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*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 72 *Tables:* 0 *Figures:* 0  
*Category:* Original scientific paper  
*Title:* INTER-RELIGIOUS UNDERSTANDING IN THE ROOTS OF ETHICS

*Author(s):* Milan Petričković  
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*Key words:* inter-religious understanding, ethics, morality

*Abstract:* Different religions, as a spiritual expressions of cognitive-theological disclosure of essence, for the essential category of their own subject content take various conceptual and ethical symbols, which, despite the picturesque-latent form, is actually related to the existential practice of material life, and with him in concert, embodied human morality. In this sense, the categories of good and evil, the virtues of charity, moral principles of marriage and family, sharing, sacrifice, forgiveness, moral awareness, transformation, and training, constitute a fruitful conceptual and ethical basis for mutual communication between different religions, which is a necessary condition to overcome potential misunderstandings, and the suspension-living differences. Moral yield of different religions, embodied in their common axiological-civilizational code of ethical identical roots, therefore, carries a potential pledge of noble-cognitive communication and gender given close relationship, which, according to the dialectical principle of unity and struggle of differences, in fact are necessary conditions of survival and progress of mankind.

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*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 19 *Tables:* 0 *Figures:* 0  
*Category:* Original scientific paper  
*Title:* TECHNOLOGICAL PROGRESS, SOCIAL PROBLEMS AND MORAL CRISIS

*Author(s):* Dragoslav Kočović  
*Affiliation:* Faculty of Political Sciences, University of Beograd, Beograd, Serbia

*Key words:* technology, spiritual, moral, social values, crisis, the nature, work

*Abstract:* In this paper, we look through the prism of social trends and technological development. In this relation we emphasize the importance of technological advancement and technological developments, its enormous contribution to economic and social development of humanity on a global scale. At the same time, we are trying to point out, that is illustrative to recall the frequent consequences of technological developments, the consequences for human health and the environment. Also, to underline the use of technological advances as a means of power management and governance, and hold countries and nations in a subordinate position. We did not hesitate to cristalize the threat of technologi-

cal developments as well as the intent to preserve that relationship, or strengthen the already powerful benefits of technological culture over the rest of the world. The intention is to emphasize the importance of processing technology culture spiritual values, because we believe that without understanding the spiritual side of things, only a technological society will be reduced to one dimension obezduhovljenu and it does not provide complete peace, progress, stability or spiritual can be no long-term development of the welfare society. We have emphasized some indicators of economic and social difficulties in Serbia as the country's huge debt, unemployment, inconsistent and often illegal privatization, the low standard of living and the loss of social security, territorial threat, political pressure and conditionality.

**Media, Culture and Public Relations, 3, 2012,1, 23-31**

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*Page numbers:* 23-31  
*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 20 *Tables:* 4 *Figures:* 0  
*Category:* Preliminary Communication  
*Title:* INTERNET USAGE AS A MEANS OF POLITICAL COMMUNICATION IN CROATIA

*Author(s):* Daria Mustić, Ivan Balabanić, Marko Mustapić  
*Affiliation:* Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia; Institute for Social Studies „Ivo Pilar“, Zagreb, Croatia  
*Key words:* political communication, political parties, the Internet, Croatia

*Abstract:* The authors of the paper examine the characteristics and attributes of visual communication in on-line media content of selected political parties in Croatia. Visualization of information and adjustment to the medium in which they are used is a key factor in successful communication between the sender and the recipient. The aim of this paper is to determine the extent to which political parties in Croatia recognize digital space as a significant communication area, and therefore we conducted a study of this phenomenon by analyzing the content and visual analysis of web pages.

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*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 7 *Tables:* 9 *Figures:* 0  
*Category:* Preliminary Communication  
*Title:* HOW ARE THE PSYCHOLOGISTS INCLUDED IN THE CROATIAN MEDIA ?

