOUNDATION OF PROPER MANAGEMENT

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Abstract

Based on the analysis of the complaints of users of the Front office concerned with the protection of the rights of patients which has operated within the scope of the Maribor HC since 2008, it was established that the dissatisfaction of patients is influenced significantly by the manner of communication with employees. As a result, the Maribor HC management has already decided during the determination of the establishment's mission, vision and values to prioritise the development of proper interpersonal relations as one of the key elements necessary to realise the defined objectives with the assistance of employees, as well as provide quality services. Maribor HC relies on special management tools concerned with interpersonal relations as well as the general well-being of employees as well as patients. Since 2010, employees have been provided opportunities to attend internal workshops on topics such as communication, how to improve interpersonal relations and taking care of your own self. In May 2015, the Maribor HC extended management (36 employees) participated in a strategic workshop dubbed "My role in the development of employees and their satisfaction." Communication in health care must flow without obstructions between health care professionals, health care professionals and other employees as well as the management, and in particular between health care professionals and patients. Correspondingly, the Maribor HC management has decided, in order to build on the investment into amiable interpersonal relations, to hold a training course on mediation, which saw the participation of 31 managerial employees and furthermore, employees who in their activities rely on excellent communication skills. Because the numbers of conflicts in health care which should be resolved by mutual understanding are increasing, the managements of Maribor HC and the University Medical Centre Maribor decided to introduce a supplemental joint mediation service which is located, as the first in Slovenia, inside the health centre, and has operated successfully for over a year. The cooperation between both primary health care establishments in the Maribor area is a great example of good practice worthy of imitation.

In 2003, the Dr. Adolf Drolc Maribor Health Centre (Maribor HC) introduced a quality management system compliant with ISO 9001, and furthermore has been concerned with systematically improving the workflow and identifying opportunities to improve patient satisfaction.

By professional as well as commercial standards, the Maribor HC management conducts its activities in an appropriate manner and is particularly successful in its systematic approach to improving communication between employees and with patients. And the motto, "What matters is becoming a better person," is the foundation of good management.

Key words

Management, primary health care, communication

CREATIVITY IN BUSINESS COMMUNICATION

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Abstract

The word creativity, nowadays, is used very often. It means the creation of something new, different from the former. Today there is no organization which finds suitable solutions to foster a creative business climate; significant attention is given to the creativity in business – with emphases at creativity at business communication. Successful companies value creative communication among their employees and associates, and numerous techniques are used to stimulate it. The goal of research is to determine the effectiveness of creative communication within organizations, and to determine the success of communication. The key question in this study is how organizations perceive the creativity of employees, and under what conditions give greater chances to the creative employees, and are they even recognized? The survey was conducted randomly during the month of April 2014, on a sample of 112 respondents, employees of various companies in Croatia. The survey instrument was a questionnaire which, in addition to demographic data relevant to the needs of the research included the opinions and attitudes of creativity in business communication. The study showed that potential employees in Croatian companies were under-utilized, and that employers insufficiently encouraged and stimulated their employees, and sometimes they did not even recognize creative individuals.

Key words

business communication, creativity, creative communication, motivation, reward

CUSTOMER PERCEPTION OF PR ACTIVITIES COMMUNITY MANAGER ON SOCIAL NETWORKS

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Abstract

One-way communication in public relations is becoming a thing of the past and with the new media it is unjustified. The number of users of social networks has been growing steadily (in Croatia & worldwide), because new opportunity for better private personal interaction, and for businesses to interact with their target groups. It can be completely free of charge and extremely efficient and fast. Community management (CM) is a profession which in its spectrum of activity includes online public relations on social networks. It is the activity by which community managers contribute greatly to the image and reputation of the organization whose profile they maintain by releasing relevant content, responding to inquiries from fans and more. Knowing the habits, desires and preferences of fans is necessary for the success of performing CM activities. Users have their vision of how 'the things on the social networks are supposed to look like', while the community managers have to determine what way it is and according to modify the approach to the fans. In the field of public relations this paper presents research of the correlation of PR activities of Croatian 'Community Manager' on the increasingly popular social networks with the user's perception of their performance satisfying these activities as well as how it helps business and creates a better image of the organization. The primary sources of data are the results of two conducted market research via online surveys with a focus on

