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Category: Original scientific paper

Title: HIDDEN INFORMATION IN VISUAL AND INFRARED SPECTRUM

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Key words: Information in near infrared, InfraredART, Military uniform, Invisible barcode, CMYKIR

Abstract: The paper is about a new method for managing the information, respecting material characteristics in the near infrared light. Common ground has been created with the visual and near infrared component of the sunlight as a new manner of researching, interpreting and managing colours and dyes. Until set theory named INFRAREDESIGN the „colour management technology“ dealt only with the perfectionism explanation and interpretation of the relationship colours and dyes for visual feeling. The practice of using colorant matter characteristics is extended in such a way that a colorant is simultaneously designed for visual and infrared area. The discovery of INFRAREDESIGN encourages to make way for many new area of information science applied to painting, prints, military clothing, leather and textile design. Communication is extended to planning a double independent information on the same place as a double picture, i.e. two messages that are dependent on each other in the course of realization, but when trying to make a copy, the message in infrared is lost.

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References: 17 *Tables:*2 *Figures:* 2

Category: Original scientific paper

Title: THE ROLE OF FUTURE GENERATION HYBRID TV TECHNOLOGIES IN EDUCATION

Author(s): Bogdan Dugonik, Mario Plenković¹

Affiliation: Faculty of Electrical Engineering and Computer Science, University of Maribor, Maribor, Slovenia; Department of Communication Science, Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia¹

Key words: television, video on demand, e-education, Internet protocol (IP), Information and Communication Sciences

Abstract: In this paper, is carried out systematic information and communication analysis of role of implementing hybrid television technologies in the process of e-education technology, which is possible because of technological future of new TV generation. The authors suggest that the development of new television technologies is in constant communication progress and it is correlated with technological changes (transition from black and white to color, the introduction of stereo / surround sound, and the possibility of new high-resolution image technology which is offered by new generation television receivers and video on demand) that in the technological and communicational terms have not yet been completed. At the present stage of technological and media development of the global world, more than 400 million citizens have direct access to the Internet with a broadband Internet connection (10 Mbps to 100 Mbps), which allows to citizens delivering of media content in high-tech resolution (720p or 1080p). For these reasons, traditional television "providers" respond to the challenges of hybrid television technology with new development and investment deals. Today the media "providers" in education are developing new customer services and media services for the provision and delivery of the new educational video content via Internet Protocol (IP technology) as well as other videos ("tablet") which are mounted on mobile devices of the citizens. Providers of educational media ("high-definition educational contents") are in the front of new communicational, educational and technological challenges. The authors, based on the set of theoretical assumptions and empirical research about the place and role of hybrid technology in a new generation of TV in E-education, give a scientific formulation of implementing new features and models of education that are provided by a new hybrid television technology through a new generation of television receivers. In conclusion, on the basis of the genetic-structural and functional analysis of the convergence of media, the authors explicate the historical value of television technology and propose new educational opportunities (video on demand) which provide a hybrid television technology with unlimited social, hardware and software and technological values and communication capabilities of the new generation TV in the future of E-education.

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References: 5 *Tables:*0 *Figures:* 0

Category: Preliminary Communication

Title: COMMUNICATION AND IDENTITY OF CZECH IMMIGRANTS IN THE UNITED STATES OF AMERICA

Author(s): Alena Jaklová

Affiliation: Faculty of Philosophy, University of South Bohemia, České Budějovice, Czech Republic

Key words: communication, identity, Czech immigrants in the USA, interculturality, assimilation, Czech-American periodicals, language, culture

Abstract: Large numbers of Czech immigrants started to arrive in the USA at the beginning of the second half of the 19th century. The new foreign-language environment made their situation very difficult. As they did not speak English, they tried to integrate and retain the original Czech cultural traditions and values: they set up municipal communities, Czech clubs, libraries, schools, they started to publish periodicals in the Czech language. However, the economic dependence of the immigrants conditioned their assimilation, and this fact considerably influenced the language of the Czech immigrant press. From the beginning of the existence of immigrant periodicals, the Czech-American communication in the media developed in three main stages. In the course of these three periods it was gradually transformed from purely Czech communication focused on Czech topics to current communication conducted mainly in English or (with an aim to demonstrate the original ethnic roots) in Czech, but with the use of numerous lexical as well as grammatical Americanisms. The Czech immigrants were fully assimilated during the third stage and finally became Czech-Americans, whose life is completely determined by American culture.

