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Author(s): Brano Markić, Dražena Tomić
Affiliation: Faculty of Economics, University of Mostar, Bosnia and Herzegovina,
Key words: knowledge discovery, data mining, data warehouse, cluster algorithms.
Abstract: Knowledge discovery in databases is the process of identifying novel, valid, useful and ultimately understandable patterns in data stored in databases. Data mining is only a step in this process in charge to find patterns or models in data. There are many data mining algorithms for clustering. Clustering is unsupervised classification, the process of grouping the data into classes so that the data objects (examples) are similar to one another within the same cluster and dissimilar to the objects in other clusters. In the paper is developed a conceptual model and program solution for clustering data stored in subject oriented data warehouse. Data warehouse and mining algorithms are integrated and this integration has shown satisfactory implementation power.

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Abstract: Spatial development plays an important role in the conservational and sustainable use of biodiversity as well as at local and regional level and should be considered properly. Therefore the paper reports how far the topic is already involved in spatial documents and procedures on national and European level. The paper composes two themes. The first one presents the past and current situation of Slovenian spatial development and its thematic issues focusing on The Spatial Development Strategy of Slovenia. The second one reviews European spatial trends and actual legislation compared with the Slovenian situation. Environmental issues were the first among elements of sustainable development strategies in Slovenia being positively accepted in the planning practice as well as at local and regional level and should be considered properly.

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Affiliation: Biotechnical faculty, University of Ljubljana, Ljubljana, Slovenia
Key words: Spatial development, Spatial planning, Sustainable use, Environment, European level

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Abstract: Literacy has always been a part of culture and tradition; it has its historical, political, social and ideological characteristics. Present computerised era has connected people, cultures, knowledge and business, and daily life characterized by computers, regardless of geographic differences, imposed new social practices, new media and new methods of creating values, and consequently new interpretation of literacy. Traditional expressing of meaning through a language is now oriented towards multimedia expressions which is expanded by images and text. This paper deals with issues of computer literacy and computerisation of school.

Author(s): Đorđe Nadrljanski
Affiliation: Faculty of Philosophy, University of Split, Split Croatia
Key words: new media, computerisation of school, computer literacy

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Abstract: Efficient education is becoming the basis for life learning. Therefore teachers and parents need to look after the children's knowledge. This knowledge is not an endless learning by heart of enormous amount of data which are quickly forgotten, but a knowledge which needs to be efficient and functional in the future as well. The intention of the presented research in this article was to establish whether students in elementary natural science of nine-grade primary school in Slovenia use electronic and other sources of knowledge, how much they use them and if they use them at all. We find that students do use other sources of knowledge. Nevertheless, next to observing and listening to teacher's explanation and description, the use of school books and work books is still the most widely used source of knowledge. Learning by electronic sources and searching for information on the internet is, despite the fact that we are living in a computer-information era, still not present enough.
THE MEDIA AND NEW VALUES OF THE FREE MARKET SOCIETY

Antun Šundalić, Iva Heteši

Faculty of Economics, University of Osijek, Osijek, Croatia

electronic media, communication, information, media reform, democratisation.

Abstract: Modern society is primarily characterized by information technology and communication. Communication through the media, especially the electronic ones, has become the main link of the fast-changing world, rich in innovations. Mobilism and relativism of the new reality are the result of the technicistic interpretation of the world. The information technology paradigm has not only put knowledge as symbolic capital before material indicators of wealth; it has also made the very existence dependent on being well-informed. Such circumstances have given the electronic media a premium role, in which they assume and control the power.

In such an environment transition, societies are trying to adapt to the age of new values by a media reform at the socio-cultural and economic-technological level. The development of independent media, especially electronic ones, should go hand in hand with the democratisation of society. This is still far from being the case in Croatian society, as the public frequently puts the media in the service of the power elite.
companies. Transitional changes are professionally very demanding in the segments of internal organisation of every company, in management, in business processes and their adjustment to wider regional, European and global markets. Electronic media are crucial for obtaining the competitiveness of companies as they enable their presentation on global market. Electronic media have an impact on company performance and maintaining its competitiveness on the market. It is of crucial importance for a large number of Croatian companies, that hardly have any chance in international competition using the electronic media in this way, to change their approach to this significant segment. The assumption is that electronic media have an influence on the company's capabilities to use its competitiveness for faster establishment into the global market.