Facebook and Twitter as the two most popular social networks in Croatia and abroad, an Internet network (web) pages and reference literature. The survey included research of Croatian 'Community Managers' (CM) and Croatian users of social networks Facebook and Twitter. As well, the Internet space and reference literature were researched. Data were analyzed using statistical calculations of correlation between the responses of both subjects (the coefficient of determination and correlation, and display of linear trends). In addition to general and statistical information on Facebook and Twitter, the role and importance of online PR and the SWOT analysis of online PR were given. The meaning, purpose and goals of 'community management' and the state of the profession in Croatia until the beginning of 2014 were explained. At the closure interpreted the results of the study and perspective of similar studies (all popular social networks and online PR) in the future are presented. The sum of the results of the research has shown the success of community management in Croatia, with the possibility of advancing further harmonization of activities according to the preferences of users of social networks. It can be concluded that the further popularization of new media in the future will overcome the traditional and become a key channel of communication with consumers, tracking trends, performance measurement and construction of high-quality long-term relationships with key audiences, and therefore the dynamics of this process with all rates trends and expected changes should be explored.

Key words

customer perception, community manager, social networks, new media

ENVIRONMENTAL COMMUNICATION AND SPATIAL PLANNING

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Abstract

The aim of informing and including the general public in public consideration procedures when adopting spatial plans is to create preconditions for the democratic engagement of the publics in the approval procedure concerning the implementation of certain projects in the phase prior to an environmental impact assessment procedure. In order to use its lawful right to have its views taken into account in decision making related to spatial planning of vital interest to the general public, publics need to be aware of the problem and properly informed about the issue and suggested solutions. Therefore, the main research question is whether the publics actually have sufficient and proper information and awareness to use its lawful right to engage in the public hearing process and the main hypothesis is that it is not sufficiently informed or properly aware. The aim of this empirical research was to determine the level of information and the quality of public views on the procedure and the importance of adopting spatial plans, as well as to assess the activity and engagement of non-governmental organizations and the civil sector in the processes of drafting and adopting spatial planning documents. Qualitative research was conducted on a targeted sample using the method of in-depth interviews and participant observation. The results of the research confirmed the hypothesis of insufficient information on the procedure and the importance of adopting spatial plans. It was also found that non-governmental organizations and the civil sector are not sufficiently active and engaged in informing the publics and contributing to public awareness when it comes to procedures for drafting and adopting spatial planning documents.

Key words

environmental communication, spatial planning, informing the public, awareness, civil sector

VULNERABILITIES OF NEW TECHNOLOGIES AND THE PROTECTION OF CNI

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Abstract

New information technologies are unavoidable factor in modern world as they are changing it both in technological and in communication aspect. Unfortunately, despite the opening of new possibilities, both aspects of changes have brought about vulnerabilities which cannot be ignored. These vulnerabilities directly affect security state in the systems where ICT is becoming dominant information and communication platform. Therefore, critical infrastructure security as the key element of national security today is to a great extent determined by ICT security as its component. Thus, ICT vulnerabilities are directly spread to critical infrastructure in which they are built and whose abuse is only a matter of time. It is not only terrorists who should be regarded as a threat when thinking about critical infrastructure security, but also organized and commercial crime, competitive companies, various hackers, even all those who due to different social and economic reason live on the margins of modern society. Of course, nobody among the mentioned is immune to committing a terrorist act so as preventive measure all of them should be spotted and prevented in accordance with security estimates.

Key words

Information and communication technology, vulnerability, safety, security, critical infrastructure

RELATIONAL DATABASE MANAGEMENT SYSTEM: PROTECTION CRYPTOGRAPHIC METHODS

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Abstract

The paper presents methods of encryption to protect the meaning of information that can be extracted relational system for database management. Protecting database encryption methods is not only an advantage but is nowadays the application of such methods necessity because encrypting data achieved blindness data for malicious persons or users who do not have a valid algorithm and / or decryption keys. A research article was created on the basis of combination of scientific methods of observation, content analysis and survey. The survey refers to the scope of relational database management systems data, protection of relational databases and user satisfaction applied database. Observed the cryptographic methods that can be applied to protect the data in the database. The survey was conducted in secondary schools and higher education institutions (universities). During data collection, the target group for the survey consisted of: the participants of final grades that have the object database, students who participate in training IT courses, teachers and university professors.

