MARKET OF ELECTRONIC MEDIA IN BOSNIA AND HERZEGOVINA

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Public services, commercial broadcasters, program production, marketing

This paper presents social and historical context of electronic media’s market constitution, a structure of today’s RTV sector and its regulation framework in Bosnia and Herzegovina. Special attention it is addressed to regulation of program production in accordance with European regulation policy in that specific sector. The subject of the paper is also an influence of new technology on this sector. At last, paper deals with marketing influences of electronic media and with its share in advertising cakes.

POLITICAL SYSTEM MODEL

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differentiated and reintegrated civil society, democratic system model forms, essential political connections and feed-back influences

The author has presented us with the development of political system essential terms and, holding on to the theory of the system, has constructed several forms of political system models. In presenting the development of terms, he starts with Montesquie’s concept of the relationship between the human entirety and political authority forms. Then follows T. Parson’s differentiated and reintegrated social system and interpenetration zones. Next is a general outline of D. Easton’s political system model, and finally a description of G. Almond’s elaborated parallel political model. Starting from the aforementioned as well as some other theoretical achievements, the author has constructed several forms of his political system model, all of them being divided in the uncontrolled unitary and the controlled divided power systems. Two of the forms feature autocratic totalitarian systems and four of them are different aspects of a democratic system. Out of a series of direct links and feed-back influences, the study has determined the connections a political system is determined by.
Abstract: Due to the growing population, higher and higher industrial demands and environmental pollution, there is an increased shortage of potable water. Furthermore, the development of the society has lead to the greater energy consumption. Since the majority of the energy originates from fossil fuels, the concentration of carbon dioxide in the air is increasing. In many cases water and energy reserves are not exploited in a cost-effective manner. The article presents the examples of the uneconomical use of water and energy for heating purposes, which not only waste money but also pose a threat to the environment.
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Author(s): Franc Žunkovič, Olga Dečman Dobrnjič
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Abstract: What role plays absenteeism in boarding schools? Is it a big or a minor problem? We asked headmasters of boarding schools about this. Research showed satisfying condition about absenteeism in boarding schools which means that absenteeism does not provoke a lot of trouble to the headmasters. Absence from work for different reasons in Slovenia still means a lot of lost working hours and money. Current discussions about reduction of payment for sick leave bear witness to the fact that the government of Slovenia realizes this problem and wants to solve it.

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Title: FOSTERING COOPERATION AMONG TUTORS IN STUDENT RESIDENCE HALLS
Author(s): Jože Slana
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Abstract: The work of tutors and educators is changing. These changes and novelties include the improvement of mutual relations among students, tutors, which leads to better work of tutors. New and changing demands continually necessitate more knowledge and call for the improvement and introduction of new and more efficient methods of work. We believe that mutual cooperation among professional staff is needed in order to increase the quality and effectiveness of tutor work in student residence halls. Based on our belief about positive effects of these endeavours, we are trying to find possibilities how to expand and deepen this cooperation among tutors and thus achieve that it becomes a permanent practice in solving more complex problems. We have been using the advantages of information and communication technology (ICT) in several areas and it needs to be stressed that it can mean a great support to mutual cooperation among tutors. A number of requirements have been satisfied by introducing e-mail. Intranet is quickly gaining ground as a communication tool in the development, implementation, monitoring and analysis of tasks, because it increases the creativity of staff and their greater autonomy. We expect that properly organised mutual cooperation among tutors will improve the quality of tutor work and create a positive environment that will stimulate learning and continuing education of all employed staff.
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**Abstract**: Kindergarten as an educational institution is a place where educational process for permanent development starts. It is about relationship between educators, children, parents, society and an environment, therefore the quality of relationships-life. Permanent development means support to a progress and development of quality, life, educating, training, etc. When planning and choosing real-logical contents of an early science and technology for permanent development it is necessary to take into consideration modern strategies and approaches of dealing with connections, correlations and transfers, where the computer can significantly leave an important trace towards funcionality of a human. A child obtains awareness, experiences and an insight into a live nature and technical world through game, observation, research and creative work. Activities in and on the environment lead to creating mental activities as well as shaping fundamental terms. In these conditions the use of computer as a teaching tool is credible. With computer strategies that are sound in an early science and technology, we can stress that computer is an important teaching tool, nonetheless it is not the only medium possible for meeting the aims of science and technology for permanent/co-natural development.

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**Abstract**: The paper deals with optimal communication paradigms between the county and the public. The authors explain two paradigms: The County office for public relations. Different sources as well as personal observations and experiences were used to carry out this research. Empirical data were collected by a questionnaire. Investment in technology, people and their education is required by any modernization. It is the same with the modernization in the area of information and communication process. To obtain better results it is neccessary to combine the theory with practical experiences in developed countries. The experts who specialised in public relations can be of great help in bringing the management structures closer to citizens. Foreign experts claim that it will take years of work, which includes changes of existing laws and bringing new ones, until the balance is achieved. Local community is the place where the whole process is to begin.
They also pointed out the need for development and contemporary technology in teacher education practice. Research outcomes pointed to inadequate state on the issue of information accessibility and literacy, therefore kindergarden as well as school must provide enough possibilities for using and deepening modern media in a learning process – PCs, audio and video tapes, PC), computer programs, transperancies, formulated in a Power Point program, as they enable demonstrative teaching, evaluation of knowledge, recording the progress of a child/learner. It is necessary to point out that kindergarden children as well as school children are more and more computer-literate, therefore kindergarden as well as school must provide enough possibilities for using and deepening that kind of knowledge, essentially needed in a modern society.