

Informatologia, 44, 2011, 4, 279-286

Literature: Serial *Bibliographic level:* Analytic
UDC: 374.7:681.3::65 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2037 *Page numbers* 279-286
Received: 2011-03-05 *Issued:* 2011-10-03
*Language –of text:*Engl. *– of Summary:* Engl., Croat.
References: 11 *Tables:* 0 *Figures:* 12
Category: Original Scientific Paper
Title: TRANSLATION TECHNOLOGY AS CHALLENGE IN EDUCATION AND BUSINESS
Author(s): Sanja Seljan
Affiliation: Department of Information Sciences, Faculty of Humanities and Social Sciences, University of Zagreb, Zagreb, Croatia
Key words: translation technology, evaluation, Croatia, EU, education, Fleiss
Abstract: Translation technology has largely influenced the research, education and profession. Translation services are growing sector, asking for adequate education including language competences, interpersonal, intercultural and technological competences. Market needs for the translation business in Croatia and in EU have influenced curriculum changes. In the paper, the research on the use of translation technology is presented, among students of information sciences and/or language study groups, analysing their interests in the use of translation technology. Evaluation of language resources and tools for Croatian and other languages is presented and inter-annotator agreement given by Fleis's kappa.

Informatologia, 44, 2011, 4, 287-295

Literature: Serial *Bibliographic level:* Analytic
UDC: 159.953:681.3:316.77 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2038 *Page numbers* 287-295
Received: 2011-04-02 *Issued:* 2011-11-04
*Language –of text:*Engl. *– of Summary:* Engl., Croat.
References: 40 *Tables:* 2 *Figures:* 2
Category: Original Scientific Paper
Title: RICH MEDIA PRESENTATIONS IN BLENDED LEARNING
Author(s): Branko Kaučič, Maja Ramšak, Marjan Krašna*
Affiliation: Faculty of Education, University of Ljubljana, Slovenia; Faculty of Arts, University of Maribor, Slovenia*
Key words: blended learning, e-learning material, rich

media presentation, Microsoft Producer, AuthorPoint
Abstract: With the advancements in ICT, involvement of teachers and learners in teaching and learning significantly changed. Traditional learning became interwoven with multimedia based e-learning systems which eventually stretched outside classroom world into e-learning universe. Recently, traditional face-to-face classroom learning and e-learning merged their characteristics into promising combination named blended learning. The most important benefits of blended learning are: students can manage their study time, they can select the delivery format of learning content and improved learning interaction. Synchronous and asynchronous communication and teacher-centered and learner-centered approaches are combined to maximize the efficiency of learning. One of important factors for successful blended learning is efficient e-learning material. Its efficiency is further dependent also from the type of material and the ability of software for preparing the e-learning material. In the paper we present the blended learning approach used for the last three years in course Software, and the research we perform on using rich media presentations prepared with Microsoft Producer and AuthorPoint that are specially suited for blended learning.

Informatologia, 44, 2011, 4, 296-308

Literature: Serial *Bibliographic level:* Analytic
UDC: 330.3:76.02:681.3 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2039 *Page numbers* 296-308
Received: 2011-06-05 *Issued:* 2011-12-04
Language –of text: Engl. *– of Summary:* Engl., Croat.
References: 15 *Tables:* 24 *Figures:* 0
Category: Original Scientific Paper
Title: GRAPHIC TECHNOLOGIES AND COMMUNICATIONAL BEHAVIOUR IN ECOLOGICAL CRISES
Author(s): Mario Plenković, Daria Mustić
Affiliation: Department of Communication Studies, Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia
Key words: media, graphic technology, ecology
Abstract: Irrational use of natural resources has led to ecological crisis, „environmental crisis“, „crisis of raw materials“, „energy crisis“ that has resulted in many socio-economic problems, which results with changes in human communication behaviour. When we talk about graphic technology, technological progress has led to rapid growth of

influence and importance of the press, but also to the accelerated devastation of limited natural resources and preventing the necessary time to complete their cycle of renewal. Media content by its form adapts the development of ICT technology. Medias are forced to change because of increasing number of Internet users, mobile networks and other advanced communications channels. Today we are witnesses and users of new media that allow us to completely replace paper as a medium for disseminating information. All these changes can be seen as a cultural, social and communicational process of technologies adapting to the process of creating new models of living and understanding of all citizens on important issues for the development of man and society as a whole. By using the method of synchronic and diachronic analysis and synthesis, and also causal non-experimental method of empirical research, the authors explore the basis of the hypothesis that the (non) ecological awareness of users of media content affects their communication behavior, and thus the development of new graphic convergent technologies. Used instrument for measurement was non-standardized questionnaire. Empirical research was conducted between October 15th to November 1st 2011., on sample of 214 respondents who belong to the student population. This group was selected because they belong to a population that largely uses new technology for communication, and their habits and communication choices will determine trends in the development of communication technologies in the future.

