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Title: CULTIVATION THEORY AND HEGEMONY: A RESEARCH FROM TURKEY ON CULTIVATIONAL ROLE OF TELEVISION
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Key words: Cultivation Theory, Hegemony, Television, Old and New Technology
Abstract: Hegemony can be roughly defined as the overall field of practical strategies exerted by a dominant power in gaining the consent of the people under its rule (Eagleton, 1996: 167). The authority exercised on subordinated classes depends on consent, not force. Predominant classes operate hegemony through ideology; and media is one of the fields that hegemony is achieved. Cultivation theory expresses that television has a role on the social reality conceptualization and the world perception of people. For instance, heavy viewers consider that police is essential for this world. This suggests that hegemony is achieved. In this study, a research concerning the cultivation role of television on the students of Faculty of Science at Anadolu University, Eskişehir, Turkey was carried out and the cultivation role has come out as a result of the analyses. This result indicates that hegemony is achieved on the related faculty students. In the Conclusion, I will discuss whether television is an old or new technology.

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Title: TRANSFORMATION OF TRADITIONAL MEDIA MARKETS IN LOCAL ENVIRONMENTS

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Key words: new media, traditional media, television, local elections, credibility
Abstract: New media platforms have impacted the practices of traditional media in local environments. New media has created new opportunities for news organizations to participate in unique storytelling experiences and novel practices of audience engagement in global, national, regional and local environments. Many developments have raised questions, such as: Will new media platforms replace traditional media? This paper is based on a survey of students in Slovenia regarding the role of new media and the survey on usage of new media in local election campaign in 2010. An empirical analysis which is divided in two parts is the basis for the conclusions. In first part we analyzed the consumption of different media from younger generation. The second part of the analysis gives us the information about consumption of new media from the candidates in local election campaign in municipality of Maribor. The empirical data supports the hypotheses of the paper. First, traditional media requires main transformation but can not be substituted completely by new media. The paper will discuss the role of media, particularly television as the main traditional media. Second, media audience value medium according to the credibility and quality of information. According to the results of the survey among the young generation and according to the short overview of the local election campaign the paper will open the discussion about impact of traditional and new media.
A survey of today's websites and digital initiatives demonstrates that traditional television practices are now built into various web and digital media initiatives of local media industry. The future mandates the incorporation of traditional media into new platforms, but the chief paradigm for following professional standards should remain the same. The future of traditional and new platforms depends on their capacity to meet credibility and ethical standards!

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Abstract: Managerial accounting is oriented to producing information to managers – that is, people inside an organization who control and direct processes and operations. Therefore has to be prepared a large number of analysis and reports comparing actual results with plans or reports with many indicators about business results. Very often task in managerial accounting is classification. A classification problems occur when an object must to be assigned into predefined group or class based on the values of observed attributes. The traditional approach to classification is Bayesian theory of decision making. In the paper is analysed another approach based on neural networks and their linking and integration with cluster analyse (k-means algorithm). It was built CLUSTERNET system which from data warehouse according to manager's requirements produces a wanted number of clusters and using neural network, built in language R, classifies each one new object into corresponding cluster.

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Abstract: The aim of this paper is to consider national identity as a form of collective self-awareness and an important element of the general and humanistic education, in the educational reform based on the standards of the Bologna Process. This consideration starts from the Bologna Declaration which states that the educational reform will respect different cultures, languages and national educational systems. The question arises whether this is truly possible, knowing that the causes of this reform concept are related to the adjustment of education to the neoliberal development strategies in the world, and to the processes of globalization and European integration. Education is subjugated to the market needs and educational institutions are required to subject themselves to strict rationalization and narrow specialist professionalization. Thus, teaching is separated from the process of education and the field of culture; it diverges from the humanistic values and contents, which are crucial for the development of the individual and collective identity and the progressive role culture has in society. This paper illustrates the level of presence of relevant content in the reformed curricula of the faculties of teacher education in Belgrade and Zagreb.

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Abstract: The influence of politics on the media, especially newspapers and journalists' work in the Independent State of Croatia (ISC) represents an insufficiently researched area in the Croatian historiography of the Second World War. It is a very important topic in the context of the political project called The Cultural Revolution. The task of the project was to change the Croatian society in accordance with what had been the Ustashas' main goal since the time they took power in early spring

of 1941. The purpose of this paper, of restricted nature, is to explain the basic determinants of "The Cultural Revolution", scale of political influence on the newspapers in the ISC and the way the Ustashas' power had organized the institutions responsible for the management and control of the newspaper offices. This paper was based on the research of the documents of the Government of the ISC, National Propaganda Office (NPO), Internal Affairs Secretariat of the Socialist Republic of Croatia, State Security Department, Reporting Office of the Ministry of Foreign Affairs, daily newspapers and some magazines.