Key words

encryption; protecting database; Caesar encryption; electronic or digital signature; elliptic curves; relational database management systems; open source; protection of the public database; library materials; digitalization

THE PERCEPTION OF THE PUBLIC ABOUT THE ROMA MINORITY IN THE FIELD MEĐIMURJE COUNTY

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Abstract

In the Republic of Croatia many important issues depend on the perception of the public including the issue of national minorities. The aim of the research is to determine the perception of the Croatian public about the Roma minority in the Međimurje County in which concerning the census of 2011, the third of Croatian Roma reside. The study was conducted by creating online surveys, voluntary type. For the purpose of the study author's questionnaire is made, and is distributed by e-mail and posted on Facebook significant groups of tens of thousands of members within Croatia. An interesting fact is that within 24 hours the questionnaire approached 500 people, which is evidence of the great interest of the population of Međimurje County in the subject of the Roma minority. The results indicate that there is a gap in the relations between Croats and Roma in Međimurje County. However, also indicate that this gap is not insurmountable with mutual understanding and acceptance of cultural differences and acceptance of basic cultural norms and Croatian law. Furthermore, the results suggest the absence of discrimination on ethnic grounds. With their specific cultural elements Roma build and maintain the ethnic border towards the Croats, complicating and reducing the possibility of their own integration. The largest obstacle to the integration of the Roma is a significant spatial segregation at the local level. Although the results suggest that the majority of respondents believe that relations between the two groups will not improve, they are willing to co-existence and common action in order to improve relations.

Key words

Roma, Croats, Medjimurje, public perception, culture, diversity

HUMOR IN COMMUNICATION

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Abstract

The paper discusses the role and importance of humor in everyday interpersonal communication and communication by humor. Despite all the theories which explain only part of the phenomenon, humor cannot be defined strictly by default form, because the humor derives from the individual experience of a mismatch of what we know or expect with what really happened. In an effort to clarify humor, a number of theories arised. John Morreall (1983) successfully summed them up in three theories: the theory of superiority, relief theory and the theory of incongruity, which this paper is based on. With the review of domestic and foreign research results of humor, paper also analyzes examples of the

successful application of humor in everyday communication. A survey HOPA-86 test by authors Krizmanić and Kolesarić V. (1992) was conducted. HOPA-86 test aims to measure various aspects of sense of humor in respondents who have at least 2 years of high school experience. The test measures communication humor in people in stressful events or long-lasting stress. The aim of the study was to examine how young people (students) tend applying humor in everyday communication such as the deep economic crisis in which Croatia currently is. The survey was conducted in 2014 on a sample of 129 students. The aim of this study was to examine the sense of humor (passive, semi-active and active). The results show that respondents did not have enough inspiration to come up with witty comments, but they are highly developed passive sense of humor, and understand and accept jokes.

Key words

humor, communication, HOPA-86 test, passive, semi-active, active

UNDERSTANDABILITY AND MEASURING READABILITY IN THE CONTEXT OF MEDIA LITERACY

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Abstract

The phenomenon of attention, of understanding media messages and contents, is increasingly getting included in the focus of media literacy expression. The fundamental problem of survival that the media of the 21st century face in conditions of burgeoning media production is that they are forced to confirm their credibility daily. Attention as a valuation criterion cannot be tied to economic profitability only. As one of the criteria of successfulness, it is undoubtedly tied to a number of media literacy indicators, and the implosion of information and the media crisis influence the readability of media messages and the audience. The understandability and readability of media messages and media contents are increasing being pushed into the foreground. This paper attempts to question the understandability and readability of media messages, two media commentary forms and PR press releases as pseudo events. The paper examines specific writing styles (commentary, PR press release) on a large collection of texts from two dailies through eight variables and three readability tests: the Gunning Fog Index, the Flesch Index and the Flesch-Kincaid Test. The first study analyses the measure values of the press releases written by PR departments of agencies, and the second uses the same procedure to check the potential understandability of texts on comment forms and compares these measures with human understandability and readability assessments. The research efforts strive to establish criteria for text understandability and find correlations between understandability and readability in the context of attention as a part of general media literacy criteria. Research results confirm the hypotheses about a correlation between readability and understandability in the specifically selected corpus of two media forms, but it can also be used to adapt texts and make them more understandable and readable. An adequate level of understandability and readability of media messages doubtlessly has an impact on attention as the criterion for the valuation of the successfulness of individual media.

Key words

Media literacy, media attention, media content, readability measuring, public relations

METHODOLOGY TO MULTIMEDIA PRESENTATION OF CULTURAL HERITAGE

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Abstract

This work contains draft of Methodology to multimedia presentation of cultural heritage for small and medium enterprises. Goal of the methodology is to enable owners and managers to present cultural heritage or to competently order presentation services. Methodology is developed for small and medium enterprises that focuses on conservation, animation and proposition of cultural heritage and derived products and services. In this work is taken into account that they need to do effective presentation in accordance to their business plan and development of their cultural heritage. The methodology will help managers and owners without media qualification to prepare simple multimedia presentation by themselves or to order qualified suppliers. Multimedia presentation of cultural heritage base on synergy of simultaneous effect of pictorial and narrative content. People in general are adjusted to better perceive by their pictorial cognitive skill than the verbal one. Things that people see are more easy to perceive and remember than the information people hear or read. Visual communication significantly support ability to persuade and catch the target group. By the development of technologies and their new possibilities the average demand of visual content of target group has risen. Target groups want more information in shorter time. By this the role of multimedia is more significant especially in case of graphics, photography, video or animation.