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Title: USE OF MODERN INFORMATION TECHNOLOGY IN EDUCATION WITH SPECIAL EMPHASIS ON GEOGRAPHY AND GIS
Author(s): Karmen Kolenc-Kolnik
Affiliation: Faculty of Education, University of Maribor, Maribor, Slovenia
Key words: ICT, education, GIS, geography
Abstract: Determinants of the modern school are derived from the innovative character of post-industrial information society in which thinking, creativity, anticipation and innovation are becoming the contents and criteria of educational effectiveness. This can be partly achieved by thoughtful inclusion of use of information communication technology (ICT) into geography education being aware of its advantages and disadvantages. This article will study the importance of inclusion of geographical information systems (GIS) in education with the basic goal to enable our youth to become geographically educated also with the help of ICT. We are finding that use of GIS in geography teaching does not only stimulate quality in achieving specific knowledge it also enables development of abilities and skills of inter-subject connection and its use for further professional development of the youth. Inclusion of GIS into geographical education demands adequately qualified teachers and, naturally, access to modern teaching technologies. We have formed a list of competencies of a geography teacher and have analysed some of the main educational demands for the use of GIS.
In this paper the basic issues of electronic communication and electronic news media are discussed. How can communication in the Internet be regulated? The rules of conduct for users who publish content on the Internet are examined. The regulations include the publication of news in alternative mass media, and the way we receive them. The discussion is based on the fact that Internet communication is a new medium for communication and information exchange.

In the Internet, communication and information exchange are based on the democratic principle that all citizens have the right to communicate and exchange information. However, the right to communicate and exchange information on the Internet is not absolute. The right to communicate and exchange information on the Internet is subject to the law of a given country. In Croatia, the law of 1999 on communication and information exchange on the Internet and the law of 1998 on the protection of the public interest in communication and information exchange on the Internet are the main legal frameworks for the regulation of communication and information exchange on the Internet.

In the Internet, communication and information exchange are based on the principle of freedom of speech. Freedom of speech is a basic right of all citizens, and it is protected by law. The right to communicate and exchange information on the Internet is subject to the law of a given country. In Croatia, the law of 1999 on communication and information exchange on the Internet and the law of 1998 on the protection of the public interest in communication and information exchange on the Internet are the main legal frameworks for the regulation of communication and information exchange on the Internet.

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PEDAGOGUES, INFORMATISATION AND EDUCATION WORK

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Key words: informational literacy, informational technology, pedagogues, students

Abstract: The main goal of this article is to present pedagogues’ satisfaction in Boarding schools with technology they have their computer knowledge satisfaction and on which areas they need to be more educated. Technological progress itself does not create information era. Only information literacy when people will know how to use information technology which they dispose, will bring us to information era. Pedagogues in boarding school must realize important concept of life long learning, in range of that also belongs information literacy education. Pedagogues must be capable to guide and advice students how to get correct information. Therefore they must be well educated in computer science. To have knowledge of computer skills help educators’ contemporary and faster communication with students.

COVERAGE OF THE CULTURE AND ARTS TOPICS IN THE NEWS PROGRAMMES OF NATIONAL TELEVISION CHANNEL OPERATORS IN CROATIA

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Key words: culture and arts, coverage, media commercialization, lasting values

Abstract: Our society today is dominated by market economy and fast developments in technology. These two trends impact what goes on in our media industry, where increasing commercialization and media fragmentation now represent the two most important trends. TV broadcasters are faced with two diverging needs, one being the need to make their programmes meet the demands of the general public and the other being the need to promote lasting social values, including culture and arts. The goal of this paper is to focus on and quantify the coverage of culture and arts topics in the news programmes broadcast by national TV broadcasters in Croatia, including: HRT, Nova TV and RTL, over a period of eight days. Although there are considerable differences between these broadcasters (RTL does not have regular reports on culture and arts events in its news programmes), our survey has shown that the area of culture and arts is generally well represented, because its coverage by the other two broadcasters (HRT and Nova TV) shows that it comes third in their coverage of topics, right after reports on political events and crime.