Informatologia, 44, 2011, 4, 309-322

Literature: Serial *Bibliographic level:* Analytic
UDC: 07:796.0:339.92:061.1:007 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2040 *Page numbers* 309-322
Received: 2011-05-15 *Issued:* 2011-10-03
Language –of text: Croat. –of Summary: Croat., Engl.
References: 14 *Tables:* 21 *Figures:* 0
Category: Original Scientific Paper
Title: REPORTING TO THE EUROPEAN UNION IN THE CROATIAN DAILY NEWSPAPERS: THE COMPLETION OF THE CROATIAN ACCESSION NEGOTIATIONS
Author(s): Goran Popović, Tanja Grmuša*, Hrvoje Prpić**
Affiliation: Croatian Communication Association, Zagreb, Croatia, Business School Zagreb, Zagreb*, Croatia; Medianet, Zagreb, Croatia**
Key words: European Union, content analysis,

accession negotiation, media

Abstract: The first part of the study sought is to evaluate the differences between the ways in which the leading Croatian dailies follow narrower (accession negotiations with Croatia) and the wider context (all articles of the EU) and EU issues. The second study refers to a comparison of newspapers, in relation to broader and narrower context. The used method was content analysis, a basic unit of analysis is the individual article, a sample of N = 825 articles. The results showed that the articles cover all topics related to the EU in the wider and narrower sense, and most are written on the accession negotiations: the attitudes of the ruling and the EU negotiations and less on the adjustment of the Croatian judiciary and the European economy. Professionalism in the view issue is reflected in the appointment of all the sources and in a small number of sensational headlines. Most articles have a direct or indirect link between title and text, a dominant position mainly comes from the speakers article quotes, and less as a product of design journalists. The articles are mostly neutral, the language is clear to everyone and generally there is no need for translation of technical terms. Most articles are found in sections of internal and external policies and the economy. Analysis of differences between the six leading dailies showed that Novi list devotes most space issues on the EU and Croatian accession negotiations, but the Vjesnik just ranked as the fourth. However, Vjesnik and Novi list are the most likely appointment of each source, Vjesnik is the least prone to sensationalism in the headlines, and 24sata is the most prone.

Informatologia, 44, 2011, 4, 323-332

Literature: Serial *Bibliographic level:* Analytic
UDC: 328:316.77:007(914.965) *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2041 *Page numbers* 323-332
Received: 2011-03-15 *Issued:* 2011-11-23
Language –of text: Engl. –of Summary: Engl., Croat.
References: 3 *Tables:* 2 *Figures:* 5
Category: Preliminary Communication
Title: DIGITALIZING ALBANIAN GOVERNMENT - ROLE OF INTERNET IN MANAGING GOVERNMENT COMMUNICATION
Author(s): Eva Londo
Affiliation: University of Tirana, Tirana, Albania
Key words: Albania, Internet, government
Abstract: Internet has been widely used as a new effective way of political communication. It has

been extensively incorporated in the government to generate public feedback as a subset of two way communication between citizens/businesses and the government. The so called e-Government is a process or a mechanism that can increase transparency and decrease corruption. The e-government services need to be strongly underpinned by citizen trust and government transparency. This paper will explore the use of internet by the Albanian government, methods and tactics that it employs to maximize its benefits as a two way communication process. It will examine the state of the internet in Albania and the way e-government is developing in line to European standards. Moreover, the paper will elaborate on the ways that digitalization of public information is influencing people's involvement in the decision - making processes of the government or even in discussing important governmental policies.

Informatologia, 44, 2011, 4, 333-340

Literature: Serial *Bibliographic level:* Analytic
UDC: 316.2:316.77:007(949.61) *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2042 *Page numbers* 333-340
Received: 2011-02-13 *Issued:* 2011-08-15
Language –of text: Engl. *–of Summary:* Engl.,Croat.
References: 18 *Tables:* 3 *Figures:* 0
Category: Preliminary Communication
Title: AN ASSESSMENT OF SYNDICALIST MOVEMENTS IN TURKEY AND THE PRESENTATION IN THE PRESS: THE SAMPLE CASE OF THE STRIKE DECISION OF HAVA-IŞ UNION
Author(s): Erdal DAĞTAŞ, Eylem TUNA ÇOBAN*
Affiliation: Faculty of Communication Sciences, Anadolu University, Eskişehir, Turkey; Institute of Social Science, Marmara University, Marmara, Turkey*
Key words: New right politics, disorganization of labor class, dominant ideology, structural bias in news, critical discourse analysis model
Abstract: After the process of the newly transformation in the structures of production and by the reconstruction of capitalism, the new right politics has been determinative in the disorganization of the working class. The new production flexibilities in manufacturing, have not only made new forms of exploitations arisen, but also affected the labor organizations deeply. In this context, the strike decision taken on July 20th, 2007 and applied by the Civil Aviation Union of Turkey (Hava-İş) has been assumed to be as a sample