Key words

Cultural heritage, Camera, Camcoder, Typography, Multimedia, Visual literacy, Interactive conten, Corporate identity

**TECHNOLOGY AND NEW COMMUNICATION TRENDS IN
TOURISM**

**TEHNOLOGIJA I NOVI KOMUNIKACIJSKI TRENDVI U
TURIZMU**

CIRCULARITY OF ECONOMIC THEORIES

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Abstract

The paper analyzes the development of economic theory in a crisis period. Emphasis is placed on two crises: the Great Depression and the Global Economic Crisis. The paper aims to test the assumption of the circularity of economic theories through an analysis of the global crises as periods of transformation within the overall economic environment. The paper describes in some detail the Keynesian model originating after the period of the Great Depression. The second part of the paper explains the trends in the development of economic theory between the two crisis periods, as well as the theoretical context in which the Global Economic Crisis started.

The research shows that during periods of global economic fluctuations and disturbances the leading theoretical framework for economic policy and changes in the economic paradigm are questioned. Inadequate government intervention in the period of the Great Depression, especially in the United States, was an important lesson for economic policy makers during the Global Crisis. In the world's economies affected by the crisis, anti-cyclical monetary and fiscal policies of the Keynesian type were implemented. After years of domination by the new liberal ideology in economic policy, there has been a sudden reaffirmation of the Keynesian approach.

Key words

Economic crises, Keynesian explanation, new monetary and economic policy

SUPPLY CHAIN INTELLIGENCE IN THE DEVELOPMENT OF HOTEL AND TOURISM COMPANIES

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Abstract

This paper defines the importance of supply chain intelligence in generating key information and knowledge with the goal of optimizing specific business policies and value chain. It analyses the methods of data collection and the transformation of data into information and knowledge in generating added value. The synergy of supply chain intelligence, customer and competitive intelligence must result in knowledge-based business decisions with the greatest chance of success in a dynamic environment. In the reconception of development based on the synergy of innovation policies and strategies, the precedence is given to knowledge and information which, through resource base valorisation on the basis of sustainable and responsible development, must evolve into innovative, competitive advantages for the 21st century. The paper further argues and proposes concrete suggestions for the development of supply chain intelligence in hotel and tourism companies as a prerequisite for the optimization of logistic processes based on knowledge and information, and raises questions of predicting future changes in an increasingly turbulent tourism market.

Key words

supply chain intelligence, information, knowledge, value chain, hotel and leisure companies

EDUCATION AS A PRECONDITION OF FURTHER SUCCESSFUL TOURISM DEVELOPMENT

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Abstract

Education of employees at all levels has become a resource on which business performance and development of all parts of economic system of every country depend. This is especially important in tourism, because tourism is a "human industry" that functions exclusively on meeting human needs in the sphere of mental satisfaction of human beings. Tourism is a part of the global economic system, but it has a major impact on national economic systems and its development has been the fastest and most stable from its beginnings. It also encourages the development of new tourism-related jobs and occupations that did not exist before. In its development, it created and connected various profiles of employees of various types of education, knowledge and skills who in turn needed additional adequate education in an appropriate educational system. Systems and methods of modern education used in the education of employees in tourism are an expression of present needs and too few are oriented to the future. This kind of activity of educational institutions is not only conditioned by inertia of modern curricula, bureaucratized teaching staff and management, but also by inability to recognise future needs of the profession in the educational institutions. Educated employees come out of the educational systems burdened with a large quantity of outdated information and knowledge that are not very useful in their future workplaces. Croatia had only 16% of university graduates who are, in fact, predominantly educated for the labour exchange; it is clear that the educational system is completely unprepared for the labour market, let alone for the changes to come. This is a complex and diverse industry, dependent on a variety of internal and external factors.

Key words

education, tourism, tourism personnel, development

THE ESSENCE OF TOURISM IN A MODERN LAYPERSON REFLECTION

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Abstract

That tourism is a global, ubiquitous, comprehensive, polyfunctional and interdisciplinary phenomenon has been witnessed by many reflections of intellectuals outside tourismology as a young scientific field that has been successfully established. About travelling as the essential element of the phenomenon of tourism, there exist different as well as opposite opinions in the amateur, professional and scientific spheres. The first consideration is focused on finding the answers to the question, why people travel. There are opinions that people travel in order to be closer to themselves, or to be closer to others, or perhaps to find what they do not find in their everyday environment. According to some opinions people travel in order to like their permanent residence more etc. Another opus of reflections on the essence of tourism is related to the definition of tourist travel, as a hedonistic or an existential need. And thirdly, when it comes to tourist travel or the element without which on the basis of the present knowledge, there is no tourism, people travel because travelling is enabled by the development of technology. At this point a question arises about that, namely, has not the technology, having regard to all other aspects of tourism, relativized the tourist travel as the determining element

of tourism. Thus we speak of the effects of the influence of the development of the technology on the evolution in understanding and defining the concept of tourism.

