

**Media, Culture and Public Relations, 3, 2012,2, 111-119**

*Literature:* Serial *Bibliographic level:* Analytic  
 UDC: 061:659.316.77 ISSN: 1333-6371  
*Vol. No. (Year):* 2(2012) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-42 *Issue No:* 2  
*Received:* 2012-04-05  
*Page numbers:* 111-119  
*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 26 *Tables:* 0 *Figures:* 0  
*Category:* Original Scientific Paper  
*Title:* INDIVIDUAL, SYSTEM AND SOCIETY  
*Author(s):* Ivan Cifrić  
*Affiliation:* Department of Sociology, Faculty of Humanities and Social Sciences, University of Zagreb, Zagreb, Croatia  
*Key words:* society, individual, system  
*Abstract:* This paper analyzes some aspects of the relationship between the individual and society or social system. The author differentiates between the terms society and system. These terms have become two mutually opposed worlds of their own. The first term is understood as the relationship between individuals who create the society by the mediation of the system of values and ethical norms. The latter term is understood as the relation between formal institutions organized by different regimes that create the system on the basis of rights and power. Modern society is marked by the increasing strength of the system as opposed to the individual and society. The paper examines the changes occurring between these two worlds by looking at various aspects: institutional, developmental, communication, political, time, cultural, scientific, methodological, as well as through the control and goals analysis. The system rationalizes itself and becomes a purpose in itself instead of serving the society. Modern society is marked by the increasing strength of the system and the alienated individual becomes a number, helpless when faced with the system. The thesis about the "methodological turn" in science (sociology) is advocated in the paper. The system should be examined methodologically and looked at critically as a whole rather than as individual processes and conditions within the whole.

**Media, Culture and Public Relations, 3, 2012,2, 120-130**

*Literature:* Serial *Bibliographic level:* Analytic  
 UDC: 37:001:331 ISSN: 1333-6371  
*Vol. No. (Year):* 2(2012) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-43 *Issue No:* 2  
*Received:* 2012-03-10  
*Page numbers:* 120-130  
*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 38 *Tables:* 0 *Figures:* 0  
*Category:* Original Scientific Paper  
*Title:* BETWEEN THE SOCIETY OF WORK AND THE SOCIETY OF KNOWLEDGE  
*Author(s):* Antun Šundalić  
*Affiliation:* Faculty of Economy, University of Osijek, Osijek, Croatia  
*Key words:* society of work, society of knowledge, symbolic capital, worker of knowledge, the paradigm of information technology, globalization  
*Abstract:* The nineteenth century industrialization brought at first to Europe, a then to the world, a new society of work, called capitalism. That capitalism still exists just not in the way of the nineteenth century. The past two centuries have shown the whole capacity of adaptation, rearrangement, flexibility and networking of the capitalist society of work in a manner that it has become more known like the society without work. Globalization brought

an open, free, world market in which the new paradigm of information technology has become dominant. It enforced the priority of symbolic capital over physical capital, the worker of knowledge over the physical worker, to the economy. In addition, it changed the old syntagma "society of work" with the new "society of knowledge". Is the society of knowledge a step towards freedom of labor as an existential necessity, or is it the way towards a new susceptibility to large capital is the subject of this paper. This paper also shows the state of Croatian society which is trying to enter the society of knowledge from the society of work.

**Media, Culture and Public Relations, 3, 2012,2, 131-137**

*Literature:* Serial *Bibliographic level:* Analytic  
 UDC: 37:001:331 ISSN: 1333-6371  
*Vol. No. (Year):* 2(2012) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-44 *Issue No:* 2  
*Received:* 2012-02-10  
*Page numbers:* 131-137  
*Language –of text:* Engl. – *of Summary:* Engl.,Croat.  
*References:* 16 *Tables:* 4 *Figures:* 0  
*Category:* Preliminary Communication  
*Title:* THE ROLE OF DIGITAL COMPETENCES IN ELECTRONIC EDUCATION  
*Author(s):* Matjaž Duh, Tomaž Bratina, Marjan Krašna<sup>1</sup>  
*Affiliation:* Faculty of Education, University of Maribor, Maribor, Slovenia; Faculty of Arts, University of Maribor, Maribor, Slovenia<sup>1</sup>  
*Key words:* e-learning materials, e-skills, e-competences  
*Abstract:* The theoretical contribution to the use of modern information and communication technology in educational processes should be discussed critically. The multimedia learning materials and their use at different stages of the educational process in the context of their technical, educational, communicational and aesthetic quality have been reviewed from different perspective. There are many advantages in using multimedia learning materials in education but also disadvantages. Excessive use of electronic learning can lead to the possible unwanted situation in student personal development and upbringing goals may not be achieved. Since interactive multimedia learning materials are becoming more widely used in education they must be added into the teachers qualifications. Only competent teachers can use full potential of multimedia learning materials. How multimedia learning materials in all phases of education is used was tested on primary school teachers. Results are very useful for further teachers' education. The fear that educational process may lose some human quality is real.