*Author(s):* Sindik Joško\*, Pavlović Milena\*\*, Krile Katarina\*\*\*, Prizmić Anita\*\*\*\*  
*Affiliation:* Antopology Institute, Zagreb, Croatia\*; Polyclinic „Glavić“, Dubrovnik, Croatia\*\*; Croatian Employment Service, Dubrovnik, Croatia\*\*\*; General Hospital Dubrovnik, Dubrovnik, Croatia\*\*\*\*

*Key words:* psychologists, non-psychologists, media, attitudes, representation

*Abstract:* Insight into the media content, it can be observed relatively frequent representation psychological contents, either through direct guest psychologists in the media or through elaborating psychological issues. The theme of this research conducted on the chosen sample of respondents was to examine how psychologists see themselves representation of psychology in different types of media, in comparison with non-psychologists. We researched the extent to which psychologists participate in our media space, and how many are satisfied with the media. The survey also used two questionnaires, one for psychologists and others for non-psychologists. Psychologists and non-psychologists are statistically significantly different in their perceptions of the representation of psychology in different types of media, but not in their representation of perceptions on certain television programs. Psychologists perceived that most media often represented psychological activities in relation to non-psychologists. Perceptions of the representation of psychology in different types of media is not statistically significantly associated with the personal participation of psychologists in the media. Perceptions of the representation of psychology in different types of media is not statistically significantly associated with satisfaction psychologists performance in these media. Satisfaction with the performance in certain types of media is statistically significantly positively related with the personal participation of psychologists in certain types of media. While research holds a number of methodological shortcomings, the results are indicative.

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*Page numbers:* 44-52  
*Language –of text:* Croat. – of Summary: Croat.,Engl.  
*References:* 0 *Tables:* 0 *Figures:* 5  
*Category:* Authors Review  
*Title:* THE IMPORTANCE OF COMMUNICATION SYSTEMS IN THE PROCESS OF CROATIAN INFORMATION SOCIETY  
*Author(s):* Jacinta Grbavac, Goran Popović, Vitomir Grbavac\*  
*Affiliation:* Croatian Communication Association, Zagreb, Croatia; Faculty of Agriculture, University of Zagreb, Zagreb, Croatia\*  
*Key words:* Communication system, communication, informatization

*Abstract:* In the paper we describe possibilities of Communication Systems in next of global development the Croatian of society at the beginning of the 21. Century. In connection with this, the authors is analyzing contemporary challenges of the time in the new information society, the very development of communication systems on the beginning of the 21. Century, as and there are implementation in all social spheres. Is is within this context that we have presented in this paper of view and the future belongs of communication systems and information society, on the globalization of communication may cause some significant problems for Croatian in the near future, such as undervalue of national identity, creation of cultural inequality and establishment of information dependence on highly developed countries.

**Media, Culture and Public Relations, 3, 2012,1, 53-57**

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*Language –of text:* Croat. – of Summary: Croat.,Engl.  
*References:* 9 *Tables:* 0 *Figures:* 5  
*Category:* Authors Review  
*Title:* WATCHING CARTOONS, AND YET LEARNING MATHS!  
*Author(s):* Slavoljub Hilčenko  
*Affiliation:* College of Vocational Studies, Vocational Training of Preschool Teachers and Sports Trainers, Subotica, Serbia  
*Key words:* animation movie, direct manipulation through animation, convergent-divergent and functional thinking, Maths concepts, technology and (pre)schoolers  
*Abstract:* Primary first graders in Serbia are the ones most overwhelmed under the unreformed curriculum in Europe. This could be due to several reasons, that the transitions from preschool games to abstractions met in the school are all too soon; that the current syllabus and educational framework is not appropriated, is too voluminous, too ambitions and obsolete; that the teaching that is based on mere reproduction skills is exhausting and not motivating with a large number of extensively long and nonfunctional school subjects. Is it possible in the given environment, that thirsts for systematic changes, to offer more attractive and more efficient forms of education, that will serve the purpose of a new relieved and motivated approach to learning and more effective of the one presently performing. Our developed model of an animation movie "A dot, a line...", has those ambitions. With its content and its means of application, it should find its place in mainstream education with first graders when first basic concepts in Maths are being formed in children (or preschool children). It is the one that will encourage their convergent-divergent potentials and "open doors" to functional thinking. The aim of this paper is to present a fully realized project, a model of educational-interactive animation movie with the attached quiz, which implemented values we wish to assess in teaching practice.

