Informatologia, 39, 2006, 3, 137-239

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IN CANCER PREVENTION

Title: EDUCATION IS A MORAL CONCEPT

Author(s): Maja Žitniki

Affiliation: University of Dubrovnik, Dubrovnik, Croatia

Key words: civic education; moral equality; impartiality; rationality; intrinsic values; instrumental right; ideology – freedom.

Abstract: All knowledge is informative, but education is not there only to take part simply in reflecting social values. Education predominantly refers to the initiation into what is worthwhile with the provision that the transmitted content will be taught in a morally unobjectionable way. That is, education must involve some normative aspects, which can give it a purpose, ensuring that the involved parties will preserve the moral autonomy of the involved agents. Therefore education is a sort of communication that defines the role of individual in a particular society. The paper draws a clear division between coercive aspect of education, and moral aspect of education. In order to develop rationality and avoid partial and hence repressive social influences, education should enhance personal integrity and challenge the student's independent mind. Since education and indoctrination cannot be distinguished by their methods, they must be distinguished by their aims. Education needs to maintain the approach to combat the indoctrinators' attempts to control the knowledge production systems in a way, which serves their interests as distinct from the public’s.

Informatologia, 39, 2006, 3, 137-239

ASSESSING A MUSICAL CREATIVITY IN ELEMENTRAY EDUCATION

Title: BENEFITS AND LIMITATIONS OF E-LEARNING IN CANCER PREVENTION

Author(s): Djordje Nadrljanski, Mirjan Nadrljanski, Mila Roguljić

Affiliation: Teacher Training Faculty, Sombor, University of Novi Sad, Novi Sad, Serbia, Department of Oncology Pancevo, Pancevo, Serbia, Faculty of Natural Sciences, Mathematic and Education, University of Split, Split, Croatia

Key words: distance learning, e-learning, web based training, breast cancer, screening

Abstract: Based on the data of the IARC, throughout the world app. 1 115 000 new breast cancer cases are registered. In Europe breast cancer is the most common cancer in female population (app. 350 000 new cases and 130 000 deaths each year). The permanent education of all healthcare providers in breast cancer prevention remains an important issue in breast cancer prevention. There are numerous aspects of distance learning in breast cancer prevention: from basic lectures concerning cancer to postgraduate studies in medical oncology, including different models of distance learning and e-learning. In this paper we focused on Web Based Training (WBT) and open platforms for e-learning in this field of education. Apart from the education of the healthcare providers involved in breast cancer prevention, we also focused on different solutions applied in e-learning for the education of healthy female population in different age groups. Few countries in the Balkans have policies for early detection of breast cancer. The development of policies for breast cancer prevention should be regarded as a high priority issue.

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Increasing the quality of life and the way tourism contributes to the positioning of social responsibility are discussed. The last part of the paper deals with the linkages between tourism and quality of life. In the introductory part of the paper the quality of life is defined from different standpoints and disciplines in order to draw attention to its complexity. Afterwards, the quality model and the positioning of social responsibility are discussed. The last part of the paper deals with the linkages between tourism and quality of life and the way tourism contributes to increasing the quality of life.

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Abstract: The goal of the paper is to link social responsibility and quality of life. In the introductory part of the paper the quality of life is defined from different standpoints and disciplines in order to draw attention to its complexity. Afterwards, the quality model and the positioning of social responsibility are discussed. The last part of the paper deals with the linkages between tourism and quality of life and the way tourism contributes to increasing the quality of life.

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Abstract: Nowadays we are confronted with great and rapid changes in different fields and this is the reason that the role and the tasks of teachers are changing as well. The teacher education systems are following these changes and this is the reason that the creation of the system which will be able to detect early signals of changes and knowledge of «mining dates».

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Abstract: The knowledge of changes needs to be increased in order to achieve reduction of complexity and instability which transitional communities are striving to accomplish in their efforts of restructuring themselves. That means: perceive signals of changes right on time; collect information about them, analyze and interpret collected information and then use them as a possibility for development. Informatics technology has enabled generation and analyzing a huge set of data and through that the creation of the system which will be able to detect early signals of changes and knowledge of «mining dates».

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Abstract: Nowadays we are confronted with great and rapid changes in different fields and this is the reason that the role and the tasks of teachers are changing as well. The teacher education systems are following these changes but as the education systems tend to be very complex, it is difficult to introduce rapid changes. Future secondary school teachers study in university study programmes in Slovenia as well as in Austria. In Slovenia the study generally lasts four years at present and nine semesters in Austria. In both countries future secondary school teachers usually study in teachers training study programmes but for some subjects there are only non-educational study programmes available. Those who graduated on those programmes and wish to get a teacher qualification must complete a supplementary teacher training course in both countries. In both systems, in Slovenia and Austria, there is a growing concern about the importance of connecting the initial teacher education with the real school practice, but it can still be done much more in this field.
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**Abstract:** The goal of this research is to explain what segmentation of the market is, why it is important and why the research of the market is necessary during the process of the market business. Therefore we will explain why knowledge of the buyers needs and desires to the enterprises are important. One of the goals of this research is also to observe the variables involved into the segmentation and to clarify the necessary conditions for successful segmentation. For market segmentation we can say that it is the base for successful business.

The basic target of research is: To research if there are different customer segments concerning the importance of some image factors on choosing of retail. The research was made from 1.4.2005-1.6.2005 in the area of the cities of Mostar, Banja Luka, Sarajevo and Tuzla.

Using the cluster analysis for supermarket we succeeded to extract three segments of buyers (practical, social directed and modern), and by conventional retails four segments (practical, modern, mobile and social directed).

