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References: 20 Tables:1 Figures: 9
Category: Original scientific paper
Title: HIDDEN INFORMATION IN VISUAL AND INFRARED SPECTRUM
Author(s): Jana Žiljak Vujić, Ivana Žiljak Stanimirović, Olivera Medugorac
Affiliation: Polytechnic of Zagreb, Zagreb, Croatia; Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia; Nestlé Adriatic Region, Zagreb, Croatia
Key words: Information in near infrared, InfraredART, Military uniform, Invisible barcode, CMYKIR
Abstract: The paper is about a new method for managing the information, respecting material characteristics in the near infrared light. Common ground has been created with the visual and near infrared component of the sunlight as a new manner of researching, interpreting and managing colours and dyes. Until set theory named INFRAREDIGN the „colour management technology“ dealt only with the perfectionism explanation and interpretation of the relationship colours and dyes for visual feeling. The practice of using colorant matter characteristics is extended in such a way that a colorant is simultaneously designed for visual and infrared area. The discovery of INFRAREDIGN encourages to make way for many new area of information science applied to painting, prints, military clothing, leather and textile design. Communication is extended to planning a double independent information on the same place as a double picture, i.e. two messages that are dependent on each other in the course of realization, but when trying to make a copy, the message in infrared is lost.

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The paper is about the technological and media development of the global world, the existence of immigrant periodicals, the Czech language environment made their situation very difficult. As they did not speak English, they tried to integrate and retain the original Czech cultural traditions and values: they set up municipal communities, Czech clubs, libraries, schools, they started to publish periodicals in the Czech language. However, the economic dependence of the immigrants conditioned their assimilation, and this fact considerably influenced the language of the Czech immigrant press. From the beginning of the existence of immigrant periodicals, the Czech-American communication in the media developed in three main stages. In the course of these three periods it was gradually transformed from purely Czech communication focused on Czech topics to current communication conducted mainly in English or (with an aim to demonstrate the original ethnic roots) in Czech, but with the use of numerous lexical as well as grammatical Americanisms. The Czech immigrants were fully assimilated during the third stage and finally became Czech-Americans, whose life is completely determined by American culture.

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This paper analyses the quality of municipal water in the hotels in the area of Rijeka as well as the amount of its consumption. This paper also discusses the probability of contamination and consequences that tourists and citizens who use such water could suffer. The area of this water system belongs to the karst relief marked by a significant underground circulation and high sensitivity to external influences which leads to contamination. Considering the peculiarity of karst aquifers, during heavy rainfall after long dry periods there is a possibility of turbidity and microbiological water contamination which usually are not long lasting. Despite occasional hydro geological problems, the public utility company has organised a system for monitoring water quality in water supply system and sanitary correct drinking water is discharged into the system. Besides being drinking water, that water is clean and has good quality of mineral composition. Although Rijeka’s water supply system is leading in Croatia according to security of water supply and drinking water, consumption in hotels is mainly related to sanitary water, because tourists do not have the habit of drinking tap water or they are not enough informed about such possibilities.
relations are not recognized as a continuous form of business communication in small hotels. At the end, with the purpose of increasing competitive advantages, facts and proposals of implementation strategies' measures for business communication in the business of small hotels are presented.

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References: 13 Tables: 2 Figures: 0

Category: Professional Paper

Title: HYBRID STUDY MODEL ON HIGHER EDUCATION INSTITUTIONS

Author(s): Kristijan Matas, Boris Marjanović, Barbara Ma-

rušnik

Affiliation: Polytechnics Pula, Pula, Croatia

Key words: higher education institutions, adult students, study model, learning process efficiency

Abstract: Progress in general, particularly in technics and technology in particular, require continuous learning and acquiring new knowledge and skills. Therefore the principle of lifelong learning is adopted along with defined learning outcomes and output competences. Thereby new learning challenges after each level of education are to be revealed. This paper presents a model of study tailored to the needs of adult students on higher education institutions. There are presented advantages and disadvantages of the classical model, and a new hybrid model is developed, aimed to improve the efficiency of the studying process at a higher level. Such a hybrid model meets the needs of adult students while maintaining the learning process quality.

Communicational Spiritual Culture in the Context of Primary Education in Slovakia

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References: 23 Tables: 0 Figures: 0

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Title: COMMUNICATIONAL SPIRITUAL CULTURE IN THE CONTEXT OF PRIMARY EDUCATION IN SLOVAKIA

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sky

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Key words: spiritual culture, dance, folklore, creativity, primary education

Abstract: The contribution shows a current trends related to the application of spiritual culture in the educational process of primary education. Through differentiated characters it shows possible means for the implementation of folk art in creative arts activities in the educational process. The main narrative line of the paper is to demonstrate the application of elements of folk traditions in primary education, which is important foundation for the formation of positive attitudes to cultural heritage. It shows the possible cross-curricular context in the very educational process to enhance national awareness in children.