significant resistance against new right politics that had been opposed by the labor who didn't accept to lose their employee personal rights. In this work, the presentation of the strike initiative of Hava-İş in Turkish press has been taken as the main problematic of the essay and the context of the mission committed by mass media, which has been used as the legitimating space of the new right politics. Additionally, our aim was to find out what kind of discourse has been used for the issue of the construction of news and also the issue of structural bias in the news has been intended by examining the journals representing the Turkish press which are as follows: Cumhuriyet, Hürriyet and Yeni Şafak. The general presupposition of this work was given such as the media in Turkey develops a discourse in favor of the employers about the trade union movements and strikes, and that it contributes to the dominant ideology about the working life organized by the new right policy in order to orient the workers to contribute to this social reproduction. In fact, taking in consideration the principal views and applications of A. Teun van Dijk, the critical discourse analysis model has been utilized in this essay.

Informatologia, 44, 2011, 4, 341-346

Literature: Serial *Bibliographic level:* Analytic
UDC: 336.71:61.3:316.77 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2043 *Page numbers* 341-346
Received: 2011-03-03 *Issued:* 2011-08-15
Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 22 *Tables:* 0 *Figures:* 0
Category: Author Review
Title: NEW MODELS OF COMMUNICATION WITH BANK CUSTOMERS
Author(s): Jadranka Kunac
Affiliation: Raiffeisen Bank, Zagreb, Croatia
Key words: Bank, communication, ICT
Abstract: Banking due to intensive use of ICT solution through a deep transformation. So it has already started to talk about something that theorists bankink trends like Brett King name of the Bank 2.0 link to web 2.0 is more than obvious and one of the main theses is that modern banking is rapidly accelerating under the onslaught of new technologies. Where the Internet is only the beginning and basis of the acceleration and give further impetus to the platforms and services like Blackberry and social networks. Expectations have been significantly changed. One side is reversed the traditional role of

banks as a place where clients waiting at the counter or personal banker, but also provides a full range of new opportunities for service providers to take advantage of new technology.

Informatologia, 44, 2011, 4, 347-352

Literature: Serial *Bibliographic level:* Analytic
UDC: 659.3:316.77:007 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2044 *Page numbers* 347-352
Received: 2011-01-05 *Issued:* 2011-11-15
Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 12 *Tables:* 3 *Figures:* 0
Category: Author Review
Title: PUBLIC RELATIONS IN THE PROMOTION OF THE NATIONAL TOURIST ORGANIZATION
Author(s): Marinko Jakovljević
Affiliation: Tourist Board Fužine, Fužine, Croatia
Key words: media relations, public relations, promotion, marketing, national tourism organization
Abstract: Promotional activities are perceived marketing task inside national tourism organization actions. Competition on the demanding tourist market is largely happening on a level of state as a tourist destination. Therefore it puts a need of successful marketing management and promotion in front of national tourism organizations. Public relations, especially media relations play very important role in promoting and building destination's brand identity. Media relations have a significant importance in promoting national tourism organizations in Croatia. The most notable relations are these with foreign media, since the operation of the Croatian National Tourist Board is primary turned towards foreign markets. Assessing the impact of published reports in media, we come to conclusion that, through media relations, national tourism organization achieves the equivalent of advertising, which is six times greater

than its total annual budget. At the same time with a relatively low investment in media relations, we can conclude that they are the most efficient and the cheapest form of promotion on the national tourism organization level.

Informatologia, 44, 2011, 4, 353-354

Literature: Serial *Bibliographic level:* Analytic
UDC: 577:316.77:007:577.3:37 *ISSN:* 1330-0067
Coden: IORME7 *Short title:* Infor matologia, Zagreb
Vol. No. (Year): 44(2011) *Issue No:* 4
Other indetification: INFO-2045 *Page numbers* 353-354
Received: 2011-01-15 *Issued:* 2011-11-15
Language –of text: Engl. *–of Summary:* Engl., Croat.
References: 10 *Tables:* 0 *Figures:* 0
Category: Professional paper
Title: MULTIMEDIA ELEMENTS IN BIOLOGY AND CHEMISTRY EDUCATION
Author(s): Dana Blahútová, Jozef Macko, Nadežda Stollárová
Affiliation: Faculty of Pedagogy, Catholic University, Ružomberok, Slovakia
Key words: education, multimedia, technology, computer, education of biology
Abstract: Multimedia educational systems create new possibilities in the access to some information. They communicate with users using text, video for real experiments projection, animations for viewing some processes or sound. Moreover these attributes are connected by interactive links, and that is why this type of multimedia education system allows individual requirements. Computer can be used in any school subject and in any phase of teaching process (e. g. motivation, explanation, or in repetition of findings and conclusions). Work during the school lessons will be more interesting and attractive for students and using this kind of education, students who would probably never show their talent can excel.