Key words

tourism, travel, technology, evolution and essence

ORGANISATIONAL AMBIDEXTERITY - PERFORMANCE RELATIONSHIP: A SYSTEMATIC REVIEW

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Abstract

Although organisational ambidexterity (OA) as the ability of an organisation to simultaneously pursue both explorative and exploitative innovation has been highlighted as increasingly important for the sustained competitive advantage of firms, the empirical evidence on the effects of organisational ambidexterity on performance is still mixed. Despite a growing body of ambidexterity studies, our understanding of organisational ambidexterity is limited. Organisational ambidexterity scholars predominantly theorised and empirically supported two opposing dimensions, continuum-balanced or orthogonal. Based on a systematic review of literature, paper synthesizes various research methodologies into a framework of organizational ambidexterity - linking two distinct, but related dimensions i.e. continuum balance dimension, orthogonal dimension and performance outcome. This review extends understanding of the distinct dimensions that dominate the literature and allows for a more fine-grained understanding of OA-performance relationship. This paper also discusses several seminal theories of ambidexterity and applies a coherent framework to review extant research across various levels of analysis.

Key words

organisational ambidexterity, exploration, exploitation, performance, competitive advantage

MARKETING ACTIVITIES ON THE HOTEL WEBSITES IN PRIMORJE-GORSKI KOTAR COUNTY

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Abstract

Purpose – The rapid development of information and communication technologies and the development of Internet as the most important global communication network in the last decade largely affected the marketing activities of hotels, in particular the promotion and distribution. Internet and Web 2.0 technologies provide hospitality professionals completely new competitive opportunities. Accordingly, once designed hotel website does not represent the finished job and its editing and changing must be a constant work in interaction with the dynamics of the observed changes in demand market. To achieve this, it is necessary to have a clear view of all the page elements and their attributes. The purpose and goal of this paper is to perform a detailed analysis of categorized hotel websites in Primorje-Gorski Kotar County with regard to the quality of the content itself.

Methodology – The list of categorized hotels in Primorje-Gorski Kotar county published on the website of the Ministry of Tourism, Republic of Croatia, 2014 was used for the purpose of online empirical research of hotel websites. Data for the analysis were collected from the websites of researched hotels and information that are indicating the level of quality of selected website were obtained by the methods of analysis and synthesis, induction and deduction. For the Test of the hypothesis relative to the probability value of the population proportion, the chi-squared test, and an analysis of variance (ANOVA) will be used for purpose of this study.

Findings – The use of the Internet and the WWW in the tourism and hospitality facilitates communication between the hotel company and potential guest without a third party and significantly affects the image of the hotel and hotel sales. Potential guest has the opportunity of easy viewing and comparison of existing hotel offers and rates, highlighting its quality and benefits that will encourage guests to choose the hotel for their stay. It is important to highlight the facilitated possibility of booking, online availability check and online payments. The results show that there is a statistically significant correlation between the characteristics of the hotel (category) and the existence of the hotel website. Research shows that the hotel website's most content contains information related to communicating with guests and marketing activities prior to sales, and the least content related to online sales and marketing activities after confirmed booking.

Contribution – There is a need to conduct this research due to having observed the lack of similar studies in the Croatian hotel industry in the past few years. On the basis of numerous models that measure level of quality of the hotel website with more or less success, the authors identify a number of entities, with associated attributes and variables, and shape their conceptual model of rating the quality of the hotel website. Results of the study will provide guidelines for future actions of hotel management in achieving better planning, implementation and control of marketing activities through the Internet.