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Category: Preliminary Communication

Title: INFORMATIONAL CHARACTERISTICS OF WATER CONSUMPTION IN HOTELS IN AREA OF RIJEKA

Author(s): Rade Knežević, Renata Grbac Žiković

Affiliation: Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Opatija, Croatia

Key words: drinking water, information feature, city of Rijeka, water quality, tourism, health

Abstract: This paper analyses the quality of municipal water in the hotels in the area of Rijeka as well as the amount

of its consumption. This paper also discusses the probability of contamination and consequences that tourists and citizens who use such water could suffer. The area of this water system belongs to the karst relief marked by a significant underground circulation and high sensitivity to external influences which leads to contamination. Considering the peculiarity of karst aquifers, during heavy rainfalls after long dry periods there is a possibility of turbidity and microbiological water contamination which usually are not long lasting. Despite occasional hydro geological problems, the public utility company has organised a system for monitoring water quality in water supply system and sanitary correct drinking water is discharged into the system. Besides being drinking water, that water is clean and has good quality of mineral composition. Although Rijeka's water supply system is leading in Croatia according to security of water supply and drinking water, consumption in hotels is mainly related to sanitary water, because tourists do not have the habit of drinking tap water or they are not enough informed about such possibilities.

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Category: Author Review

Title: COMMUNICATION MANAGEMENT: EVIDENCE FROM THE CROATIAN SMALL HOTELS

Author(s): Ines Milohnić

Affiliation: Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Opatija, Croatia

Key words: sale strategy, communications strategy, small hotels, competitive advantage

Abstract: This paper examines the implementation of management strategies in terms of communication management on the model of small hotels in Croatia. In its first part, the research included defining of the research sample and scientific methodology. The second part of the research includes analysis of using 'Sale Strategy' in the business of small hotels in Croatia and a comparison with the present trends with the framework of the European Union and refers to the determination of the place and role of communication in the business of small hotels in the context of the implementation of 'Communications Strategy' with special emphasis on the use of public relations in small hotels and the impact on increasing the competitive advantages of small hotels in Croatia. Research has shown that management of small hotels uses oral communication, through which direct contact with guests most often occurs, as the most common form of business communication. Public

relations are not recognized as a continuous form of business communication in small hotels. At the end, with the purpose of increasing competitive advantages, facts and proposals of implementation strategies' measures for business communication in the business of small hotels are presented.

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Category: Professional Paper

Title: HYBRID STUDY MODEL ON HIGHER EDUCATION INSTITUTIONS

Author(s): Kristijan Matas, Boris Marjanović, Barbara Marušnik

Affiliation: Polytechnics Pula, Pula, Croatia

Key words: higher education institutions, adult students, study model, learning process efficiency

Abstract: Progress in general, particularly in technics and technology in particular, require continuous learning and acquiring new knowledge and skills. Therefore the principle of lifelong learning is adopted along with defined learning outcomes and output competences. Thereby new learning challenges after each level of education are to be revealed. This paper presents a model of study tailored to the needs of adult students on higher education institutions. There are presented advantages and disadvantages of the classical model, and a new hybrid model is developed, aimed to improve the efficiency of the studying

process at a higher level. Such a hybrid model meets the needs of adult students while maintaining the learning process quality.

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Category: Professional Paper

Title: COMMUNICATIONAL SPIRITUAL CULTURE IN THE CONTEXT OF PRIMARY EDUCATION IN SLOVAKIA

Author(s): Miriam Uhrínová, Jozef Zentko, Tomáš Jablonský

Affiliation: Faculty of Pedagogy, Catholic University, Ružomberok, Slovakia

Key words: spiritual culture, dance, folklore, creativity, primary education

Abstract: The contribution shows a current trends related to the application of spiritual culture in the educational process of primary education. Through differentiated characters it shows possible means for the implementation of folk art in creative arts activities in the educational process. The main narrative line of the paper is to demonstrate the application of elements of folk traditions in primary education, which is important foundation for the formation of positive attitudes to cultural heritage. It shows the possible cross-curricular context in the very educational process to enhance national awareness in children.