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*Page numbers:* 58-63  
*Language –of text:* Croat. – of Summary: Croat.,Engl.  
*References:* 0 *Tables:* 0 *Figures:* 0  
*Category:* Professional Paper  
*Title:* THE ROLE OF RELIGION IN THE CONSTRUCTION OF THE WORLD COMMUNITY  
*Author(s):* Zdravko Šorđan  
*Affiliation:* Institute of Teology, Belgrade, Serbia  
*Key words:* freedom, tolerance, religion, community, civil society, state

*Abstract:* The main characteristics of a civil society include principles that are equal for all of its citizens: rule of law, democratic governance and new partnership among all nations and people. In the economic, religious, cultural and political spheres, a civil society is characterized by a continuous effective and sustainable development, which not only generates economic growth, but also distributes all acquired goods evenly. It is a society which regenerates its environment rather than destroying it, which empowers people rather than marginalizing them, because it is civil, civilized and tolerant. The freedom of religion is in the best

interest of a state, since in this way religion is provided with a possibility to act within a society without any dependence on political tools or pressures to serve political goals. World religions should realize that negating religious freedom to any group or an individual represents a threat to the religious freedom of all people and that a deprivation of religious rights to any believer means infringement of the rights of all believers. It must be stressed that freedom of religion is a human right, an advantage of the nature. There is almost nothing which is a matter of free will to such an extent as religion. The freedom has only in religion sown its abode.

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*Language –of text:* Croat. *– of Summary:* Croat.,Engl.  
*References:* 0 *Tables:* 0 *Figures:* 0  
*Category:* Professional Paper  
*Title:* INTERDISZIPLINÄRES PROJEKT VON ZWEI LEHRVERANSTALTUNGEN ( DEUTSCH UND MIKROÖKONOMIK )  
*Author(s):* Ksenija Stojaković  
*Affiliation:* College „Baltazar Adam Krčelić „, Zaprrešić, Croatia  
*Key words:* Interdiszilineariteat, Uebersetzungstechniken, Teamarbeit, Gebrauch fremdsprachlicher Fachliteratur , gemeinsames Lehren und Bewerten  
*Abstract:* In der Facharbeit moechte ich zeigen, wie man aufgrund Besprechung und Zusammenarbeit zweier od mehrer Lehrer verschiedener Lehrveranstaltungen auf effieziante Weise die informatische Technologie benutzend lehren und bewerten kann. Es handelt sich konkret vom Sprachlernen ( Deutsch ) in Zusammenarbeit mit der Lehrveranstaltung „ Mikrooekonomie „, innerhalb des Bachelor-Studiums der Betriebswirtschaftslehre an der Hochschule fuer Geschaefsfuehrung und Verwaltung „ Baltazar Adam Krčelić „, in Zaprrešić. Die Studenten uebersetzen das Buch „ Interne Maerkte in Forschung und Entwicklung „, der Autoren Rainer Voelker und Eric Kasper, Physica-Verlag, Heidelberg, Deutschland, 2004 in Teamarbeit. Dabei erwerben sie Uebersetzungstechniken, Textbearbeitung und lernen den Lehrstoff anderer Lehrveranstaltung kennen. Dabei benutzt man die Inter-

netseite der Hochschule und Fernstudiumsystem. Das Endergebnis ist auch Gebrauch der Fachausdruecke und Schluesselwoerter in der Fremdsprache in einem Teil der Diplomarbeit.

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*Language –of text:* Croat. *– of Summary:* Croat.,Engl.  
*References:* 21 *Tables:* 0 *Figures:* 0  
*Category:* Professional Paper  
*Title:* BANK COMMUNICATION WITH THE PUBLICS  
*Author(s):* Jadranka Kunac  
*Affiliation:* Raiffeisen Bank, Zagreb, Croatia  
*Abstract:* After a thousand years of dissemination, the new economy has brought about a system of public communication that rests on dialogue as a mutual and active processing of information. The fast, global development of technology could not miss the banking institutions which soon realized the advantages of information technology. Subsequently, new models of communication became inevitable. Besides developing new communication tools, the crucial moment is signified by distribution of products and services to the clients, the point at which a product or a service either declines or survives. The competence of employees, their sales skills combined with all those minor, verbal, non-verbal and visual skills, and their personalities supported by informational and marketing logistics, constitute important determinants of the sales process. The level of communication with a client works on a large scale, ranging from a very limited one to a complex consulting. The quality of the relationship between employees and clients represents the basis upon which clients form their opinion about the bank and decide whether they wish to remain its client or not. Clients are the bank's greatest asset and their satisfaction is perceived as the target, the means and the standard by which both internal and external communication in the bank is measured.