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**Category:** Author Review

**Title:** THE STRATEGY DETERMINANTS OF NEW WORLD ORDER IN DOMÉNE MODERN SYSTEMS OF GLOBAL COMMUNICATIONS

**Author(s):** Vítomir Grbavac, Jacinta Grbavac, Božidar Tepčić

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**Key words:** globalization, strategy, communication information technology information, global communication, information society

**Abstract:** This work deals with key questions concerning globalization in communications, which is in large strides ongoing in nearly every corner of the world. First, four mayor trends existing everywhere in global communications get to be formalized, and then each one of them is separately defined and analyzed so as to contribute to the clarification of basic problems and their current solutions in this domain. For instance, digitalization while will undoubtedly get confirmed as one of the all-present generical trends, which to a large extent precipitated appearance of the rest of them. In this work, some of the specific info-phenomena of the modern society will also be considered, such as Internet and news market, which greatly influence contemporary culture and are right fully regarded as major factors in the thriving information revolution. Unhoped-for global communications development brought up the need for establishing certain rules and standards, which is also topic of one of the analyses of this work, which deals with the problem - domain of the international character and its articles, especial from the standpoint of euro-integrations. All of the multicultural information society in specific manner, which is being created as the result of all-inclusive events in this scientific area, and which is a reviewing subject at the end of this work.

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**Category:** Author Review

**Title:** THE APPLICATION OF EXPERT SYSTEM IN HOTEL BUSINESS

**Author(s):** Vlado Galičić, Slobodan Ivanović

**Affiliation:** Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Rijeka Croatia

**Key words:** hotel, expert system, management.

**Abstract:** Hotel employees which make contact with hotel guests, spend substantial part of their working time extending information on their hotel and the tourist destination. The substitution of an expert system for the guest-employee relations forms one of the possible ways to keep the guests informed timely and completely. When developing their expert system, which can ensure information and advice, learn about the guests and extend services, use the deposited expert instructions and their built-in estimation relations forms one of the possible ways to keep the guests informed timely and completely. When developing their expert system, which can ensure information and advice, learn about the guests and extend services, use the deposited expert instructions and their built-in estimation possibilities, hotel offers can be improved. Collecting and analyzing information for marketing purpose, the expert system can save time and money to the hotel, while, at the same time, obtaining important competitive preferences. The advantage of such a system consists of being always and in the same way available to the guests, who will, while using it, obtain all adequate information on hotel and the hotel offer.

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**Category:** Author Review

**Title:** HOTEL BUSINESS

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**Key words:** hotel, expert system, management.

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Modern education imposed more serious approach toward managing processes of acknowledgments. This trend is noticed in the world during the seventies of XX century. At same time with changing of concept of knowledge importance, PC technology is in a great expansion and applicative software develops with respect to well-known «user friendly» trend. The end of seventies, in 1978, invents the application based on hypertext and groupware. In the eighties of 20th century knowledge was treated as a corporate good although the classical economy did not admit that. At that time, development of system for knowledge management based on achievements of expert systems an artificial intelligence known within concepts as »systems based on knowledge«, »knowledge engineering«, »knowledge exchange«, »partnership in learning«, »organization which learn«. The Faculty for 21 century has to be based on new tools and assure teachers and students a simple and quick approach to total worldwide knowledge. For that reason today’s is a last moment to start a radical change of system for teachers’ education which would use an ICT more than before. Regarding to previously exposed facts, team for development on Teacher’s Training Faculty develops and implements an interactive learning system in a frame of E-Learning Center adjusted to modern environment.

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Author(s): Ivo Tokić Affiliation: Ina-Oil Industry, Zagreb, Croatia
Key words: special libraries, marketing, publishing, journals
Abstract: Librarians nowadays have an emphasized marketing need for presentation of their work. Library should be made visible in its environment, librarians are to be presented as capable of meeting their users’ numerous information requirements and achieving recognition for positive characteristics of their profession. A permanent column in a scientific-specialized periodical offers them opportunity for informing and educating the public, so as to form a positive opinion on libraries and library science in general. A large number of librarians invited to cooperate has perceived these features, therefore, with a positive response of readers and users, they have presented their libraries and other information topics to the expert and scientific public.

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Author(s): Anton Vukelić
Affiliation: Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Zagreb, Croatia
Key words: television, observing rates, observing contribution, politics, political programmes
Abstract: In this paper author considers observing trends of political programmes on national TV channels in Croatia. Basic thesis suppose citizens’ fatigue and surfeit by politics. Two continuum have been combined: participation in political subjects and the level of TV viewing. Research is based on precise measuring – average minute rating (AMR). Every minute it registers watching of TV programmes, particularily those with political themes. Considernig that problem, central problem of previous researches is evident in numerous factors that can determine watching of TV programmes, patricularly those with political themes. Considerig that problem, in this paper facts are taken from separated political TV shows in limited time period. Finally, one political TV show is taken as indicator of TV observers’ relationship to politics. Paper suggests that there is a number of methodological problems in current research that is considering TV observing as the indicator of certain social processes. Those methodological problems have to be resolved if we want to be directed to reliable research facts and conclusions.
METHODS: The first analysis of advertisements of selling and buying of music instruments and the second analysis of type of communication between interested were made during April 2000 and were repeated during April 2005 and one year after during 2006. The advertisements were published in "Burza" Classified Advertisements for the Istria region and the Rijeka region. Intention of announcing such as selling, buying, renting and replacing of music instruments and the sort of music instruments and the kind of contact such as regular post, phone, mobile phone, e-mail, password etc. were entered into that register. Results were shown in absolute and relative values by tables. The descriptive statistic method was used in this research.