Key words

Internet, hotel websites, marketing activities, Primorje-Gorski Kotar county

EXPERT PRICING SYSTEM AS PART OF MARKETING MIX

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Abstract

Marketing mix is a set of elements with whose designing organisational system tends to realise a set of strategic aims. It is made up of product, price, promotion, and place. Price is complex marketing mix part that ensures organisational system with certain level of revenues, but at the same time price level influences customers' decisions on purchasing a service or a product, organisational system competitiveness, and its market position. Therefore it is important to estimate price realistically, and to choose appropriate method of its calculation. Applied method always depends on a set of business aims. Nowadays there is discrepancy of complexity in theoretical approach in pricing in microeconomics, macroeconomics, accounting, finance, and other economic disciplines compared to realistically applied methods. Theoretical approaches are often inapplicable, and actually applicable methods are "simpler", and are usually based on market estimation and a set of business aims of organisational system functioning. Expert systems are computer programmes that are able to translate "practical" experiences and applicable knowledge in a form of knowledge base, and serve as assistants and consultants in selection of pricing method for a product or a service. This paper researches and presents possibilities of expert system development for pricing of a product or a service as an element of marketing mix. Object-oriented declarative programme language Visual

Prolog is used to develop exPrice expert system and it has showed satisfactory development and application power.

Key words

marketing mix, pricing methods, expert system, knowledge base, marketing strategy

CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY

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Abstract

The changes, challenges and competition in the world market are bringing us back to traditional fundamentals of business and daily remind us that each business is based on customers. Age of products is behind us. A permanent change in the trend of globalization, many innovations are unstoppable and merciless. Today clients' decision on buying is decisions which companies will survive, and which do not. That is why the struggle for each individual client and his loyalty become so important. The only company that observes and fulfills the wishes and needs of each individual client can survive in the market of today and tomorrow. A solution that is imposed is a quality system Customer Relationship Management - CRM. CRM is an old business concept that is becoming topical again today thanks to the technology that it enables and supports. In this sense, customer relationship management, has become one of the fundamental social and individual values that can foster, develop and affirm. It must become a way of thinking and living. Companies of the future must be based on knowledge, competence and personal characteristics and skills of managers that will create a positive business climate within the company and in its environment, and to encourage co-workers and business associates on creativity, innovation and teamwork.

Key words

CRM – Customer Relationship Management, customer, guest, satisfaction, loyalty, hotel industry, Benefits, management

INFLUENCE OF MEDIA ON CREATION OF A TOURIST DESTINATION IMAGE

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Abstract

The goal of this research is, using certain statistic techniques, to analyse the intensity of influence of various media on a tourist destination image creation. It is therefore necessary to research, analyse and determine every single intensity and potentiality of effects of various media on creation of tourist destination image. Furthermore, this statement presents the major part of the problem which this paper has been trying to research and solve systematically. Based on the research goal, the following hypothesis was set: *Different media have different intensity of influence on creation of tourist destination image*. The sample included 1,000 respondents. The primary data was collected through field research, using the survey technique. Internal consistency, that is, reliability of each measurement scale was tested by Cronbach alpha coefficient. The hypothesis was tested by linear multiple regression method. Necessary analysis and testing were made by using R-programming language. The research results

have confirmed the hypothesis and shown that different media have different intensity of influence on creation of tourist destination image.

Key words

tourist destination, image factors, media, linear multiple regression

SUBLIMATED MULTIMEDIA COMMUNICATION IN TOURISM

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Abstract

Communication science, as a science of communication and as a theory of mass communication, by process of generating information and total creative media production, is unable to fully master, because creative production of information is a genuine personal, inimitable act of creative and communicative man. The task of communication science is to thoroughly describe and regulate media content, methods and ethical requirements of communication and media explication of messages. Communication science, therefore, in terms of communicative issues includes the dissemination of messages, logical arguments of proving and disproving, then communicological education, media presentation, ethics and multimedia animation and coding and decoding of placed information. This implies that the sublimated communication is possible between the minimum intersectional correspondence of communicator and recipient (as a threshold of sublimated communication) and the maximum of communication compatibility of communicator and the recipient (up to full communicative identity of sublimated communication). Sublimated communication in tourism, as well as new multimedia and global communication trend at all levels of the tourism communication (globally, regionally, nationally and locally), under the influence of media convergence and digitization, and in particular the rapid development of ICT, is more and more determined by information processes, interaction communication and dissemination of the network of Internet citizens (Social Network, Facebook, Twitter, YouTube, Flickr, Bluetooth, bloggers, web communications, mobile applications, chat services, histogram, instagram, iPhone, instant messaging (IM), a new IM application, Whats App, Facebook Messenger, Big Data and Metricom). Communication Studies, as the science of communication, and communicologists as creators of sublime communication, with particular attention are monitoring and studying the strong development and impact of sublimated communication in tourism. In the communicative sense, sublimated communication includes creative, media and presentative issues of reasonable disseminative communication at all levels of tourist destinations (persuasion, evidencing and denial, then education business character of tourism, multimedia animation) as well as the communicative process of decoding of placed sublimated information in tourism (especially on wine and viticulture). Trendy sublimated communication in tourism is a hidden power of communication, which is used with the intention to change the man's style, behavior and communication habits in the choice of desirable destinations (a preferred tourist destination and "eno-gastronomic" offer as an imposed form of media pattern in tourism). "Wine and gastronomy" offer in tourism is becoming a new culture of behavior influenced by the sublimated communication messages to citizens (tourists), it becomes a new joyful, encouraging and persuading tourist destination message. Sublimated communication in tourism, of course, affects the number of mutual relations (citizens - tourists) in the communication of global tourist destination environment (globally, regionally, nationally and locally). The communication destination management in tourism, with the help of creative experts for sublimated communication,

