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Category: Original Scientific Paper
Title: COMMUNICATING SOVEREIGNITY
The right for communicating as the newly obtained human right
Author(s): Nevenka Jeftić
Affiliation: Institute of International Politics and Economics, Belgrade, Serbia
Key words: communicative sovereignty, human rights and freedoms, the right of expression, right of communication, state sovereignty, new media technologies
Abstract: Information technologies, free flow of information, free media and the right for communicating are the pilloes from which communicative sovereignty springs and where it is based. It is the creation of XX century and it is actualized in XXI century globally and more completely. The civilization candidness and the ability of acceptance are the key categories of the prosperity of communicative sovereignty.

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Category: Original Scientific Paper
Title: TOWARDS UNDERSTANDING DEEP STRUCTURE OF SCIENTIFIC COMMUNICATION
Author(s): Miroslav Tuđman, Đilda Pečarić
Affiliation: Faculty of Humanities and Social Sciences, University of Zagreb, Zagreb, Croatia
Key words: communication models, information science, co-citation analysis, doctoral dissertations.
Abstract: Communication patterns are analyzed on the corpus of citation literature retrieved from doctoral dissertations in Information Science from 1978 to 2007 at Croatian universities. Scientific communication model is affected by institutional, language and time determinants; thereby it is possible to accurately describe traditional distribution on primary, secondary and tertiary communication by quantitative methods. Analysis of 22.210 cited bibliographic units by co-citation method resulted with network of clusters that matches scientific disciplines (archivistics, librarianship, museology, communicology, information science, information systems and lexicography). Alterations of key authors were observed according to time periods, affiliation to different scientific communities, cultural determinants, and functions in knowledge organization. According to the results of this analysis the conclusion can be drawn based on quantitative indicators: it is possible to recognize deep communication structure (conceptual knowledge zone, empirical knowledge zone, personal communication zone), beside organizational, communicational and intercultural determinants of knowledge exchange.
POSSIBLE CONSEQUENCE OF STUDENT’S RELATIONSHIP TO PARENTS AND TO SCHOOL

Author(s): Majda Pšunder, Antonija Milivojević Krajnčič
Affiliation: Faculty of Arts, University of Maribor, Maribor, Slovenia

Abstract: This research work is dealing with the different behaviour of the young, adolescent people and their perception of the relationship with their parents and their attitude towards school in the time of their early adolescence. Research work is answering the questions connected with the relationship with the parents, attitude towards school as well as the behaviour deviation of adolescents (youth). The research is based on claim that teenager’s relationship with his mother and father have an important influence on his/her behavior, especially on the conflicts with the environment. Opačič (1995) argues that the relationship between parents, the environment and the teenagers is not so important. Therefore, we were interested in teenagers’ attitudes towards their relationships that they have with their parents. The following dimensions of a relationship were emphasized (observed in greater detail): control, punishment, intimacy and carelessness on the side of the parents. Through those dimensions we could show the teenager’s comprehension of the relationship they have with their parents and/or mother and father’s comprehension of the relationship in the early phase of adolescence. He stresses (emphasizes) their attitude (perception of) towards such relationships. Some quantity research procedures are used in this research work. There are four different non-standardized questionnaires: The frequency of the behaviour deviation, A relationship with a mother, A relationship with a father, A conflict situations with parents connected with different conversation themes, An attitude towards school. The study relies on descriptive and causal-non-experimental methods of empirical pedagogical research. The research includes an accidental sample of the pupils attending 7th and 9th class of the Primary school in Maribor in the school year 2007 (n=300).
Title: THE WORD AND THE THOUGHT – THE VERBAL COMMUNICATION IN THE SPIRITUAL COMMUNICATION/UNDERSTANDING
Author(s): Zdravko Šorđan
Affiliation: Serbian Association of Communication, Belgrade, Serbia

Key words: word, thought, verbal communication, communication/understanding, comprehension, model.

Abstract: This work is pointing out to the meaningful application of the notion “word” as unconditional primal principle and the source of every existence, as the absolute totality of everything existing, that was not “created” in the beginning but has existed from the eternity. We can not come to the understanding of the word without the word itself. We can not comprehend the meaning of the word from its external communicative use, for the meanings are not in the words but in us, the same way the beauty is not in the things but in the eye that is watching an object. The word has its meaning even before we have given it through the communication, that is, the word has its understandable meaning even before its meaningful use. Even if are we are not using them in the internal communication, the words are being realized in the direct conversation with ourselves, because we do our thinking by the use of the words. The verbal communication in the spiritual communication/understanding is viewed as the interpersonal relationship that is based on the active spiritual interaction with each others and the openness of the individuals to the others. The phenomenology and the way of the commuting information by means of words, signs, and other communication instruments is specially distinguish in the interpersonal relationship. The communicative work is estimated and defined as the work which purpose is to establish the comprehension between the communicators in the mystical world of the spiritual communication/understanding.