**Media, Culture and Public Relations, 3, 2012,2, 138-149**

*Literature:* Serial *Bibliographic level:* Analytic  
 UDC: 659.3:004.383:37.018 ISSN: 1333-6371  
*Vol. No. (Year):* 2(2012) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-45 *Issue No:* 2  
*Received:* 2011-02-09  
*Page numbers:* 138-149  
*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 50 *Tables:* 2 *Figures:* 2  
*Category:* Authors Review  
*Title:* SOCIO-ECONOMIC ASPECTS OF MOBILE PHONE USE AMONG YOUTH  
*Author(s):* Renata Relja, Tina Božić

*Affiliation:* Faculty of Social Sciences and Humanities, University of Split, Split, Croatia

*Key words:* new technologies, mobile, socio-economic aspects, youth, cyber bullying

*Abstract:* Adaptation of mobile phones is a contemporary global phenomenon. Today, the mobile phones are equitable, and there are main forms of electronic communication especially within the youth. The authors of the paper present the results of empirical research whose subject was the analysis of aspects of mobile phones used among young people as well as their impact in daily social life, communication and interaction. It also examines the use of cell phones in domestic violence through new technologies (Cyber Bullying), as well as the dimensions of security and protection. The survey was conducted by questionnaire, using the structured questionnaire on a sample of 302 respondents (students and high school students) from the city of Split and surrounding areas. The field phase of the research was conducted during May and June 2010. Young people were selected as the research population, primarily because it is a kind of "pioneers" in using information and computer technology, so this technology, especially mobile phones are increasingly being called just technology of the youth.

#### Media, Culture and Public Relations, 3, 2012,2, 150-157

*Literature:* Serial *Bibliographic level:* Analytic  
UDC: 659.3:316.32:007(497.13) ISSN: 1333-6371  
*Vol. No. (Year):* 2(2012) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-46 *Issue No:* 2  
*Received:* 2012-04-10

*Page numbers:* 150-157

*Language –of text:* Croat. *– of Summary:* Croat.,Engl.

*References:* 55 *Tables:* 0 *Figures:* 0

*Category:* Authors Review

*Title:* CROATIA IN THE MULTICULTURAL WORLD

*Author(s):* Ana Ištaković

*Affiliation:* Croatian Communication Association

*Key words:* Croatia, European Union, Referendum, Mediterranean countries, Participation

*Abstract:* The target of this paper is to establish the fact that the result of referendum of the Republic of Croatia on EU has introduced new horizons nearly overnight, and new views coming from Croatia are being more spontaneous and spread much broader towards Europe, first of all towards the countries from European Union, and besides even broader. If we say broader, we are aware of the fact that Croatia has got particular position in the EU, concerning Adriatic Coast which makes it being the Mediterranean country. Furthermore it means that in geopolitical, strategic and tactful sense, and from the economic point of view, Croatia is capable of participating in the Association of Mediterranean countries in full.

#### Media, Culture and Public Relations, 3, 2012,2, 158-166

*Literature:* Serial *Bibliographic level:* Analytic  
UDC: 316.77:796.03:007 ISSN: 1333-6371  
*Vol. No. (Year):* 2(2012) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-47 *Issue No:* 2  
*Received:* 2012-03-10

*Page numbers:* 158-166

*Language –of text:* Croat. *– of Summary:* Croat.,Engl.

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

*Category:* Professional Paper

*Title:* SIGNIFICANCE AND IMPACT OF ELECTRONIC MEDIA ON THE POPULARIZATION OF THE SPORT

*Author(s):* Allen Bartoš

*Affiliation:* Association for Sport and Recreation "Veteran '91.", Zagreb, Croatia

*Key words:* sports, popularity, electronic media, commercialization, public

*Abstract:* Electronic media have played and still play a major role in the popularization of certain sports. Such type of media very specifically single out what is important, selecting thus those aspects which seem to be most profitable and then transmit that information to the public. Seeing that electronic media are mass media as well, we could argue that mass sport is a part of the mass culture. Contemporary modern and popular sport has the characteristics of professionalism as well as of commercialization. Modern sport in terms of culture is in one way most similar to the music industry. Accordingly, the electronic media, together with any other mass media, determine what will be popular and to what extent will a certain sport be popular. However, sport has not always been in a state we know it to be today. Before the appearance of electronic media, sport occupied a role of entertainment regulated by certain rules. However, when the electronic mass media began reporting about sports on mass scale, broadcasting certain sport events and analyzing them, sport become the way we know it now. A lot is being done to make young people turn to sport due to health reasons as well as to educational purposes. Children and adults actually learn through sport as they gain new insights and skills. However, the popularity of sport brings into the picture negative consequences as well. Sport has in a way become a product that is bought as a kind of commodity in the marketplace. This would be fine if the rules were the same for everyone, but this is unfortunately not the case. It is not the same to be a professional football player, or for example, a professional kayaker. The athletes mentioned do not have the same conditions or the same predispositions for development, not to mention the meager chance of a professional kayaker to secure his minimum subsistence. In the past, sports were naturally more equally represented, but with the emergence and development of electronic media, the strict selection limited what will be advertised and published. Other entities appearing within the realm of sports acted accordingly, such as advertising agencies and manufacturers of sports equipment. They invested their funds and resources in the popular sports making them even more popular aside from the influence of the electronic media.