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Title: THE MANAGEMENT OF SERVICE SYSTEM ELEMENTS IN THE HOSPITALITY SECTORS
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Abstract: In the process' of preparation and giving services in hospitality, the guest is a middle man, because he in turn is the producer and consumer of the given service, and his behaviour and attitude are very sensitive. Services in hospitality in the sense of exchange of goods and services has market value for each good and service exchanged, that is, not only for the individual who is offering the service but to the consumer as well. Market value becomes realistic only when two objectives are met: the first has to do with the material goods and the staffing in a hospitality business, and the second is focused on the consumer that shows the needs and the will to buy these services/goods from the individual who is selling them. The most common elements are seen in the service system which are: three elements fall into the actual service building (internal organizational systems, material tools and the service staff), two elements are connected with the market (guest A and guest B), and two elements are the results between interactions of guest A and guest B with included elements of the service building, and the results are the service A and service B provided. Between these elements in the service systems follows a primary relationship, internal and same-time relationships. Looking at the systems generally, the explanation of services raises problems in effectiveness of these concepts in the sense of managerial decision making. The challenges of the individual who is giving a service is that the individual must seek new effective ways of giving a particular service, that is, management has the task of understanding that the service systems must always be in mind in order to create and maintain a service system that will fulfil the expectations of guests as well ease the guests in the actual system.

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Title: E-COMMUNICATION FROM BOARDING SCHOOLS TO PARENTS
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Abstract: We were interested in how e-competent the parents as key partners of schools are. The article discusses the role and the importance of information and communication technology (ICT) in school environment. We have found out that the process of informatization has become one of the most important activities of the modern world, a generator of social success and a means of integrating with the developed world. For organizations that do not follow the global development of computerization, there is no future. Currently in the Slovenian school system the project e-Education is in progress. Its primary goal is to accelerate the process of informatization of every educational institution, depending on its current status in management, educational and technical fields. The standards of an e-competent school, teacher (educator), headmaster and computer

expert are being developed. We carried out a research in which we checked the e-competence of parents of secondary school students in boarding schools, and their e-expectations for the boarding school. The study involved 492 parents of students who live in large boarding schools in Slovenia and attend secondary school. The results indicate that parents use ICT and that they expect the boarding schools to have the possibility of collaboration with them via Internet. If boarding schools organize ICT related courses, the parents are prepared to participate.

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Key words: education, social competences, tertiary education
Abstract: Universities represent the tertiary sphere of education and provide its highest degree. Their graduates take important part both in current management of institutions and in dictating trends and creating conditions of the future development of the society. That´s why it´s obvious that the quality of the education provided by universities is essential for being successful on the labour market. Education at tertiary level should be aimed at getting both professional qualification and developing graduates´ key competences which have been integrated into curricula documents. The paper " Developing Social Competences in Tertiary Education "   deals with university education focused on developing social and interpersonal competences with students of medical and social programmes which results in improving the quality of teaching within tertiary sector.

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Key words: Didactics, teaching a foreign language, ICT, digital worksheets
Abstract: In an era of modern technology, a human is in constant contact with a variety of informational and communicative technologies. A school place is not an exception here, therefore there is a constant need for new methodical and didactic approaches in this area. An example of good practice that includes modern technology in the educational process is a work with digital working sheets. This paper was written to introduce a working method with digital sheets as a new form of work in a classroom where German is taught as a second language. In the introductory part the paper presents, among other things, how countries like Germany and Slovenia are successful in their inclusion of informational and communicative technology in the educational process. The theoretical part also tries to define the digital working sheet. In the following part of the paper a step-by-step preparatory process of a digital working sheet is introduced in more detail. Individual steps are illustrated with practical examples followed by tasks. These namely enable an integrated teaching and interdisciplinary interconnection of knowledge, and make sense of the usage of a working method with digital sheets in a language classroom. In this way the development of key competences in learners is stimulated, to which, in a modern technology era, indubitably also the digital competence belongs. The following chapter focuses on some advantages of usage and work with a digital working sheet such as, for example, autonomous learning, where each individual can be active in completion of working sheet and in search for the Internet information in his/her own tempo and extent.