Title: MOBILE LOCATION BASED SERVICE FOR LOCATION AND PRESENTATION OF CULTURAL HERITAGE OBJECTS AND WEB 2.0 TECHNOLOGIES
Author(s): Tihomir Orehovacki, Zlatko Stapic, Goran Bubas
Affiliation: Faculty of Organization and Informatics, University of Zagreb, Varazdin, Croatia

Key words: mobile technology, location based services, cultural heritage, tourism, web 2.0

Abstract: The development of mobile technologies over the last few years has enabled their usage in all the domains of everyday life. One of the components that is becoming a common part of advanced mobile devices (e.g. mobile phones and personal digital assistance devices) is the GPS transceiver, the most common usage of which is determining the geographical location and helping navigating a certain area. In this paper we present the concept of a system for locating and presenting information about objects belonging to cultural heritage relying on mobile technologies and GPS. This kind of system can be used for educational purposes, promotion and enrichment of cultural heritage and the local community’s tourist offer. Unlike other similar systems, this mobile location service has characteristics of web 2.0 technologies usage in all its user-interaction components.
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**Title:** ERGONOMIC ASPECTS OF IMPLEMENTING COMPUTER TECHNOLOGY INTO SCHOOLS  

**Authors:** Samo Fošnarič, Uroš Drnovšek  

**Affiliation:** Faculty of Education, University of Maribor, Maribor, Slovenia  

**Keywords:** ergonomics, computer hardware, software, education, children  

**Abstract:** This paper addresses the issue of implementing computer technology into educational settings from an ergonomic point of view. On the basis of some latest findings in ergonomics and computer science we construct a model of ergonomic implementation of computer technology into schools and highlight some areas that still need researchers’ attention in the future. We also present a review of certain findings and polemics in the fields of computerized classroom environment, ergonomic use of computers and ergonomic aspects of computer hardware and software.

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**Title:** INTRODUCTION TO DIDACTIC METAPROGRAMMING  

**Author(s):** Wojciech Walat  

**Affiliation:** Department of Technology and IT Didactics, Institute of Technology, University of Rzeszow, Rzeszow, Poland  

**Keywords:** Metaprogramming, didactic, education  

**Abstract:** Preparing hypermedia didactic programs on the basis of the most modern solutions in the scope of information technology allows to create certain portions of information in form of multimedia messages depending upon the character and aim of the message. Moreover, the use of hypertext allows to combine particular modules in (major or minor) program blocks in such a way that it is not noticeable by a student to show their individual way of learning, what is significant for didactic metaprogramming. Despite the fact that it is, to some extent, algorithmisation of the didactic process, there is no dehumanising automation of the didactic system by replacing a teacher with a machine or program but it is about facilitating its aspects in which such form of education is needed and which is compliant with the current way of learning in the student environment. Today, there is a necessity of didactic metaprogramming giving the possibility not only for multimedia presentation of the education content but also the interactive work of the student - allowing to be beyond the delivered information – use the considerable achievements of didactic programming in connection with dynamically developing information and communication technologies needed for teaching and learning at school and for the whole life.
MARKETING IN SPECIAL LIBRARIES – SCIENTIFIC AND TECHNOLOGICAL INFORMATION FOR INDUSTRY AND THE TRANSITION IN REPUBLIC OF CROATIA

Author(s): Đurđa Lujanović
Affiliation: National and University Library, Zagreb, Croatia

Key words: marketing, library, information technology

Abstract: Marketing and information workers try to establish the communication process in which professionals offer to user services, assistance and time saving. Final aim is knowledge transfer. The Marketing planning includes three strategies: message, market and resource analysis in library environment. Based on the survey on industrial special libraries we would like to help staff improve their service to adopting the concept of modern marketing techniques and education. Import of scientific and technological aspects of the economic and social development, especially in the countries. Therefore, it is necessary to establish a global international information network. Countries with current economic reforms in transition have specific needs: e.g. case studies on Hungary and Croatia. Improvement the quality of services and the selective information could speed up the transition process in Croatia.

EDUKATION DER SCHÜLER IM RAHMEN DER PRIMÄR- UND SEKUNDÄRAUSBILDUNG UNTER BERÜcksICHTIGUNG DER ENTwICKLUNG DER INTERKULTURELLEN KOMMUNIKATION

Author(s): Radka Šulistová
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Key words: communication, children, tolerance

Abstract: Nowadays in connection with breaking demographic boundaries and with Europe becoming an open institution we should try to find out if our children are prepared to respect people from different cultures and nations. If we want to teach our children how to treat people with different sociocultural habits or different colour of the skin as equals and if we want to develop their ability to tolerate the divergences of different groups, it is useful to tell them that sometimes it is not important what we do and how we do it but how we are accepted by general public and what label we have been given. Since this belief can often be based on false assumption it is necessary to explain it to children taking into account multicultural and sociocultural aspects. The paper deals with the possibilities of developing intercultural communication with children already within primary and secondary education. The author uses the results of applied qualitative research aimed at this area of education.