benefits from hidden power of sublimated communication for citizens and tourists. Aggressive sublimated communication affects the man's travel habits and behavior of citizens (tourists) in the selection of the desired tourist destinations and "eno-gastronomic" destination offers. Sublimation (lat = sublimare = exalt) is communication skill of creative communicators who create sublimated messages with the aim of transforming "wine and food" offer into something more (added value in tourism) - beyond the grasp, sublime, refined, elevated to stellar proportions. Sublimated communication in tourism is "a sublime imaginary journey" in high society of exclusive tourism, with high quality, choice of the best wines, unearthly simulated values, enchanting flavor and best "wine and food" offer in tourism. Sublimated communication in tourism is artificially induced communication process of transforming tourist destination knowledge, as information "per se" in the information "per me" and the information "per nos" in tourism. Creative culture of sublimated communication in tourism requires great expertise in legality of NLP (Neuro Linguistic Programming) and communication process of receiving and transmitting messages sublimated in communication system "VAKOG" (visual / auditory and kinesthetic sublimated communication), where there is two possible communication processes: (1) conjunctive (approaching) sublimated destination communicative process, and (2) latently present process of sublimated communicative tourist destination disjunction (communicative divergence) in tourism.

Key words

Communication Studies, sublimated communication, tourism, tourist destination, Neuro Linguistic Programming, Multimedia

CRUCIAL ISSUES AND CHALLENGES IN THE IMPLEMENTATION OF SUSTAINABLE TOURISM

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Abstract

The UN Conference on Sustainable Development (Rio + 20), held in Rio de Janeiro in June 2012, marked twentieth anniversary of the Rio Conference, 1992, at which the concept of sustainable development gained its full recognition. Consequently, the paper discusses the key issues and challenges in the implementation of sustainable development in the context of tourism, that have been occurred during last two decades. Special attention is paid to concept of carrying capacity, indicators of sustainable tourism, the role of local communities, and ethical bases of sustainable tourism. Adequate understanding of such issues could be a significant support for the concept of sustainable tourism to be more theoretically and practically developed. The emergence and development of the concept of sustainable tourism has contributed, in general, to a significant change in relationship between our population and the environment, which suffered serious negative consequences due to uncontrolled industrial development, including tourism.

Key words

sustainable development, tourism, environment

TOURISM IN CROATIA: TRUTHS AND MISCONCEPTIONS

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Abstract

The way in which the professional community, the media and the political community in Croatia perceive the importance of tourism for the country's overall economy differs, depending on the momentary particular interests of specific segments within these communities. Most often than not, the interpretation of achievements in tourism comes down to presenting physical-traffic data (number of tourist arrivals and overnights) and, with the exception of overall tourism-generated foreign exchange inflows, only rarely are attempts made to provide an analytical interpretation of the financial effects of tourism. Because of the lack of other positive economic effects, tourism is often unjustifiably and undeservingly placed in the focus of the public. Although tourism generates very small financial assets, its contribution to the GDP is fairly significant, and this fact only adds to creating an incomplete picture of the actual role and importance of tourism in the Croatian economy. The need to set that picture straight was the primary motivation behind research in this paper, which set out, by analysing physical and financial indicators, to debunk misconceptions and establish the truths about the real characteristics of the tourism offering and the effects of tourist demand in Croatia. The paper proceeds from the hypothesis that tourism, with all its complementary effects on employment, the exportation of services, the food industry, traffic, and intermediation activities in hospitality and tourism, is indeed important for Croatia's economy, but nowhere close to the level of importance attributed to tourism by media coverage.

