CONTENTS

CONFERENCE PAPERS
Maja Žitinski: EDUCATION IS A MORAL CONCEPT .................................................. 137
Dorje Nadrijanski, Mirjan Nadrijanski, Mila Roguljić: BENEFITS AND LIMITATIONS OF E-LEARNING IN CANCER PREVENTION ................................................................. 142

ORIGINAL SCIENTIFIC PAPERS
Janja Črčinović Rozman: ASSESSING A MUSICAL CREATIVITY IN ELEMENTRAY EDUCATION .............................................................. 148
Ivanka Avelini Holjevac: SOCIAL RESPONSIBILITY AS INFORMATION DIMENSION OF QUALITY OF LIFE ............................................. 153
Majda Pšunder, Maja Korošec: A COMPARISON OF INITIAL SECONDARY SCHOOL TEACHER EDUCATION SYSTEM IN TWO EU COUNTRIES (SLOVENIA AND AUSTRIA) ............................................................ 159

PRELIMINARY COMMUNICATIONS
Nihada Muić, Jelena Legčević: EARLY DETECTION OF SIGNALS OF CHANGES IN THE STRUCTURE OF TRANSITION SOCIETIES ................................................................. 164
Sandra Soče Králjević: THE USAGE OF MARKET RESEARCH DURING THE SEGMENTATION OF BUYERS ........................................ 170

AUTHOR REVIEWS
Vitomir Grbavac, Jacinta Grbavac, Božidar Tepeš: THE STRATEGY DETERMINANTS OF NEW WORLD ORDER IN DOMENE MODERN SYSTEMS OF GLOBAL COMMUNICATIONS ................................................................. 177
Vlado Galičić, Slobodan Ivanović: THE APPLICATION OF EXPERT SYSTEM IN HOTEL BUSINESS ............................................. 185
Dragan Soleša: MISSION AND ORGANIZATIONAL PRINCIPLES OF E-LEARNING CENTER ON TEACHER'S TRAINING FACULTY IN SOMBOR ................................................................. 190

PROFESSIONAL PAPERS
Ivo Tokić: LIBRARY STAND IN COMMUNICATING WITH LIBRARY USERS ................................................................. 195
Anton Vukelić: ANALYSIS OF AUDIENCE REACH TRENDS OF POLITICAL BROADCASTS ON TV ................................................................. 199
Nikša Dubreta: ELECTRONIC MEDIA AND DRUGS ................................................................. 204
Eduard Pavlović, Marija Vučić Peitl, Antun Peitl, Suzana Jonovska: ADVERTISING TECHNOLOGY AND WAYS OF ESTABLISHING COMMUNICATION WITH THE PUBLIC ................................................................. 208
Stanislav Kink: PRIVACY AND SURVEILLANCE IN THE CONTEMPORARY INFORMATION SOCIETY ................................................................. 211

SCIENTIST AND SCIENTIFIC INSTITUTIONS OF INFORMATION AND COMMUNICATION SCIENCE
Željko Panian, Faculty of Economics and Business, University of Zagreb, Zagreb, Croatia ................................................................. 215
Hacettepe University, University of Ankara, Ankara, Turkey ................................................................. 222

BOOK REVIEW ................................................................................................................................. 224

NEWS ............................................................................................................................................. 225

AUTHOR INDEX ................................................................................................................................. 239