Key words

tourism, hospitality, tourism demand and supply, economy, human resources

**EUROPEAN EDUCATION FOR CENTRAL AND SOUTH
EASTERN EUROPE / INTERCULTURAL COMMUNICATION**

**EUROPSKO OBRAZOVANJE ZA SREDIŠNJU I
JUGOISTOČNU EUROPU / INTERKULTURALNA
KOMUNIKACIJA**

PARTICIPATION OF DANUBE REGION COUNTRIES IN FP 7 AND IN THE SECURITY RESEARCH

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Abstract

European strategy to boost the Danube region was endorsed in 2011. It was believed that the 7th Framework Program (FP7) would help to reach the goals of the strategy in its 11 priority areas, which included security and fight against criminality. As FP7 comes to its end, evaluation of the activities undertaken under the Danube region strategy is feasible. In our paper we compare nine Danube region EU member states: Austria, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Romania, Slovakia and Slovenia in terms of the financial acquisitions per capita and participation in the FP7 projects. Our results show that with the exception of Austria, Germany and Slovenia, both financial benefits and program participation were much lower than those of developed Western countries (for example, the ratio of the financial acquisitions of Netherlands exceeded those of Romania 25 times). A similar situation can be found in the field of security research: while Germany and Austria coordinated 30 and 7 projects, respectively, Romania and Slovakia coordinated 1 project each. It is noteworthy that the success rates in the first calls of Horizon 2020 are growing if compared to those in FP7 seven years ago only for Germany and Austria, while for the rest of the Danube region the success rates are decreasing. This is the consequence of lower excellence and insufficient domestic support of science in the new member states, as was predicted in our earlier work. These facts should be understood as a serious warning by the governments of the unsuccessful countries.

Key words

Danube region, 7th Framework program, Horizon 2020, security research, financial acquisitions, success rate

INTERCULTURAL COMMUNICATIONS – ATTITUDES AND OPINIONS OF THE SLOVENES ABOUT CROATS: A CHANGE OF THE PERCEPTION?

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Abstract

The paper deals with the results of opinions of the Slovenes about neighbouring Croats concerning ten perceptive categories. Results are compared, at comparable categories, with the survey results from 1995 as part of an international research project „The views and opinions of Central European nation of its neighbors: Contribution to the development of intercultural communication“ by Professor Mario Plenković, in the part related to the views and opinions of Slovenes about Croats.

A comparative analysis of the results from 2015 showed that Slovenes evaluated neighbouring Croats predominantly positive in almost all relations offered, and the lowest marks were given in the categories of business: diligence, discipline, professionalism and with these relations associated relatively high corruptiveness. The results showed that the contents in which there have been a major change in Slovenes' opinions in past 20 years indicate discreet trend in changing perception: Slovenes perceive Croats slightly more businesslike, more diligent, more disciplined, more cultured, more political, communicative but still prone to corruption.

Key words

intercultural communication, cultural diversity, stereotypes

APORIAS OF INTERCULTURAL COMMUNICATION

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Abstract

After great suffering, misfortune, fear bewitchment, hatred and mistrust, national and religious passions, the question is, is there enough tolerance in former Yugoslavia to establish intercultural communication? At the time of transition from socialism to capitalism, social individual was destroyed, resulting in strengthening of collective identity. Belonging to a closed community strengthened the hatred to all unknown and uncertain. According to Dvornikovic: "Our man essentially recognizes only two extremes: absolute faith and fervor or deep distrust and disgust". Ruling elites thrive by manipulating with emotions, spreading the ideology of national origin. Unfortunately, political lack of awareness and deception go further and cause antagonism within the same nation proving local characteristics. Media as an 'extended arm' of politics use their power to manipulate and introduce public to a state of complete disorientation – by selecting information, redirecting attention from the essential problems, awakening emotions and reheating national passion. In this system, in which manipulation dominates, it is difficult to freely and sincerely establish intercultural communication.

Key words

nationalism, intercultural communication, politics, media

INTERCULTURAL COMPETENCE VARAŽDIN GYMNASIUM STUDENTS

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Abstract

The topic of intercultural communication, multiculturalism and cultural pluralism in Croatia is relatively young, and previous studies have shown that students acquire knowledge of intercultural education, but not the necessary skills and attitudes that are part of intercultural competence. The paper analyzes the results expressed attitudes, knowledge and skills of high school students of Varaždin on the relationship to other cultures. The survey was conducted in March 2015 on a sample of 138 high school students from Varaždin gymnasium. The aim of this study was to find out how the intercultural communicative competence developed at the Varaždin gymnasium students. Analysis of the results showed that the Varaždin high school students expressed a high level of intercultural communication competences in terms of knowledge and attitudes, and lack of intercultural competence in terms of skills. The results also show that respondents have no prejudices and stereotypes, demonstrating openness, curiosity and willingness to accept other cultures and entering into a global family where interculturalism is a paradigm for thinking about cultural and other differences and accepting them.

Key words

interculturalism, intercultural competences, cultural diversities, stereotypes

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